

BIRMINGHAM FRUIT CO.

124 N. Woodward
 Midwest 4-4030

Leg of **LAMB 69¢ lb.**

Hills Bros. **COFFEE 89¢ lb.**

S.D.M. and S.O.D. LICENSES To Serve You

Small Jars Ask Long Trips Of Localite in Cosmetic Job

A product in a small jar, a one-man sales force, and a home office just a few miles from your home can still mean many trips all about the nation for a sales manager like Frederick Whitcroft.

Whitcroft sells a woman's product put out by a woman's firm, and though he is faced with numerous male buyers concentrating on cold-cash statistics, he still has to keep women's shopping habits in mind. A resident of Birmingham, he travels to contact large firms in New York, Midwestern cities and the West, but reaches smaller firms through independent salesmen who sell his as well as other lines of products.

HIS EFFORTS go to sell Feet-Freet, a creamy substance that looks cool in its pale green and feels cool as it is rubbed onto

tired feet, and even smells cool—its wintergreen flavored.

He heads all sales of the product, one of five items of Catherine's Correct Cosmetics, of West McNichols in Detroit. It is made and jarred in a plant on C.C. machinery, in Chicago.

An alumnus of Alma college where he studied business administration, Whitcroft enthuses about each new account as a firm agreement to sell Feet-Freet. He leaves Saturday for New York with such a goal.

EACH NEW PRODUCT as this one, that went on the market Jan. 1, has market tests and many statistics which give buyers confidence in sales potentials. Whitcroft has two he likes to mention—one is that a Detroit department store sold some 5,000 in three months in trial sales.

Another such statistic is the total of 1200 phone calls and 600 letters answering a Cleveland department store's ad section on the foot cream.

HIS WORK leaves time for ski activity. He skis frequently during winters at Temple Hill on M-59, as he has for five or six years since the Hill's ski tow started.

He sold real estate for a local firm after Alma, and attended General Motors Institute. He also studied at the University of Maryland's overseas classes when he was in the military police in Trieste.

Driving or travelling by train, Whitcroft finds from 50 to 75 percent of his time taken up by travel.



PACKAGING AND DISPLAY are the concerns in selling a cosmetic. Here Fred Whitcroft goes over labeling of a foot-cream with Joan Gruschow of Colonial Court.

Plan Good Friday Breakfast at "Y"

The Birmingham YMCA will hold its annual Good Friday breakfast again this year. The breakfast will be served at 9 a.m. April 8 at the Y building, 400 E. Lincoln. A special film will be shown.

Plan Photo Clinic

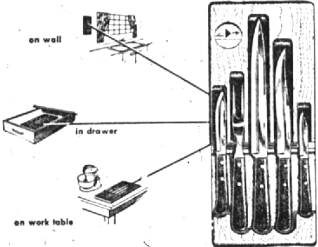
The Bloomfield Hills Camera club is meeting at 8 p.m. this evening at the Cranbrook Institute of Science. A short clinic on photographic problems is scheduled.

Want Ads cannot be accepted after 5 p.m. each Tuesday.

We Heard It Said By:

Lathrop Councilman Thomas N. Reed this week during a discussion of flooded basement conditions in the Village: "I move that this council buy everyone with a flooded basement a mop and bucket. That's the only way they'll get relief from this council."

ROBESON Shur-Edge magnetic 6-piece knife holder wardrobe



5 pcs. Gorgeous Robeson Shur-Edge Cutlery plus magnetized holder

Now! One handsome, clever knife holder that goes anywhere you want it in your home. Lifetime magnet holds all cutlery securely, even upside down! Recessed grooves protect knives against nicks and hands against cuts. So beautiful it can lie right on the dinner table next to the carver. Set includes holder, paring knife, vegetable knife, 7-in. utility slicer, 9-in. narrow French-cook knife and utility fork. Each knife blade is custom made of the exclusive new Robeson Frozen Heat Stainless Steel. Complete \$19.95 (Cutlery with genuine Pakkwood handles)

HUSTON HARDWARE CO.

Continuous Service Since 1909
 205 N. Woodward Midwest 4-7330
 Hours: 8 to 5:30 Fri. 8 to 9 Closed Wed. 1 p.m.

BIRMINGHAM LAUNDROMAT
 New Location — 1000 S. Adams Rd.
FLATWORK IRONING
 Large Cotton Rugs Washed & Dried or Dyed
 Phone MI 4-8225

WALLPAPER SALE
14¢ ROLL (1 Group)
29¢ ROLL (1 Group)

Be Sure to Ask for Your Berkley Blue Stamps

AUSTIN'S SINCE 1908

Michigan's Finest Wallpaper Selections

Custom Mixed Interior & Exterior Paints

We Give BERKLEY PROFIT SHARING STAMPS

They Have a CASH Value

Window Shades Venetian Blinds Picture Frames Artist Supplies

12-Mile Road, Berkley Just East of Post Office LI 1-6070

Mrs. DeSalle Visits Eastern Artist Shows

Just back from New York gift and art exhibitions, Mrs. Peggy DeSalle says that Birmingham area exhibits are following much the same trends that the Eastern shows reveal.

Contemporary art is appearing in greater and greater percentage, she says.

Among modern abstractions was a craft show, at which were shown enamel art works by Maureen Rickey, who sells her works exclusively through Mrs. DeSalle's Little Gallery on Maple.

MISS RICEKEY'S art works are abstract shapes, with thick and translucent colorful enameling, arranged on panels for wall display. Several of the Grosse Pointe's pieces were submitted by her dealer to the American House show, where reports were that they were among the most popular there.

