

S. P. Sax Named Sales Vice Pres.

Stanley P. Sax, 5335 Brookdale, Birmingham, Mich., has been named executive vice president in charge of sales for the American Buff Company, Chicago. Sax will continue to represent the metalworking, automotive, and appliance industries, in the Detroit area. He formerly held the title of vice president of the company.



enjoy your leisure on the lighter side

HART SCHAFFNER & MARX

When you relax this season, put weighty matters off your shoulders as well as off your mind. Put yourself in a handsome new Hart Schaffner & Marx sport coat... now lighter, more comfortable in weight. Come in soon and browse through our selection... see yourself in the modern, subdued colors, the latest subtle patterns, the flawless H&M styling. Also look over our wide range of finely-tailored, easy-wearing H&M slacks.

Sport coats from \$50.00

Slacks from \$20.00

Dickinson's

Wabek Building Birmingham Saginaw at Lawrence Pontiac

BUSINESS BRIEFS



SEVERAL local members of the Patten Co., advertising agency gather around to check one of their layouts. Left to right, Edward J. Hutcheson, director of art and production; Myron P. Patten, president; Mrs. William E. Hartman, Jr., account executive.

Patten Agency Occupies New Offices in B'ham

The Patten Company is now located at 212 Jackson Building, Woodward and Hunter. Myron Patten, 2845 Lahser, Bloomfield Hills, agency president, was the founder of the M. P. Patten Company of Detroit which was later known as Patten-Gille-Bellaire, located in the Macabees building. Two members of his Detroit staff who came along when Pat established his new agency are Lenore Upton, copy chief, and Jim Patten, 97 Bloomfield Terrace, Pontiac. Jim is affiliated with the agency as a research director and account executive. Lenore Upton of Detroit, is a former fiction writer, and has sold widely to national magazines.

ON THE ACCOUNT team is Ray Penningham, formerly of the Plymouth Division, where he was merchandising manager. Two members of the Patten Company staff are Birmingham residents. Edward Hutcheson, 1025 Lake Park, art and production director and Mrs. William Hartman, 423 Berwyn, account executive. Mrs. Hartman, a local resident for ten years, has been active in many civic affairs.

John R. Hughes Gains CPUC Award

Announcement is made by American Institute for Property and Liability Underwriters that John R. Hughes, 448 South Williamsburg drive, Birmingham, has been awarded the professional designation of Chartered Property and Casualty Underwriter (CPCU), having passed all the examinations of the institute and having fulfilled other requirements for the designation it awards. Conferment will be made at a special ceremony at Veterans Memorial, Detroit during the conference being staged by Michigan Chapter CPCU Tuesday, October 30, 1956. Hughes is assistant manager, insurance department of Park-Davis Company.

Ed Hutcheson is new to this area, hailing from Oak Park, Illinois a year ago. A University of Michigan graduate, class of '52, Ed has also attended the Chicago Academy of Fine Arts and Northwestern University. The Patten agency is actively engaged in advertising, marketing, merchandising, sales promotion and publicity. Among their accounts is the Automotive Conversion Corp. of Birmingham.

New Bank Manager At Lathrup Village

George W. Nowry, formerly assistant manager of the National Bank of Detroit's Seven Mile-Winthrop office has been appointed manager of the bank's Lathrup Village office, Southfield at Eleven Mile road. He succeeds Joseph J. Easton who died recently. Previous to joining National Bank in 1941, he spent eighteen years with other financial institutions, including the Federal Reserve Bank.

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.

LINOLEUM

For Replacement or New Installation

FREE ESTIMATES

EXPERT WORKMANSHIP

Complete selection of Armstrong and other nationally advertised makes.

T. E. HOGAN CO.

2855 Woodward Ave. 3 Blocks South of 12 Mile LI 4-3300 Open Fri.—9 p.m.



From where I sit... by Joe Marsh

Fastest "News Service" in Town!

Had a frantic wire from Washington yesterday—saying that the local Congressman was making a surprise visit and a short speech. Could I get the word around fast? No time for a special edition of the Clarion, so I turned to the fastest "news service" in town... Windy Taylor. He spent an hour mobilizing his Lodge and Court House cronies—all pretty fair talkers—and the rest is history. Biggest turnout ever.

