

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.

Hourly Aid's Opens Birmingham Branch

Hourly Aid's, featuring the finest in domestic services, opened its new branch office in Birmingham at 244 West Brown street, last week.

Hourly Aid's can supply any kind of help from baby-sitters to house-keepers, child-walkers to dog-walkers. Started in 1945 to serve the

Greene Pointe area, the new Birmingham branch manager is Mrs. Wilfred Bourbonnais. Hourly Aid's was founded by the late Mrs. Wm. K. Williams and is now owned by Mrs. Bertram Allen Quayle.

McKee Named Ad Vice President

John McKee, Jr., 316 Puritan, Birmingham has been named a vice president of Batten, Barton, Durstine & Osborn, Inc., advertising agency, it was announced by Robert E. Anderson, Detroit branch manager, and supervising vice president.

McKee is account executive on the De Soto Division of Chrysler Corporation account, and has been with BBDO since 1948. He has worked on De Soto business for the last five years and continues as client contact on the account.



JOHN MCKEE, JR.

HE GRADUATED from the University of Michigan in 1937 and then joined the advertising department of Fruehauf Trailer Co., in publicity and later in advertising and sales promotion. For six months after leaving Fruehauf he was advertising manager of the Palmer-Bee Co., industrial manufacturers.

In the fall of 1939 he moved to General Motors' Truck and Coach Division as service promotion manager. Later he became an assistant to the sales promotion manager of that division.

He moved to Brooke, Smith, French & Dorrance, Inc., advertising, in the spring of 1945 as account executive on the Timken Axles and Timken Oil Burners.

JOINING BBDO, Detroit, in April, 1948, he was assigned to copy and contact work on the Ethyl Corp. account.

French Appointed Department Head

Appointment of John D. French, 280 Northlawn, Birmingham as manager of the Economic and Financial Analysis Department of the International Activity, Burroughs Corporation, has been announced by William J. Collins, activity controller.



JOHN D. FRENCH

In his new position French will supervise the preparation of all economic and financial analyses and forecasting for the International Activity, Collins said.

French joined Burroughs as a member of the market research division in 1949. Soon thereafter he was assigned to international market research activities. He was appointed economic analyst in 1954 and leaves that post to assume his new appointment.

A native of Holland, Michigan, French is a graduate of the University of Michigan and holds both B.S.A. and M.B.A. degrees.

Smile A Minute

A Yankee sportsman stopped at the hot noontide outside a crofter's cottage in the Highlands and requested a glass of milk. The hos-

table Highlander added a dash of whiskey to the glass. The American drank with increasing satisfaction. When he had finished, said: "Say, friend, one thousand dollars for that cow!"

RESULTS TELL THE STORY OF DEKALB CHIX

TEXAS
DeKalb's average of 246 eggs per bird topped all entries in the first Texas Random Sample Test. DEKALB birds were first in adult livability and feed efficiency.

NEW YORK
In the 6th Central DEKALB birds were first on December 15th in egg production with 4,252 eggs from 50 birds; first in "income over feed cost."

MISSOURI
The DEKALB laying flock of Ernest Schmeider, at Salisbury set an all-time high record in the Missouri Poultry Flock Improvement Project, averaging 290 eggs per bird.

KANSAS
DEKALB layers took top honors in both divisions of the Kansas Poultry Flock Improvement Project. In the Brooder flock Division, DEKALB layers won first averaging 271 eggs per bird. In the Commercial Flock Division, DEKALB birds won first with an average of 270 eggs per bird.

PENNSYLVANIA
An entry of DEKALB CHIX took first place over 69 other entries in the NEPPCO Egg-to-Chick Contest—based on egg quality, hatchability and quality of chicks.

SEE YOUR DEKALB DEALER FOR DEKALB CHIX

- Howard Musolf, 13824 Spencer Road, Milford, Mich.
- Paul Charlick, Rt. 1, Milford, Mich.
- Walker's Mill, Fenton, Mich.
- Ralph & Leota Schlusler, 6821 Drake Road, Walked Lake, Mich.
- Donald Hickmott, Rt. 1, Oxford, Mich.
- Moore's Hatchery, 41783 Michigan Ave., Box 112, Wayne, Mich.

Ridley's reputation is our assurance of quality cleaning...
Ridley really cleans!

SPECIAL SKIRTS (up to 6 pieces)
or SWEATERS
Only **49¢**

Special Runs Thru Sat., Feb. 18th.

Visit any of our six convenient stores—Oakland County Area. For pick-up-delivery DIAL OPERATOR. Toll free ENTERPRISE 6655.



TWO GREAT PRODUCTS

To Enhance The Beauty of Your Home
AVAILABLE AT THE ALL NEW...
GREEN'S

Come to
240 SOUTH WOODWARD
FOR
Dutch Boy PAINTS

When you think of painting, you just naturally think of Dutch Boy—the famous name that has identified fine paints for generations. There's plenty of reason for the Dutch Boy's popularity, each of his paints is specially blended for its job—to cover better, protect and beautify longer. There's a Dutch Boy paint for every use—inside and outside your home. Come in and make your selection.

CRAFTCO CEMENT PAINT

Paint stucco walls with Gold Bond CRAFTCO for permanence and beauty! It provides a hard cement-like film that is both moisture-repellent and wear-resistant. CRAFTCO locks to the surface and becomes a permanent part of the wall itself.

In Snow-white or 10 beautiful colors.

\$5.85 25 lb. PAIL IN WHITE Covers from 400 to 500 sq. ft.
COLORS \$6.50 25 lb. PAIL

DRAFTING SUPPLIES

WEBER Artist Supplies

SHIVA ARTIST SUPPLIES

GRUMBACHER ARTIST SUPPLIES

WINDSOR-NEWTON ARTIST SUPPLIES

VISIT OUR WALLPAPER ROOM • 125 BOOKS TO SELECT FROM!

240 South Woodward

GREEN'S

OF BIRMINGHAM

Phone Midwest 4-9034

VALENTINE'S DAY, TUESDAY, FEBRUARY 14TH

Take Your Cue from Cupid...

Let Lake Jewelers help you direct your arrow straight to the heart of your valentine

There's a sure way to win the heart of your lovely lady fair, wend your way to 69 West Maple you'll find the answer there.

Watches
Sterling
Diamonds
Holloware
Men's Jewelry
Women's Jewelry

LAKE JEWELERS

The Sterling Store of Birmingham
69 W. Maple Rd.
Hours: Daily 9 to 5:30

Phone MI 4-5315