

Loan Association Officers Named

Walter L. Moreland, 171 No. Worth, was elected president of the Birmingham Federal Savings and Loan Association at the annual meeting Wednesday, Jan. 20. Named vice-president for the 1954 term was Henry F. Johnson, 21801 Fraser, Southfield township.

Hazel E. Lawler, 684 Pierce, is the new secretary-treasurer and manager of the Berkeley office. Directors for the association this year include Emerson C. Brown, 5529 Brookdale, chairman of the board; Clyde C. Bennett, 889 Surf, Emory O. Hatton, John P. McKay, 124 St. Woodward, Ralph Manuel, 735 Oakleigh, Bloomfield township, Moreland, Ralph C. Moulthrop, 2570 Thirteen Mile, and Howard M. Werner.

According to the association's financial statement as of December 31, 1953, assets are now over \$7,500,000, a gain of \$1,400,000 during the past year. Savings increased \$1,267,000, while mortgage totals reached a new high of \$5,508,000.

Looking ahead, Moreland stated that he believes the price of real estate will be more attractive than in recent years and that home buyers in 1954 will buy with greater confidence. "Personal incomes should remain high and the outlook for home building is good," he said.

PEOPLE'S COLUMN

Ferdale Family Gives Eccentric High Rating

To the Editor: The Eccentric has been coming to our home for four weeks, now, and we find it interesting, enjoyable and an excellent paper.

Our daughter likes it mostly for its news concerning Kingswood and Cranbrook, also Vaughan and Birmingham. My husband and I find it interesting in all ways, from news to ads.

The New York Herald Tribune used to be second in importance to The Free Press, but I believe The Eccentric has now usurped its place as our "once-a-week" extra paper.

MRS. ROBERT HAUSER
576 West Drayton
Ferdale

Kiwanians Scheduling Two Special Programs

After a meeting on Jan. 26 at which the lieutenant governor, Mason Case, visited the Birmingham Kiwanis club, a Kiwanis Kiwis show has been scheduled for Feb. 2. Questions will be presented dealing with the affairs of the club, past and present, to determine how much members really know about their organization.

Past President Marvin Kauffman and the club's "Old Timers" will be honored at a special program on Feb. 2.

Deadline Feb. 12 For Ad Aptitude Examinations

Application deadline for the annual advertising aptitude examination, given by the American Association of Advertising Agencies, is February 12. Michigan Council Test Chairman Ernest A. Jones, vice-president of MacManus, Johnson & Adams, Inc., has announced.

All interested in taking the self-evaluation test must apply prior to that date in order that papers be processed before examination day.

Saturday, February 20. Tests require six to eight hours, beginning at 8 a.m. Examinations will be given at the University of Michigan, Michigan State College and Wayne University simultaneously. At present,

all colleges and Universities are being visited by a team of advertising men, who are presenting details to groups of interested students. "Value is two-fold," says Jones. "Not only do those who are inter-

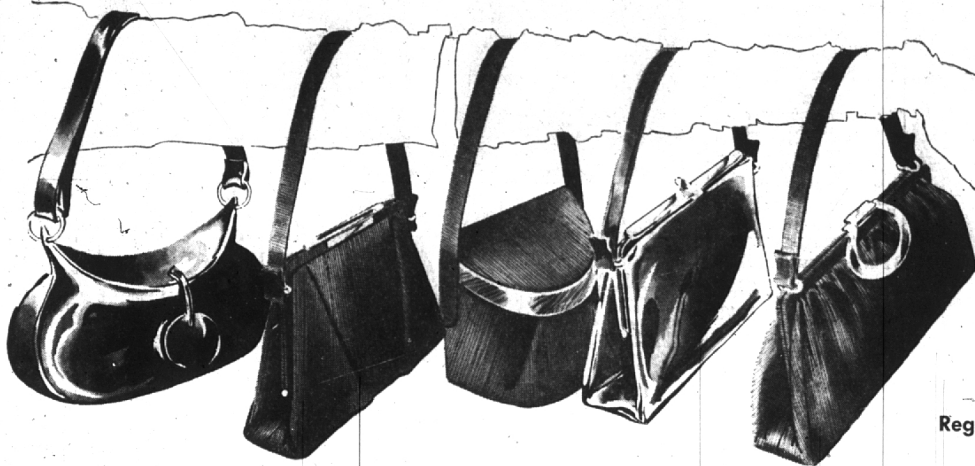
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THE BIRMINGHAM ECCENTRIC Page

ested in entering the field find it a great aid after determining a positive aptitude for this line of work, but some less inclined, though strongly interested, are happy to discover what career may best suit their particular aptitudes." Was not ad cannot be accepted after 5 p.m. each Tuesday.

ANNUAL LEWIS HANDBAG EVENT

a once-a-year opportunity to buy famous Lewis bags for little money!



9.85 plus tax

Regular 13.50 to 18.50 Values

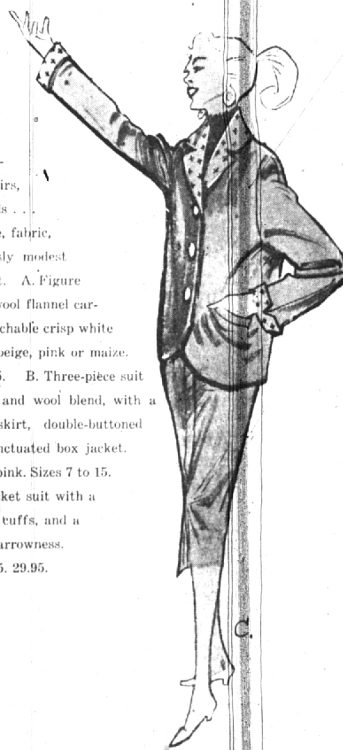
Fine Workmanship! Beautiful Tailoring! Luxurious Satin Linings!

A special purchase makes possible these spectacular savings on beautiful Lewis handbags... famous for their superb workmanship, fine styling and all the luxury touches preferred by fashion-wise women everywhere. At this low price, you can have a whole wardrobe of handbags for now and for spring. Choose from a group of handsome black or navy failles; black, or black with white, plio-patents... in a smart variety of styles you'll be proud to own and to carry. Every bag is lined with gold-piped satin, each is a value-find!

Jacobson's
BIRMINGHAM

DEB SUIT MAKES ITS SPRING DEBUT

PARKING AREA FOR YOUR SHOPPING CONVENIENCE



Looking very 1954, our Deb suits are coming out for spring... the very newest in beautiful fashion for the "coke" set. Shown are but three from our collection of rich worsteds, camel hairs, flannels, and cashmere-wool blends... each a spring symphony in line, fabric, color and style at wondrously modest prices to please and delight. A. Figure contoured Farnsworth wool flannel cardigan suit with a detachable crisp white pique collar. Blue, beige, pink or maize. Sizes 7 to 15. \$35. B. Three-piece suit of camel hair and wool blend, with a slim fly-front skirt, double-buttoned vest and button-punctuated box jacket. Blue, blonde, navy or pink. Sizes 7 to 15. 39.95. C. Trim box jacket suit with a woven motif on collar and tuffs, and a skirt pared down to new narrowness. Grey, beige or blue, Sizes 7 to 15. 29.95.

SUIT SALON — STREET LEVEL

Jacobson's
BIRMINGHAM