

Keynote Speaker For 1st Session

Frank J. McGinnis, 708 Shirley drive, manager of advertising, makes promotional and training of the 12th annual convention of the Mail Advertising Service Association International, meeting in Detroit, Mich., Sept. 9. He will be keynote speaker at the opening day's session, relating the story of Ford's mail advertising. From 1935 to 1943, McGinnis was an account executive in the direct mail division, R. L. Potts & Co., Detroit.

Cpl. Miller In U. S.

Cpl. Robert T. Miller, son of Mr. and Mrs. Garner Miller of Wattles road, arrived in San Francisco, Calif., Saturday, Aug. 29, aboard an Army transport from Korea. Cpl. Miller is expected to be sent to Ft. Sheridan, Ill., for discharge.

New Books at the Baldwin Library

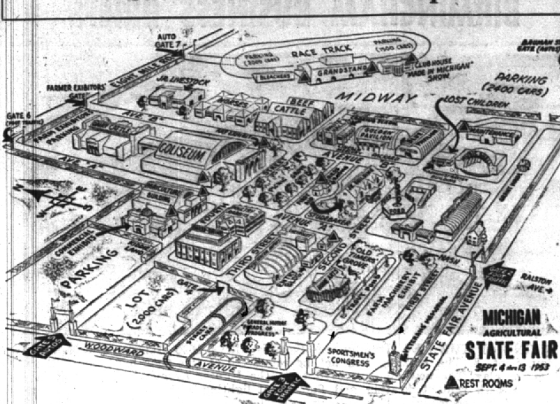
- FICTION**
 AMBLER—Schirmer Inhabitation
 STEINSON—Golden Season
 BENSON—Venus Death
 GARDNER—The Knafvick Cash Fire
 OVERHOLSER—Valley of Gung
 TAYLOR—The Last of Thakage
 FRI—Swords of Anjos
 COVET
 UNGAR—To Mother With Love
 HOLDEN—The Girl's Mile
 HUGHES—Simple Takes a Wife
 DEWEY—The Sure Thing
 DAVIS—Drag the Dark
 COLETTE—Cheri and the Last of Cheri
 TANNER—Oh, What a Wonderful Wedding
 WHITSON—Governor's Daughter
 SLAUGHTER—Drama Mistress
PSYCHOLOGY, PHILOSOPHY
 CHICKER—Psychomatic Research
 STEINBERG—How to Master Your Fears
RELIGION
 RADCLIFFE—Making Prayer Real
 MAY—Our English Bible in the Making
SOCIAL SCIENCES
 GILLEN—Social Problems
 URGREN—Economics for You and Me
 WICKESMAN—Investment Company
 KERNER—The American
 JACOBSON—Meeting of Minds
 DILLAVOU—Principles of Business
 MOHRSTEIN—Foreign Governments
 SCUDLIER—Finnish Are People
 NESBITT—A Public School for You
 LEWIS—A Christmas Book
 THOMAS—The Sealing
 FLYNN—The Lasting Story
 KIRK—What to Do When
 COLTON—What to Do When
 GARDNER—In the Name of Science
 COOK—Mathematical, Essential to
 Electricity and Radio
 HUNT—Physical Chemistry
 ANTHONY—Culture and Preservation
 of Small Mammals
 BEKINER—College Zoology
 DILL—Undersea Adventure
 TRALE—Cassino Jungle
 MALLON—Machine Shop Maintenance
 HAMILTON—Power Tools for the
 Home Craftsman
 WAIL—Gun Trainers Guide
 JORDANOFF—Illustrated Aviation
 Dictionary
 LIPSETT—Ford Owners Complete
 Handbook
 FALKNER—Soil Development
 FEATHE—Soils and Land of Michigan
 CARLSON—Twentieth Century Book
 Keeping
 DOJORB—Development of Executive
 Talent
 HUSBAND—Psychology of Successful
 Selling
 LEBLANC—Chain Stores in America
 GRELLE—Advertising at the Cross-
 roads
 JANSSEN—Handbook of Applied Mathe-
 matics
 DEWITT—Field Book of the Skins
 LOOMIS—Field Book of Common Rocks
 and Minerals
 SCHULER—Rocks and Rivers
 HAWKS—A Land
 MILES—Climate Makes the Man
 COBURN—Working With the Mi-
 croscope
 MOORE—Field Book of Plants and
 Streams
 LEWIS—Field book of Insects of the
 U. S. and Canada
 HOVEY—Making Money in Your Kitchen
 LEWIS—Housing and Home Manage-
DICTIONARIES
 SCHONMARKER—Dictionary of Wines
FINANCE, SHORTS—ARRANGEMENTS
 MAY—Landscape Flower Arrangements
 TOWNSEND—How to Plan a House
 SHIBUYE—Handcraft in Metal
 ZACHRY—Creative Hobbies
 KAUTSKY—Planting Trees and Land-
 scapes in Watercolor
 KAUTSKY—Ways With Watercolor
 MAGUIRE—Cakes, Breads and
 Pastry
 MANN—How to Play Winning Base-
 ball
 —The Classic Ballet—Basic Tech-
 nique and Terminology
 CANE—The Artist in Each of Us
 MELADY—Better Lawn for Your Home
**BOOKS—Flower Arrangement, Work-
 book**
 BERGESSON—Patch
 RICHARFF—Handcraft Hobbies for
 Profit
 TRILLING—Design Your Home for
 Living
 GUPTILL—Oil Painting Step by Step
 CHILD—Baking
 CHILD—Catching
 CHILD—Fishing
 CHILD—Picking
ORIENTAL
 LITERATURE
 NUTLEY—How to Carry on a Con-
 versation
 AXELSON—Seven Year Itch
 SANDERS—Chief Modern Poets
 BONNER—The Uncle Louis
 PRISTLEY—Fox
 STANFORD—Christopher Fry Album
 —Best Articles of 1955
 CHILD—Selected Poems and other
 Poems
NOVELS
BIOGRAPHY—TRAVEL
 BRADWOOD—Hunting Beyond the
 Tiers
 OGRIZEK—Spain and Portugal
 CROSBY—Call Me Lucky
 SHAYNE—Story of Babby Shays
 POHL—Lost Hovevery
 REICHAUER—Japan—Past and
 Present
 FODOR—Germany, 1955
 ROUNDS—Window on Red Square
 MOWAT—People of the Bear
 EDEL—Henry James
 FORBES—Unusual Experiences
 WALLBANK—India in the New Era
 STARR—South American Mirrors
YOUNG MODERNS COLLECTION
 VARY BERRY—The Art
 DERMING—Sun Morris; Sky Nurse
 BRYTE—The White; Yellow; Lumberjack
 WERE—My True Love Water
JUVENILE NON-FICTION
 JONES—Bible Stories
 SMITH—Tree of Life
 HOSFORD—By His Own Light
 SHIPPEN—Big Men
 WONGER—Animal Book
 BERGESSON—Grasshopper Book
 FEALC—Junior Book of Unities
 BARNARD—Handy Boy's Book
 COLLY—Fins Fish
 O'NEILL—Picture Story of Norway
 BONDRE—My First Calendar of
 the Pacific
STREET—Picture Book of Britain
JUVENILE FICTION
 GELWEE—Raiders of the Seas
 Daffodil
 LOWRICE—Lucky Cat
 MONTGOMERY—McGonigle's Lake
 TORRES—Captain Ramon's Daughter
EASY BOOKS
 BURD—Somebody's House

