

# BUSINESS BRIEFS

## Merchants Met In Detroit at U.S. CC Aircade

Annual issues and also show them how their own views and recommendations may be heard more effectively in Washington." The local chamber of commerce took two Birmingham high school students, James Bain and Michael Patterson, as their guests.

You will find many bargains in The Eccentric Classified Columns.

March 7, 1957 THE BIRMINGHAM ECCENTRIC 5-D

### Gets Ribbon At Insurance School

A gold ribbon for demonstrating outstanding aptitude in the insurance business has been awarded to Richard L. Halstead, 1278 Cedar, Birmingham, at the 19th session of the Aetna Casualty and Surety office in Hartford, Conn.



### In Charge of New Overseas Division

Establishment of an International Division of Burroughs Corporation with Ray W. Macdonald, 18841 Glenwood, Latrap, as vice president in charge, was announced Friday by Ray R. Eppert, executive vice president.

The new international division will have responsibility for Burroughs marketing operations outside the United States and Canada as well as for the operation of manufacturing and engineering facilities at Nottingham, England; Stratthoven and Cumbernauld, Scotland; Fontenay, France; and Sao Paulo, Brazil.

MACDONALD HAS served as vice president of Burroughs International activity since May 1954. A graduate of the University of Chicago, he joined Burroughs there as a junior salesman in 1935.

In 1939 Macdonald was transferred to the Home Office sales division. After managing a traveling exhibit of Burroughs machines and products visiting colleges and universities for two years, he joined what was then known as the export department.

He was named assistant export manager in 1943 and export manager in 1948. Macdonald was promoted to general manager of the newly formed International Activity in May 1953. He was named vice president a year later.

### Husband, Wife Awarded Prizes For Photography

Mr. and Mrs. Allen E. Arnold, long accustomed to winning prizes for their photography, again were honored at the sixteenth annual Photographers Association of Michigan convention last week at the Hotel Olds in Lansing.

The Arnolds are in association work past several years, won 12 prizes to lead a field of over 500.

MRS. ARNOLD won three awards of distinction, two merit awards, one award of honor and a bronze plaque.

Arnold topped one award of excellence, merit, honor and bronze plaque.

The Arnolds are the only husband and wife combination in the state to hold degrees of Master of Photography.

The Warsaw Pact, signed on May 14, 1955, includes Russia, Poland, Czechoslovakia, Hungary, Romania, Bulgaria, East Germany and Albania. Yugoslavia is not a member.

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Walter L. Moreland, president of the Birmingham Federal Savings and Loan Association, has been appointed to the 1957 Committee on the Federal Home Loan Bank System of the United States Savings and Loan League.

APPOINTMENT WAS announced last week by Roy M. Marr, Memphis, Tennessee, president of the league, which is the nationwide trade organization of the savings and loan business and represents more than 4,000 savings associations and cooperative banks.

Committee on the Federal Home Loan Bank System concentrates its studies on the effectiveness of the Federal Home Loan Bank System, which operates as a central reserve banking system for savings associations and cooperative banks under government supervision.

A group of executive and legislative experts met in Detroit Thursday, at the U. S. chamber of commerce aircade to discuss with businessmen major issues to come before the 85th Congress.

Among the thousand business and professional people from the Metropolitan Detroit area were these five Birmingham men:

Charles Mortensen, secretary Birmingham chamber of commerce; James Cousins, McBridge Hardware Co.; Lee Frazer, Bloomfield Theater; Wallace Reid, Reid-Patterson Co.; and Jack Ball, McClellan-Hull Co.

BALL, CHAIRMAN of the national affairs committee of the Birmingham chamber of commerce, said:

"It is planned now to activate the local committee so that business people can be kept informed of the progress of these congressional issues and also show them how their own views and recommendations may be heard more effectively in Washington."

Why is it when you're on a diet along comes a jowler to make life miserable with just about everything on his tray?



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### Gas Water Heaters Heat Water Faster

National sales records show an overwhelming preference for automatic gas water-heaters over any other run by an all-automatic fuel. Gas does a better job—actually replaces water 3 times faster.

An ample supply of hot water, once a luxury that only the wealthy could afford, is a necessity of modern living.

More than 75 manufacturers make gas heaters. You can find every type of construction, every sort of tank lining, every product advantage you can think of—in gas.

More than 17 and a half million families use gas water heaters. They can testify that gas heaters cost less to buy, use and install.

Only GAS does so much, so well... the modern fuel for automatic cooking... refrigeration... water-heating... house-heating... air conditioning... clothes-drying... incineration. CONSUMERS POWER COMPANY

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## A major fashion change

Lebow shows the surprising changes in the design of men's suits since 1955.

These are the changes of fashion. Please come in and see the new 1957 Century Cloverleaf model and get the thrill of an entire new look and feel to your clothes.

<b>The left side is 1955</b>	<b>The right side is 1957</b>
1. Wide, square shoulder	Normal shoulder
2. Wide, square lapel.	The new Cloverleaf lapel
3. Full drape chest	Smooth, flat chest
4. Cut-through pocket	Flap pocket
5. Full-sleeve	Tapered sleeve with cuff
6. Long coat, no vent	Shorter coat, center vent
7. Wide, deep pleated trousers	Tapered, thinline trousers
8. Square athletic look	Thinline look

The Lady Says Yes **Lebow** CLOTHES

Dress Right... you can't afford not to

**Young's of Birmingham** 203 PIERCE ST.

the frame can't look right... without a picture

The other day a fashion reporter asked one of America's best-known custom haberdashers what he considered the most important element in a man's appearance. The prompt answer: his shirt.

He said—and we don't quote—a man's clothing is only the frame for his shirt and tie. No man no matter how expensively dressed can ever look right if his shirt is baggy and has wrinkles around the neckline... if his collar doesn't fit... and if his shirt cuffs are too long... or too short.

These are problems you can dismiss if you're wearing one of our EXCELLO shirts because EXCELLO has based its world-wide reputation on perfect, "tailored like a jacket" fit.

EXCELLO takes away excess material across the chest to eliminate surplus material under the arms. EXCELLO cuts the yoke on an arc to follow natural shoulder curves. EXCELLO's exclusive bell-front, lap-over cut keeps shirt tails from riding up. EXCELLO shirts are carefully single-needle tailored, lock-stitched through-out.

Stylewise, too, EXCELLO is a leader, with dozens of collar styles to choose from... a wide choice of fabrics and patterns... each one suited to a special type of man. So, bring in the frame—we'll supply the perfect EXCELLO picture.

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