Miss Rickey's work is also being shown in the Michigan Craftsmen exhibit which opened Tuesday night at the Detroit Art Institute. While in New York, Mrs. DeSalle visited the Museum of Modern Art's "Family of Man" photographic exhibit.

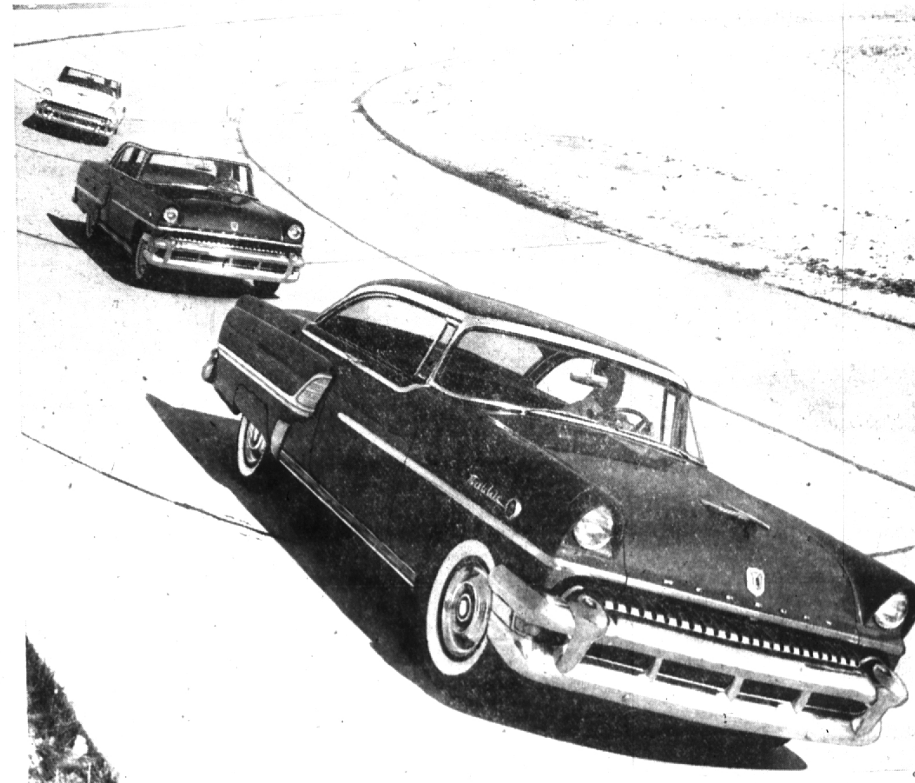
NEW MERCURY WINS RAVE REVIEWS FROM AMERICA'S TOP AUTO EDITORS

"In my book, the 1955 Mercury Montclair is the best-looking car made in America regardless of price... The '55 Mercurys have nearly everything—looks, top performance and roadability."
 — TOM McCAHILL, True Magazine's "Automobile Yearbook"

"On looks, (Mercury) is sleek enough to draw whistles... a doozy to drive—quick, smooth, and sun-footed. It is the kind of car you would want as a good companion on a long, fast trip."
 — FRANK ROWSOME, JR., Popular Science Monthly

"With its all-new styling and high speed, (the new Mercury Montclair) may become 1955's most popular car... I love its looks, visibility, speed and handling... It's hot as a pistol."
 — HARVEY B. JAMES, Auto Age

"Performance-wise, all three lines (Custom, Monterey, and Montclair) are bombs, triggered by big 292 cubic-inch engines with plenty of torque for spine-tlingling pickup when you want it."
 — AUTO EDITORS, Mechanix Illustrated



Mercury Montclair, Monterey, Custom on the test track at Dearborn, Michigan. All 10 models in Mercury's 1955 series are powered by new Super-Torque V-8 engines—198 horsepower in the Montclairs, 188 horsepower in the Monterey and Customs. Dual exhausts are standard equipment on the Montclairs and Monterey. Mercury's pickup and passing power has been boosted in every speed range. Tests show acceleration increases of as much as 30 per cent, and you get far more usable power for safer passing and hill climbing. Get behind the wheel of a new Mercury. Feel the difference yourself.

IT PAYS TO OWN A MERCURY—FOR FUTURE STYLING, SUPER POWER

Don't miss the big television ad, 8:30-9:00 p.m. **BOB FROST, THE TOWN** Sunday evening, 8:30-9:00 p.m. **PRODUCERS SHOWCASE** next Monday evening, 8:30-9:00 p.m. **THE PRODUCERS SHOWCASE** next Monday evening, 8:30-9:00 p.m.

BOB FROST, Inc. 850 S. WOODWARD AVENUE, BIRMINGHAM, MICH. PH. MI 6-2222

KRESGE'S

Sensational Offer

COMPLETE FULL LENGTH

16 Top Hits

FOUR EXTENDED PLAY-45 RPM RECORDS

\$1.89

3.96 VALUE

Big selection! Popular, religious, western, ballads, classical!

Save \$2.07 on a parade of 16 big hits! Another fabulous Kresge saving—twice the music at less than half the price!

West Maple at Henrietta
 OPEN FRIDAY EVENINGS

One Typical Set For 1.89

Open Up Your Heart That's All I Want From You
 Melody of Love No More
 Let Me Go, Lover
 Hearts of Stone
 Dim, Dim the Lights
 Make Yourself Comfortable
 Mr. Sandman
 Haji Baba
 It's a Woman's World
 Naughty Lady of Shady Lane
 Mambo Italiano
 Teach Me Tonight
 Whither Thou Goest
 I Need Your Lovin'