

PIANO TUNING
 Have your piano
 Checked Over Now!
 Proper Touch and Tone is
 Essential in Piano Study
HAVE YOUR PIANO
 Reconditioned Now
 The Result is Worth the Cost!
 PHONE FE 5-8222
 Free Estimates—48 Hr. Service
CALBI
MUSIC CO.
 119 N. Saginaw St., Pontiac

Hold Open House
 Smith, Tarapata, MacMahon,
 Inc., Birmingham architects, are
 holding an open house Friday at
 their offices, 894 S. Adams.

RADIO
TELEVISION
HI FIDELITY
 Sales & Service
Birmingham Electronics
 Du Mont
 Sylvania—Telefunken
 247 W. Maple MI 6-8440

BUSINESS BRIEFS



Joins Conservatory Staff

Norman Swenson (above), well-known Detroit singer and teacher, has joined the faculty of the Birmingham Conservatory of Music. A graduate of the Detroit Conservatory of Music, Swenson has had extensive background in television and radio. He is soloist at Grosse Pointe Memorial church and director of the Scandinavian male glee club of Detroit. He teaches popular and musical comedy.

E. J. Doucet Named Vickers Ad Director

Edward J. Doucet, 1920 Devon, been promoted to director of advertising, Southfield township, has vertising and public relations by

Vickers, Inc. Doucet was formerly advertising manager of the firm. A graduate of Northwestern university and a marine corps veteran, he joined Vickers in 1943. He became advertising manager in 1951.

Are You Interested in Learning More About Investments?

GOODBODY & CO. will conduct a FREE course on investments of particular value to the women of Birmingham. There is no charge or obligation—only a community service for our North Woodward neighbors. Meetings will continue for 6 weeks, beginning October 14th, 15th and 16th. All sessions will be held in the Michigan Life Building, Woodward Avenue near 13 Mile Road, beginning at 8:00 P.M. sharp.

GOODBODY & CO.
 Established 1891
 Members: New York Stock Exchange and other principal exchanges.
 Tear Here and Mail Today

Raymond J. Laude, Manager
 GOODBODY & CO.
 7181 N. Woodward Avenue
 Royal Oak, Michigan.

Dear Mr. Laude:
 I am interested in attending your FREE course in investments. I have checked the evening of my first choice. Please check ONE

Monday Tuesday Wednesday 8:00 P.M. - 9:30 P.M.

Name _____
 Address _____
 City _____ Michigan

Special of the Week
FREE
BRAKE ADJUSTMENT
 with lubrication and oil change

• BRAKE JOBS • TUNE UPS
 • MUFFLER AND TAILPIPS

GAS for LESS
 Texaco Fire Chief **.29.9¢**
 Texaco Sky Chief **.33.9¢**

FIRESTONE
 • TIRES • BATTERIES
 • ACCESSORIES

TRIANGLE SUPER SERVICE
 Woodward at Adams **FREE PICK-UP** MI 4-9853
 1181 S. Woodward **& DELIVERY** MI 6-7626



Robert O. Shepler Attends Congress

Robert O. Shepler, 711 Greenwood, Birmingham, attended the annual meeting of the national fraternal congress of America in Los Angeles Monday through Wednesday. He is a member of the executive committee of the field managers section of the Congress. Agency vice president of the Maccabees Life Insurance Society, Detroit, Shepler was a delegate from that organization.

Are you thinking of buying a new home? Then read the "For Sale—Houses" column on the Classified Ad pages of this week's Eccentric.

Appointed by MJA

Appointment of William J. Whiting, 2725 Charnwood, to the administrative committee of MacManus, John & Adams, Inc., has been announced. MJA's administrative committee supervises the internal operations of the advertising agency. Whiting, a vice president, is supervisor of the Bendix Aviation corp. account. He joined MJA in 1945.

Bank Opened In Southfield

National Bank of Detroit opened its 60th neighborhood office Sept. 16 at 29355 Northwestern highway near 12 Mile road in Southfield township. It will be known as the Northwestern-Twelve Mile office and will provide complete banking and trust services for this rapidly-growing residential area. Banking hours will be from 10 a.m. to 3 p.m. Monday through Thursday and from 10 a.m. to 6 p.m. on Friday.

