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 WOODWARD—NEAR MAPLE



Mr. Richard Engle
**Roseville father says,
 "We paid a \$1581 debt
 with four dollars!"**

"A guy is pretty lucky when he
 has along up a \$1581 debt with one
 four-dollar payment," says Mr. Engle,
 of Roseville. "That's just what hap-
 pened when our two-year-old daughter
 was hospitalized for 78 days. She'd
 been seriously burned, required
 constant attention in the hospital
 ... so much so, in fact, that the hos-
 pital bill was \$1581! But all we had
 to pay was four dollars ... and
 all the rest was automatically taken
 care of by our Blue Cross Compre-
 hensive Contract. On top of that,
 Blue Shield paid the biggest part of
 our doctor bill! You bet we're a
 Blue Cross - Blue Shield family ...
 for keeps!"

The chances that your family will
 have an unexpected hospital bill within
 a year are 1 in 21! With odds like
 that, wouldn't it be well worth the
 little it costs to have Michigan's
 most widely accepted protection
 against hospital and doctor bills—
 Blue Cross - Blue Shield!

Find out how your family can
 enjoy low-cost group coverage. A
 company with as few as 5 employees
 may qualify as a group. Today, call
 or write: Blue Cross-Blue Shield
 Mr. Gordon Cox, Huron Center,
 1055 W. Huron Street, Pontiac,
 Michigan.

**BITS OF
 BIRMINGHAM**

THE MAYNARD ANDREEA FAMILY of Ridgewood, Bloomfield Hills, were sure that "Sik Stockings", the show that leaves the Shubert Saturday and opens on Broadway Feb. 24, is a "terrific musicale." But they're especially hoping to see the opening, for Mrs. Andreea's niece, Gretchen Wyler, will be on stage in a star's role instead of understudying. The Andreeas invited Gretchen's mother here for Sunday's staging, and when she arrived, her daughter had just learned of her new star status. Gretchen, who visited the Andreeas when she was here in "Guys and Dolls," is happy to replace Yvonne Adair in the comedy, musical lead, while her predecessor is reportedly as happy about her expected child.

A NEIGHBORHOOD ice ballet staged Sunday evening at the Burmaster home, 1045 Suffield, netted 92 cents for the local polo fund. Ten little girls between 8 and 11 years made their own costumes, prepared the show and invited neighbors to watch. The program consisted of dancing, figure skating and a short skit, "The Perfect Tree".

BIRMINGHAM'S NEW ZONING MAP, just out this week, couldn't be more up-to-date. Included are the latest city acquisitions—the 234-car parking lot at Pierce and Merrill, and the one parcel the city has bought in the block just south of Shain park. Copies of the map are available for 20 cents each at the office of City Clerk Irene Hanley.

THERE ARE "INSIDE" and "outside" job classifications in many businesses, but the "outside" man in the City of Lathrup Village must be really versatile. In hiring Vernon Hodges Monday night for city duties, City Administrator Leonard Watoski listed a few of the new man's duties as maintaining culverts and ditches, street signs, dog policing, grading streets, etc. Hodges, who will start with the city March 1, will be paid \$4,800 a year.

WHEN THE ANNUAL musical program of the Detroit Roundtable of Catholics, Jews and Protestants is presented Feb. 23 in the Rockham building, the 19 members of Birmingham's Holy Name boys' choir will be among the singers. The choir is also slated to appear soon on a program sponsored by the League of Catholic Women. The group, under the direction of Gilbert Gervais, is becoming increasingly well-known and popular.

DURING FIVE DAYS of the past week, the traffic light at Long Lake and Woodward in Bloomfield Hills has been set to operate as a blinker because snow and slush made road conditions dangerous. The steep southbound grade makes it difficult for motorists, especially truck drivers, to stop at the bottom of the hill. The same grade makes it next to impossible for northbound drivers to get up the hill, once they have come to a stop. Therefore, they are permitted to cross without interruption, while east and west-bound traffic waits for a break in the flow.

We Goofed!
 Pictures and names became confused in last week's Business column. Charles E. Martin's name ended up, incorrectly, under the picture of Maynard E. Beukema and vice versa, heading a story on Wrisley store promotions. Sorry, but Mr. Martin is Mr. Beukema and Mr. Beukema is Mr. Martin.

Thousands of people read The Eccentric Classified Ads. So remember, if you want to sell that hard-to-get-rid-of article, advertise it in the Want Ad section of The Birmingham Eccentric.