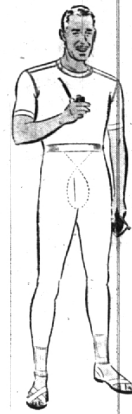
As a newspaperman, I hate to admit it—but facts are facts. The Winds of this world aren't only quicker news spreaders

than our paper... they've even got better circulation.

From where I sit, some of us would rather talk than eat, while others are close-mouthed... just as some of us like coffee and others prefer a glass of beer. There's a lot to be said for both attitudes. But if you go in for gab—don't talk against someone just because you don't happen to agree with him on some question of personal choice. Use your own "good censorship."

Joe Marsh

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Begin with your skin



Duofold
TWO-LAYER HEALTH UNDERWEAR

Control of skin temperature is essential to cold-weather health and comfort. Duofold's famous two-layer fabric actually insulates your skin. Chilling body moisture evaporates from the outer layer, away from direct contact with your skin. Come in today. We have Duofold in union suits or shirts and longs.



Charge Accounts Welcomed We Deliver

Birmingham's Best Dressed Babies Wear Carter's And the Best Selection Is Here, Now

ooh! sweet Carter gifts

cuddle-soft baby knits that wash and wear and wear!

Good things come in Carter packages—'cause every little angel loves Carter's sweet-color knits. Whiz through studs, stay color-bright, need no ironing... and they're Carter-Set®—will not shrink out of fit. Easy-on, easy-off Jiffon® necks... Diapenda® tapes save little shirt tails. Carter-comfy, too—soft-soft cotton knits have no-chafe Nevabind® underarms. And they're so gift-perfect... nothing finer than Carter's, you know!



Starting clockwise with kneeling boy
TYKES SHIRT, Jiffon neck, Nevabind short sleeves. White, 1 1/2 yrs.
TYKES PANT with exclusive No-Droop 2-way-action room. White with Tattersall points in blue, red, green, 1 1/2 yrs.
HANDY-CUFF GOWN, Jiffon-Nevabind. Tied hem. White, blue, green, pink, yellow, 3 1/2 mos.
KIMONO, Snap-fastened, ribbon-bow trim. Pink, blue, yellow, rosette print on white, 6 mos.
JIFFON-NEVABIND SHIRT, Diapenda® 1956®. White, birth to 3 yrs. Pastels to 1 1/2 yrs. In snap-fastened and tie styles also.
PANTS DRESS, Jiffon-Nevabind. Snapped, yellow, blue, green, pink, yellow, 6 mos.-2 yrs.
TWO-PIECE CREEPER, Waterproof pant with anti-tack leg bands. No-slip suspender straps. Adjustable snap-fastened straps. Blue, green, yellow, pink. Matching striped top, 6 mos.-2 yrs.

MAKE US YOUR HEADQUARTERS FOR CARTER'S KNITS

To Help You Remember . . .

NOT TO FORGET!

Countless opportunities present themselves when a kind remembrance will do much to create or maintain goodwill that is so essential to business.

liver (anywhere in the United States or Canada, and most cities throughout the world) a beautiful gift basket of food package comprised of the finest fruits-in-season; food delicacies, wine, champagnes and liquors, cookies, candies or cigars. The next time you wish to convey a timely expression for a favorable impression . . . remember, a gift basket will . . . say it better!

An occasion for congratulations, a moment for well-wishers, a time for sympathy . . . these are a few of the situations requiring thoughtfulness on your part. As Michigan's leading gift basket specialists, with years of experience in filling thousands of gift package orders for commercial accounts as well as individuals, we can suggest, prepare and de-

WE ARE NOW MAKING DAILY DELIVERIES IN THE BIRMINGHAM-BLOOMFIELD AREA

We Carry A Complete Line of

- GROCERIES • FRESH FRUITS & VEGETABLES • PRIME MEATS • CHAMPAGNE
- WINE • LIQUOR • IMPORTED CIGARS

Market Basket Food

"FINE FOODS from the FAR CORNERS OF THE WORLD"

3205 W. McNichols (at Wildemere)

1 Block from U of D