CARL H. BEZ, assistant manager of the bank's McNichols-Sorrento office, will be in charge.



GREETINGS & GIFTS are brought to you from **Friendly Neighbors & Civic & Social Welfare Leaders** through **WELCOME WAGON** On the occasion of **Change of residence**

Arrivals of Newcomers to Birmingham
MRS. H. WALES PRICE
 Midwest 4-0516
 (No cost or obligation)

Special Prices for a Limited Time Only on

REYNOLDS
 Soft Stream
WATER SOFTENERS

48,000 Grain Capacity	\$187.50
64,000 " "	209.00
86,000 " "	249.00

Plus Installation
 All Traditional Reynolds Quality

These softeners have all the automatic features that can be built into direct selling semi-automatic softeners. Made in Detroit since 1931 by Michigan's oldest and largest manufacturer of a complete line of water conditioning equipment, including the wonderful Reynolds Automatic FACTORY SERVICE. Call collect, WEster 3-3800, or mail in coupon for FREE water analysis and full information. We also have a unique rental plan.

REYNOLDS WATER CONDITIONING CO. 12190 Cloverdale Ave., Detroit 4, Michigan

I am interested in FREE water analysis and help with my water problem.

Name _____
 Address _____
 City _____ State _____

3 DAYS ONLY—Thurs.-Fri.-Sat.
KRESGE'S
BIG BUY Special
 Save 33+! Regularly \$1.00!
Women's Washable, Color-Bright Corduroy Scuffs
 this sale only...

67¢ Pr.

Save On New Fall Scuffs . . . Very Special!

Quilted "Tub-ems" take you around the house, to the shower, on vacations, traveling . . . in pleasant comfort! White, pink, red, blue, royal, green. Rubber soles. 5-M-L.

ANOTHER "BIG BUY" SAVING!

W. MAPLE AT HENRIETTA
S. S. KRESGE COMPANY

Plant Your Spring Garden . . . Now!

KRESGE'S

Holland Bulbs
 Plant the Best at Special Savings!

SPECIAL Darwin Tulips Tall, showy Darwin bloom in May. This mixed group includes reds, solid colors, two-tones. **12 for 57¢**

SPECIAL Parrot Tulips Mixed fringed tulips are late bloomers. 22" to 28" tall. Red, yellow, blue, black, pink. Long-lasting! **12 for 57¢**

SPECIAL Peony Tulips Mixed flowering tulips . . . extra-large, fine-quality blooms, wine-red, russet, pink, white. **12 for 57¢**

Two-Tone Tulips 12 for 69¢
Early Blooming Double Tulips 12 for 79¢
Fragrant Bedding Hyacinths . . 2 for 29¢
Hardy Large Narcissus Bulbs . . 2 for 15¢
King Size Daffodil Bulbs 6 for 59¢

W. MAPLE AT HENRIETTA
S. S. KRESGE COMPANY

This is the **EDSEL**
 "It puts shifting where it belongs"

Edsel Teletouch Drive lets you shift without lifting a hand from the wheel

You can drive the Edsel—park it—reverse it—rock it—while both hands stay at the wheel. For Edsel's exclusive Teletouch Drive puts the shift controls where they belong: in the center of the steering wheel. And all shifting, even into park position, is effortless, because the Edsel actually shifts itself. The "Teletouch Drive" button you touch sends a signal to the rugged, precision "brain," and it does the work—smoothly, surely, electrically.

You'll find everything about the Edsel is as original and advanced as "Teletouch." The Edsel's elegant lines, vertical grille and low, wide flight deck promise you that. And the big Edsel V-8's—newest in the world—prove it beyond a doubt. See your Edsel Dealer soon. Edsel prices range from just above the lowest to just below the highest. You can afford an Edsel. And you choose from 4 series, 18 models. **EDSEL DIVISION - FORD MOTOR COMPANY**

1958 EDSEL
 New member of the Ford Family of fine cars

See your Edsel Dealer and drive 1958's most remarkable automobile*

JERRY ROBINSON EDSEL SALES, Inc.
 408 S. WOODWARD MI 6-8700

*IN OTHER AREAS SEE YOUR LOCAL EDSEL DEALER