Duplicate Bridge Club Resumes Weekly Play

The Birmingham duplicate bridge club will resume its regular weekly sessions starting Wednesday, Sept. 9, at the Community House, according to club president Robert E. Spalding. "Long standing rivalries will be taken up again as regular members resume play," Spalding said, "and with new members probably new rivalries will be started. "For those who would like to join our group, I'd like to say there are no dues, no fees, just a partner and a desire to play duplicate bridge. Those who do not understand it fully may come half an hour earlier to the first session. Officers and old timers will gladly explain the technique." The group meets at 8 p.m., with the Sept. 9 "practice session" set for 7:30 p.m.

WE HEARD IT SAID BY—
 JOHN E. MARTIN, 310 South-
 side: "The Eisenhower adminis-
 tration certainly is finding out how
 hard it is to change the course of
 events that has been going on for
 20 years in the United States. When-
 ever Ike and his able key men try
 to restore our national economy
 toward the idea of thrift and frugality
 a tremendous howl is raised by the
 groups affected. That howl, of course,
 spells out votes against—Ike has to
 decide whether or not he wants votes
 or a sound economy. Which side
 will eventually win is in the lap
 of the political gods."

Save This State Fair Map



Visitors to the Michigan State Fair, Sept. 4 through 13, will find this specially prepared map a convenience in getting around the large grounds. General Manager James M. Hare suggests that readers bring it along when visiting this year.

the peruke



IT'S A CECILE . . .
 A Jacobson Exclusive

a tweed-textured nylon
 bonnet, fashion-important both
 fore and aft . . . with a
 jewel-circled yarn tassel for
 back interest.
 Coffee mix or green mix.
 16.95

Jacobson's
 BIRMINGHAM

MILLINERY SALON — STREET LEVEL

marion mc coy . . .
 california originals

Special TRUNK SHOWING

of the entire Marion McCoy dress line for fall, winter and holiday wear

TOMORROW — 10 AM to 5 PM

Thursday, September 3

See the newest creations of this outstanding California designer, modeled for you who appreciate the unusual in fashion. Beautiful one piece and costume dresses in finest wool jersey and imported tweeds.

39.95 to 98

Jacobson's
 BIRMINGHAM

FROM OUR DEB SHOP . . .

campus gadabouts

39.95

Everything's luxurious but the price . . . Oakdale's Chatham wool fleece coats with their own personal climate control in the Millium lining . . . to keep you wonderfully warm in zero weather, comfortable when temperatures rise. From classes to dates to shopping sprees . . . they're all-purpose coats, smartly detailed.

Beige, red, blue or pink.

Sizes 7 to 15.

Jacobson's
 BIRMINGHAM

DEB SHOP
 STREET LEVEL

PEOPLE'S COLUMN

Escanaba's Recreation Director Thanks City For Tourney Courtesy

To the Editor: I want to take this opportunity to thank the people of Birmingham for the fine hospitality shown us during our stay while taking part in the Little Bigger League tournament. I, for one, was really impressed with the kindness shown

our players by your residents. I also want to mention that the tournament officials deserve commendation for their outstanding job. The field was in excellent condition for all games and the work of the officials was the best I have seen in some time. Your Birmingham team was good and I feel we were very, very lucky to win. The Berkley team was good, too, and I think both

showed wonderful sportsmanship. I realize I am late in writing this letter but hope the people of Birmingham will forgive me and accept my thanks. ARTHUR H. PETERSON, Recreation Director, City of Escanaba.

NEED SOMETHING FOR YOUR HOUSE? Then locate it by reading or using the Classified Ads in The Eccentric each week.

the corduroy jumper goes to campus or career



The coat jumper leads a busy, versatile life . . . with blouse, sweater or alone. Red, black, gold, rust or green; sizes 9 to 15. 8.95. The nylon shirt in white, mag-nolia or toast. 5.95.

SPORTSWEAR — STREET LEVEL

Jacobson's
 BIRMINGHAM