

SALES

the magnificent
Magnavox
television - radio - phonograph

McCallum and Dean
409-411 E. Maple MI 4-5230

SERVICE

BUSINESS BRIEFS

Young & Rubicam Appoint Orth

Appointment of Frank L. Orth, 367 Safford, Birmingham, to the contact staff of Young & Rubicam, Inc. in Detroit, was announced today.

Orth will serve as senior contact executive on the Lincoln account, according to Aldis P. Butler, vice president in charge of the advertising agency's Detroit office. Orth is a native of Philadelphia and a graduate of Yale University.

B'HAM ECCENTRIC
Thursday, April 19, 1956

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He was an Air Force pilot during World War II and in Korea. Prior to joining Young & Rubicam, he was with the Campbell-Ewald Company.



HARRIETTE PEARSON (center) assistant production manager of the Birmingham Eccentric and one of three advisors of an Eccentric-sponsored Junior Achievement company, Gimco Co., accepts a sponsor's plaque presented last week by the JA company's officers. Left to right, they are Nancy Waydak, 16936 Kinross, secretary; Tom Hawblitzel, 17410 W. 14 Mile road, president; Earl Stevenson, of Detroit, vice president and Beatrice K. Snyder, 5516 Putnam, W. Bloomfield township, treasurer. Presentation followed a luncheon for the junior achievers who wind up 1955-56 activities this month.

Brother Agency Promotes Wacker

Promotion of Watts Wacker, 407 Kimberly, Birmingham, as assistant media director at D. P. Brother & Company, Detroit, New York and Hollywood advertising agency, was announced today.



T. F. WALKER, right, 1042 Puritan, Birmingham, executive vice-president of Kent-Moore Organization, Inc., of Detroit, engineers and manufacturers of automotive service tools and equipment, goes over plans with construction supt. **J. P. Whisman** for Kent-Moore's new research and sales office now under construction in Warren township.

for teen-agers . . .

the
Renee
finishing school

offers a course planned especially for girls interested in fashion modeling, whether it be professional or just for fun.

511 ridgedale road
midwest 7-0222

new spring trends in . . .

Sport Coats

Take your Spring and Summer Leisure in Style and Comfort in Our Handsome Sport Coat and Slack Combinations. So Many from which to Choose in Both Light and Dark Colors.

Sizes 36 to 44

\$24⁹⁸ to \$28⁵⁰

Sport Coats in 100% wool fabrics in plain colors and patterned tweeds in light colors or dark.

CHANGE HERE to the NEW LOOK in SLACKS for SPRING

Update your slack wardrobe, style-wise, here and now! Choose from our huge collection, featuring the slim trim lines favored by fashion.

SIZES 29 to 42

\$8⁹⁵ to \$18⁵⁰

Racks and stacks of slacks . . . flannels, worsteds, gabardines, tropicals, miracle fabrics . . . in a wide array of popular colors.

MULHOLLAND'S Men's & Boys' Department
CHARGE ACCOUNTS WELCOMED WE DELIVER

From where I sit . . . by Joe Marsh

She Knew It All The Time

Chances are, long ago your grandma knew how to keep you from catching cold. Mine did. "Stay out of drafts," she'd warn. "Bundle up. Don't get wet."

Then, maybe, when you grew up you found that the old lady's theories were considered old fashioned. Germs were the thing—and the way to avoid a cold was to avoid infection by somebody who already had one.

Now I read where scientists aren't so sure. Germs carry a cold, of course, but they now believe something else "sets it off"—something like drafts, wet feet or going without your muffler. Grandma, take a bow!

From where I sit, there's liable to be sound reasoning behind the old customs people believe in. "Early to bed, early to rise," for instance — or the practice of drinking hot milk or a glass of beer at bedtime. I'm not saying you ought to hold with these beliefs yourself . . . but you'd better get the facts before giving them the "chill."

Joe Marsh

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You will find many bargains in the Eccentric Classified Columns.

SHIRTS LAUNDERED 4 HOUR SERVICE

Birmingham
DRIVE-IN CLEANERS

- WOODWARD AT ADAMS RD.
- WEST MAPLE AT CRANBROOK RD.

WE GIVE S & H GREEN STAMPS

HERE'S GOOD NEWS! We can rent an R-S Water Softener at a cost that's so low we'll be money ahead when our savings on soap and other things are considered

THAT'S RIGHT! And when we're ready to buy a new R-S Ball-O-Matic we'll get credit for a generous portion of the rent we've paid. IT'S THE BEST DEAL WE CAN GET!

R-S Ball-O-Matic WATER SOFTENER

THE REYNOLDS RENTAL PLAN Is Sensational

You rent an R-S Ball-O-Matic 20,000 Grain Capacity Water Softener for only \$2.25 per month. It's yours to use—just as if you owned it. Repurchase it as often as you want. It's equipped with Downer Miseral.

Then, when you're ready to buy a water softener, you receive credit for the rent you've paid to apply on a new Ball-O-Matic. Or you can keep the rental unit, if you wish.

YOU CAN'T AFFORD TO BE WITHOUT SOFT WATER

REYNOLDS WATER CONDITIONING CO.
(Formerly Reynolds-Shaffer Co.)
12100 Cloverdale Avenue
Detroit 4, Michigan

ENGINEERED TO FIT YOUR NEEDS

Line-Up for Leisure
IN A WIDE VARIETY OF SUMMER WEIGHT FABRICS

Man-tailored with stitched creases, zipper plackets, side pockets and self belts. Sanforited*.

Color Chart:
Navy
White
Pink
Red
Black
Sand
Peacock
Brown

(Not all colors in every style)

RADDLE AND SADDLE SPORTSWEAR

The **F. J. Mulholland Company**
223 North Woodward
Charge Accounts Welcomed

Whistle Bitches® (short shorts), 10-16 . \$1.98 Up
Shorts, 10-18 \$1.98 Up
Bermuda Shorts, 10-18 . \$2.25 Up
Toredor Pants, 10-18 . . \$3.98 Up
Ankle Slacks, 10-18 . . . \$4.98 Up

ITALIAN STYLE TEE SHIRTS
PLAIN NECK TEE SHIRTS
SLEEVELESS Ship 'n' Shore BLOUSES to wear with all of them