

Flint Man Named MJA Supervisor

Appointment of Dallas Cargill, the agency's Bloomfield Hills headquarters, comes to MJA from the Ford Motor Co. where he was a staff assistant to the director of advertising and sales promotion, central marketing staff. His name has been announced.

Cargill, who will be stationed in

that **SLIM** look
YOU
COULD HAVE IT TOO
DIETING WILL NOT REMOLD YOUR
SWEDISH HAND MASSAGE WILL

Just losing weight may leave wrinkles while the weight remains in the wrong places.

Hand massage increases circulation, relieves tired aching muscles, soothes the nerves and gives you natural sleep without sedation.

Next time you have stiffness in your neck and shoulders or a bad back ache—Give us a ring.

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WILSON new car leases include all
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AT NO EXTRA COST
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NOW FOR
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ADVERTISED NAME BRANDS—consisting of Modern Living Room Furniture, Odd
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PLUS — \$50,000 INVENTORY

Sporting Goods, Electrical Appliances, Power Tools, Lawn and Garden Equip-
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ing chairs, etc.

ALL NAME BRANDS—G. E., Sunbeam, Westinghouse, Olympic, Motorola, Evans,
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Horseman, Revlon, etc.

4 DAYS ONLY

Thursday and Friday, Oct. 24 & 25
Sole Starts 7 P.M.

Saturday & Sunday, Oct. 26, 27
Sole Starts 2 P.M.

ON THE PREMISES AT MODERN CARPETS
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NOTICE: Trade Fair Discounts open Daily at 220 S. Telegraph
AFTER November 1st at our NEW LARGE QUARTERS—932 W. Huron

BUSINESS BRIEFS



Lectures on Satellite

Dr. George Loweke, 27027 Thirteen Mile, Franklin, lectured on the scientific uses of Earth satellites Sunday over television on channel 56. Dr. Loweke is the originator of a Wayne State university course on the mechanics of space flight orbits, the only course of its type in the nation. His television discussion was with a representative of Brooks and Perkins, manufacturers of this country's Earth satellite. Dr. Loweke will appear before the Wayne television cameras again Dec. 8 to lecture on "Rocket to the Moon."

JA Stock Sale Here Estimated at \$1,000

An estimated \$300,000 worth of Junior Achievement stock, including \$50,000 in southeastern Michigan and \$1,000 in Birmingham are expected to be sold during October. Initial capitalization through the sale of the 50 cents per share stock enables the JA firms to buy raw materials and manufacture a product for a profit. The firms are run entirely by teen-agers.

Hostess Honored At New York Meet

Mrs. Genevieve Price, 655 Oakland, was honored at a four-day testimonial meeting of Welcome Wagon which will be held last week in New York.

She was one of a group of Welcome Wagon hostesses who were invited to attend the meeting in recognition of their outstanding achievements in the international organization dedicated to community service.



New Association Member

A membership application of Robert Partridge (right), 23031 Britner, of Julius Mathews Special agency, in the Detroit chapter of the American Association of Newspaper Representatives has been approved by the association's board. Left to right are Charles E. Thompson, Detroit manager of Johnson, Kent, Gavin and Sinding; E. S. Stag of Royal Oak, second vice-president of the association, and Partridge.

MJA Ad Counsel For Exhibit Center

MacManus, John & Adams, Inc., has been appointed advertising and public relations counsel for Showcase, Inc., first permanent home builders exhibit center in the Midwest.

Showcase will be located at 136 Brownell Street, Birmingham. Scheduled to open to the public in November, more than 300 display units will feature building items of interest to the architectural and engineering profession. Home buyers will be able to see the newest developments in home building products with their contractors and builders at a one-stop exhibit center.

Awarded Trip To Bahamas

Four Birmingham area residents were in Nassau, Bahamas, recently on an eight-day expense-free vacation-convention awarded by the Fiddlers-Quigley Corp. of New York.

Those attending were Mr. and Mrs. John Seiland, 1537 Wrenwood drive, associated with George L. Johnston Co. and guests Mary Jewry, 219 N. Woodward, and Mrs. E. M. Schmidt, 2348 Northlawn.

THE TRIPS were given in an incentive contest involving the sales of Fiddlers air conditioners during the past year.

H. A. O'Dell Receives Award

H. Augustus O'Dell, senior member of the Birmingham architectural firm of O'Dell, Hewlett & Luckenbach, has been presented the 1957 Honor Award gold medal by the Detroit chapter of the American Institute of Architects. The award was presented Oct. 16 at the annual meeting of the Detroit chapter.

Mar'ee Furrier

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Talk Tourist Trade

David Geer (left), Bloomfield Hills planning consultant, and Roy Brandt, acting manager of an Hawaiian hotel, discuss the tourist business during Geer's recent trip to the Hawaiian Islands. Geer made the trip for a preliminary survey of proposed development of an island there into a tourist resort.

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Soft Stream
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All Traditional Reynolds Quality

These softeners have all the automatic features that can be built into direct salting semi-automatic softeners.

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