MEMBERS OF THE DISABLED AMERICAN VETERANS in this area cited the work of State Senator William S. Broomfield, 18th District, (center) for his help to the organization. Presentation of the plaque was made Sunday, Feb. 13, at the DAV Post in Royal Oak with John Cruse (left), state department commander, making the presentation. Pictured at right is Matthew Rubia, post commander. (Photo by Lowell Bush)



BY APPOINTMENT
 If you have investment problems small or large, you are invited to call a long time resident of Birmingham, Eugene Hesz, economist and registered representative with A. M. Bidder & Co., Inc., 600 Griswold Street, Detroit, member of the New York and other leading Stock Exchanges in the U. S. and Canada.
 Woodward 3-4329 Midwest 4-2150
 MR. HESZ WILL BE GLAD TO MAKE AN APPOINTMENT WITH YOU TO MEET AT YOUR RESIDENCE.
 Eugene Hesz

**The Public is Invited—
 EUROPEAN MOVIES**
 (Color and Sound)
TONIGHT, THURSDAY, 8 p.m.
 following the buffet dinner at
 The Community House
 Presented by
**BIRMINGHAM
 TRAVEL SERVICE**

JAMES BEALL, 16215 Beverly, was the winner of the Birmingham YMCA Toastmaster's speech contest with a five-minute talk entitled "On His 16th Birthday." Beall spoke about Abraham Lincoln and his contribution to the American scene. Serving as alternate are Dwight Brooks, 3029 Hazel street, Arthur Stemmmons of 2387 Fairway Drive and Ed Hetfield, Detroit. Beall will speak in the district finals at the Pontiac YMCA on March 15. The contest climaxed a weekly contest extending over the past four weeks and involving 30 speakers. Other finalists included Peter Stoffel and Edwin Kirk.

Due To Public Demand—
 We are carrying our sale over another week!

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Formerly \$12.95 to \$19.95
 Now
\$6.90, \$7.90
\$8.90, \$10.90, \$12.90

**ONE RACK FLAT HEELS
 ODDS and ENDS**
 Last Week! **\$2.90**

**HURRY—
 ONE RACK—ODDS and ENDS**
 All Heel Heights **NOW \$4.90**
 Values to \$19.95
 Last Week!

ONE RACK—ODDS and ENDS
 All High Heels **NOW \$2.90**
 Values to \$19.95
 Last Week!

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Adventure-Bound. Cool Box suit of Bates herringbone cotton with its own brush-stroke cotton blouse. Matching detachable cuffs give it the costume look.

elegant in black sizes 18 to 16. **\$34.95**

100% Imported Regal Cashmere for all climate wear... millum-lined. Luxuriously stitched, individual fit, elegant in white or beige.

Long coat at \$99.00
 Short coat at \$65.00

TRAVEL NON-STOP

No Holiday
 LATHRUP — Efforts to close city offices on Washington's birthday, Feb. 22, met with defeat Monday night when city councilmen complained that the clerical work was too heavy at this time to warrant a day off for the help.

ROTC Promotion
 Robert Selvidge, son of Dr. and Mrs. H. Selvidge, 5321 West Maple, Bloomfield township, has been promoted from corporal to sergeant in the ROTC unit at Kemper Military School, Roonville, Mo., in a special order issued by Lt. Col. W. W. Davis, head of Kemper's ROTC program.

Boulevard Shoppe
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Are you planning on adding a note of Fine Furniture to your home? Come in and select an authentic pine-tique design.

Pictures for every type of room—Groupings and large sizes. Provincial, traditional, modern and Early American.

Many gifts in china, crystal... and new lines have been added.

Also fashion jewelry, candles, cards, wrappings, napkins and a full line of accessories.

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 at Ridley's**

Please bear in mind that you get Ridley's regular high standard of cleaning quality at these money-saving price reductions!

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 Special
 ends
 Sat.**

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 Slacks Included
 Cleaned & Pressed
49¢ Pair
 "Cash & carry" or "call & delivery"

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 during
 Feb.**

Rugs
 Up to 3 x 6 ft.
 Cleaned in Ridley's Plant
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**No. 3-
 Special
 during
 Feb.**

**Davenport
 and Chair**
 Cleaned in your home.
\$12.95
 Yes, ANY davenport and chair beautifully cleaned in your home by Ridley experts at a big, big saving!

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