

53 Building Permits Issued in March
 Birmingham building permits for homes topped the list of permits March totaled 53 with a valuation issued with 20 and a valuation of \$182,185. New single family \$182,000.

Number of permits issued for the first three months of this year is 106 with a valuation of \$1,014,235.
 You will find many bargains in The Eccentric Classified Columns.

BUSINESS BRIEFS



WINDOW DISPLAY: Kay Cooley's store window, 190 West Maple, Birmingham, last week and this week has featured The Birmingham Eccentric. The theme is "Nearly everybody in Birmingham reads The Eccentric and... Nearly everybody in Birmingham comes to Kay Cooley." The mannequins all display copies of The Eccentric.

Dr. Reason Opens Dental Offices
 Dr. Walter J. Reason has opened his dental offices at 1775 East 14 Mile road, one block east of Woodward, Birmingham.
 Dr. Reason was formerly located in the David Whitney building, Detroit.

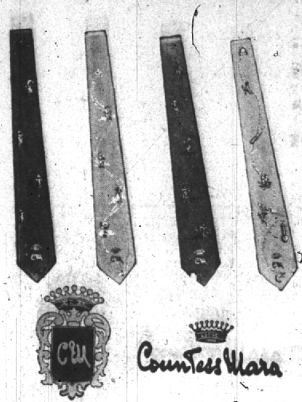
Thomson Named Dodge Ad Head
 Appointment of Arnold C. Thomson, 1031 Norwich, Birmingham, to position of advertising manager, Dodge cars and trucks, was announced today.
 Since July 1955, Thomson has served as cooperative advertising manager at Dodge. For the previous five years he was assistant media director for Kenyon and Eckhardt, Inc., in Detroit.
 Prior to that time he was associated with Equitable Life Insurance Company and Aetna Casualty and Surety Company for a number of years.
 News copy submitted early is necessarily given preference, so the "early bird" usually gets the space.



ARNOLD C. THOMSON

Bleazby's Shows 'Two Arrow' China

The new "Two Arrows" group of American heritage dinnerware introduced by Arzberg China is available in Birmingham at Bleazby's, 294 W. Maple.
 There are three patterns in the group: Trails, a stylized adaptation of ancient Indian trail markers; Magic, taken from carvings in a peace pipe; and Fawn, a two-dimension portrayal of young deer, almost Persian in its delicacy. Arzberg China commissioned Tom Two Arrows, outstanding contemporary American designer, to create the dinnerware patterns. Two Arrows is a member of the Onondaga nation of the Iroquois league. He was born on the Onondaga reservation in New York.



From Birmingham's most complete Tie Assortment, you will find an extensive assortment of

COUNTRESS MARA NECKWEAR

from \$7.50

YOUNG'S OF BIRMINGHAM

203 Pierce Street

FOR THE 8th TIME
bill williams
 PHOTOGRAPHER
 presents
The Annual
SOUTH OAKLAND COUNTY
PERSONALITY CHILD
CONTEST & ANNUAL SALE

• SUBSTANTIAL DISCOUNTS ON PORTRAITS and FRAMES •

FOR ANY CHILD UNDER 6 YEARS
CONTEST NOW IN PROGRESS - ENDS MAY 4

• PRIZES •

- 1st PRIZE \$100.00 U.S. SAVING BOND
- 2nd PRIZE \$ 50.00 U.S. SAVING BOND
- 3rd PRIZE \$ 25.00 U.S. SAVING BOND
- 10 HONORABLE MENTION GIFTS OF \$5.00 EACH

Avoid The Rush—Make Appointment Now!

STUDIO HOURS FOR CONTEST 9 A.M. TO 5 P.M. MONDAY THRU FRIDAY ONLY!

You are always a winner—Saving Bonds—Cash Prizes—Party—Refreshments—plus an opportunity to purchase a "Bill Williams" 8 x 10 Silvertone Portrait for \$2.95 which becomes yours after impartial judging.

1107 Crooks Rd. at Main—Royal Oak
 Lincoln 3-4480

For a Lifetime of Beauty...

Custom Ring Design
 Another Lake Jewelers Service

If you have an heirloom diamond that you would love to wear if only the setting were a bit more satisfactory, take it in to Lake Jewelers. They can show you gorgeous new settings of every design. Or create a NEW setting especially for your diamond. It's a service like many others that you'll find at Lake Jewelers where service is a tradition.

LAKE JEWELERS

"The Sterling Store of Birmingham"

69 W. Maple Rd.

Midwest 4-5315

"Coacher" model is today's rainwear news!



newest! smartest! most distinguished!

\$19.75

Alligator superfine Travelweight fabric in exciting new style... truly a raincoat of distinction!

Flattering sweeping lines... gay plaid lining... big patch pockets... convertible collar... casual piece in vent... these are just a few of the many features of this smart new Alligator! The fabric is so fine and soft and luxurious... with long lasting water repellent finish... that you'll want to wear your Travelweight Coacher every day! Get it now!

YOUNG'S OF BIRMINGHAM

203 PIERCE STREET

It Starts Off Looking Better—and continues to look better!



\$72.50

WAYLITE

Dacron and Wool Tropical

When you add the perfection-tailoring of H. Freeman & Son of Philadelphia to a fabric as fine as this 3 oz. Dacron-and-wool blend—and use Skinner's lightweight linings and pure silk thread—you can understand why our WAYLITE looks better longer, even in the most humid weather!

Our exclusive Saunterer model is a perfect 3-button, natural shoulder suit.

TAILORED BY H. FREEMAN & SON PHILADELPHIA

expressly for

YOUNG'S OF BIRMINGHAM

203 PIERCE STREET