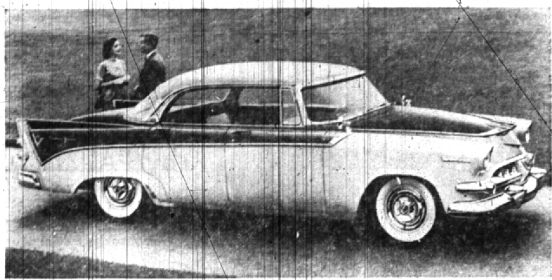
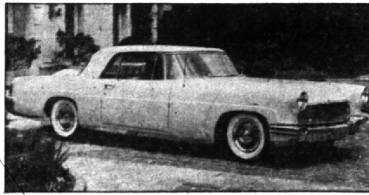


# Continental, Dodge To Exhibit 1956 Models

Page 8 B'HAM ECCENTRIC  
Thursday, October 6, 1955

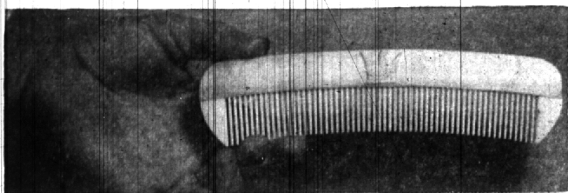


THE 1956 DODGE will appear in dealers' showrooms for the first time tomorrow. The four-door Lancer Hardtop (above) is in the Custom Royal series, but the same body style is available in the lower-priced Royal and Coronet series. High-sweep rear fender tail fins lend an aircraft-like effect while forward-pointing body shapes give slimness and tautness of line. Jess McNeal, Inc. of 360 S. Woodward, local Dodge dealer, has had the new models in stock for several days, preparing for the first showing tomorrow.



1956 CONTINENTAL MARK II debut will be made Oct. 21, locally, at Bob Frost, Inc. of 850 S. Woodward. Drivers of the Mark II will sit at the approximate center of the 218-inch car behind a six-foot-long hood. Wraparound windshield with door pillars sloping back increase forward visibility while closed roof quarter characteristic of former Lincoln Continental is retained. Front end features a finely die cast honeycomb grille topped by gently sloping hood.

## BUSINESS BRIEFS



BIRMINGHAM HAS BEEN SELECTED as a test area for the comb flexes to the shape of the head and acts as a stimulating massage to the scalp. This stimulating (above) acclaimed the greatest improvement in combs in 6000 years, the comb was marketed in England some months ago and has proven a huge success. The Wilson

Drug Co. of 101 N. Woodward has been chosen to handle the exclusive sale of this new comb during the test period and is the only drug store in Michigan to have it at this time.



BEN S. SMITH

### Ben Smith Named Fife Assistant

Ben S. Smith, 827 Colonial, Birmingham, has been named assistant to the president of Fife Electric Supply Company. D. Lyle Fife, president, announced. Smith, who joined the company ten years ago when discharged as a lieutenant (j-g.) from the U.S. Navy, has been sales manager of the firm for the past four years. He will retain this position but his duty to work with other elected members of the chapter in promoting interest in the organization and its aims.

### Gains Post in Detroit Chapter of NACA

Francis P. Henderson, 1708 Bradford, manager of general accounting for Burroughs corporation, has been elected associate team captain of the Detroit chapter of the National Association of Cost Accountants. For the coming year it will be his duty to work with other elected members of the chapter in promoting interest in the organization and its aims.



Jack A. Clark



Neil W. McGoogan



D. MacNeill Miller

### Hall and Young Promotes 3 To Senior Representatives

Owen E. Hall, executive vice president of Hall & Young, Inc., Birmingham realtors, announced this week the elevation to senior representative of three staff members, Jack A. Clark, Neil W. McGoogan and D. MacNeill Miller.

The three automatically become members of the company's executive board. Clark also will be sales manager and Miller will act as assistant sales manager. Marvin E. Young, firm president, stated that the company's continued growth, far outstripping projected estimates, required a broader distribution of responsibility.

Want a good used car? Look in the Classified columns under "For Sale—Automobiles."

### INVESTMENT CLASSES

Why does the stock market go up and down? What is a good investment? Six weekly sessions on stock market operations and investment fundamentals, beginning—

Wednesday, Oct. 12, 7:30 p.m.

Birmingham Community House

INITIAL CLASS COMPLIMENTARY

Conducted by L. A. Hard, Registered Representative  
New York Stock Exchange  
WO 3-3110

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Blue . . . . . \$6.50

**Mortimer's**  
MEN'S STYLE CENTER  
123 West Maple

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

# A better way to regenerate your water softener!

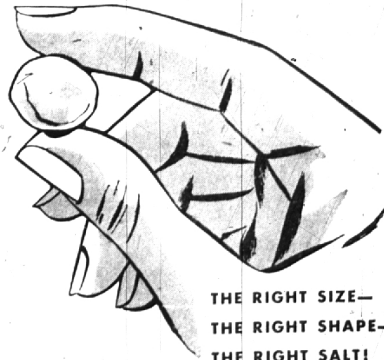
More and more people are discovering that Diamond Crystal Softener Salt Nuggets meet every requirement of a perfect water-softening salt. With Softener Salt Nuggets there's no sludge to clean out or to impair the working of the zeolite. For these nuggets combine the purity of table salt (99.9% pure) with the large-surface dissolving characteristic of rock salt!

- 1 Nuggets are perfectly sized and shaped to allow water to percolate through. There is never any channeling!
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- 3 Nuggets are ideal for both single-tank units, or softeners equipped with brine tanks!
- 4 Nuggets have been tested and approved by the leading manufacturers of water-softening equipment!

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Softener Salt Nuggets

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THE RIGHT SIZE—  
THE RIGHT SHAPE—  
THE RIGHT SALT!

CLIP THIS AD and keep it near your water softener for future reference!

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| <b>Berkley Feed &amp; Poultry</b><br>3839 W. 12-Mile Road<br><br>John R. Lumber<br>Coolidge & W. 11-Mile Rd.<br><br>Maskill Hardware<br>4400 N. Woodward<br>Royal Oak<br><br>Jean's Hardware<br>29950 W. 12-Mile Rd. | <b>Birmingham Water Softener Service</b><br>Free delivery—MI 4-6666<br><b>Spartan Water Softener Co.</b><br>2335 Woodward<br>Berkley<br><br>O. O. Corsaut Co.<br>15101 W. 11-Mile Rd.<br><br>A. L. Damman<br>4066 W. Maple at<br>Telegraph, Phone MI 6-0111 | <b>National Food Stores, Inc.</b><br>499 Hunter Blvd.<br>Birmingham, Michigan<br><b>The Kroger Co.</b><br>E. Maple & Hunter Blvd.<br>Birmingham, Michigan<br><br>The Kroger Co.<br>Northland Center<br>Grand River Lumber Co.<br>Telegraph Rd. at<br>Northwestern Hwy. | <b>Wolverine Hardware</b><br>Southfield at 12 Mile Rd.<br><br>Everette Hardware<br>Telegraph at 10 Mile<br><br>The Kroger Co.<br>Northwood Shopping Center<br>Woodward at 13 Mile<br><br>L & G Hardware<br>45 East 14 Mile Rd.<br>Clawson<br>LI. 1-0518 |
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