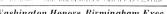
Heads New Firm



Detroine industries, a new corporation in Livonia, has been organized to do favication for the wood, flineingtham, numbers of the the annual advertising awards electronic and missile industries, triing, Inc., Detroit, recently reduced and general manager of second — additinguished critical security of the advertising and Freedom and general manager is cerved—a distinguished critical security of the advertising and standards second—a distinguished critical security of the advertising and flower second critical security of the advertising and standards of the advertising and the advertising and standards of the advertising and the advertising and standards of the advertising and the advertisin



welets and store in the store i ares, use, "Fig and Whistle," "Ele-tra and Castle," "Flute and Castle," a names of paus-places on the English country-We still remember the cob-'s huge boot, the jeweler's size clock, the eigar store In-serving the same commercial messently systeriday in United

Household goods of every de-scription are offered far sale in the Classified Columns of The Birmingham Eccentric.



Welcome Wagon Hostess

Will Knock on Your Door with Gifts & Greetings from Friendly Business Neighbors and Your Civic and Social Welfare Leaders On the occasion of Change of residence Arrivals of Newcomers to Birmingham

MRS. H. WALES PRICE Mldwest 4-0516

Westwood Man Retires; Served

Firm 35 Years

BUSINESS BRIEFS



Sales Manager



shower after shower after shower

there's always plenty of hot water

the new <u>electric</u> water heater way

GET IT HOT ... GET A LOT every time. A new electric water heater provides plenty of hot, hot water for showers and all the family's needs. Detroit Edison has a new Super Supply Plan which makes heaters even more efficient and economical.

Here's the convenient, modern way to GET IT HOT ... GET A LOT for an operating cost as low as \$3.88 per month.

Only electric water heaters give you all these important advantages:

- Efficient—the heat goes into the
- Install anywhere—need not be near a chimney
- Long life meet Edison's rigid standards
- Automatic all the time
- Outer shell—cool to the touch all
- Edison maintains electrical parts without charge



See your plumber or appliance dealer **DETROIT EDISON** SERVES SOUTHEASTERN MICHIGAN



What every Young Man should know

ABOUT GIRLS and MONEY . . .

Two sodas cost more than one soda There's no doubt about that. But the girl of today isn't too demanding. If she doesn't go Dutch, she does watch the right side of the menu. She'll like it, too, if she knows her young man has the habit that leads to a happy, successful life. It's the habit of regular savings, however little, at Birmingham Federal Savings. Young man, start your savings account today!

Where you save does make a difference

LA MEASURE BROS. MICHIGAN'S MOST MODERN LAUNDRY and DRY CLEANING SERVICE

4529 N. WOODWARD 2 Blocks South of 14 Mile Road ROYAL OAK (Plant)

· ALL NEW MACHINERY

COURTEOUS SALES PERSONNEL

ALL PLASTIC PACKAGING

 NEW LOW PRICING POLICY • LA MEASURE'S TOP QUALITY WORK 142 S. WOODWARD 1st Block South of Maple BIRMINGHAM

In By 10 Back By 5

CURRENT RATE

SAVINGS RECEIVED BY THE 10th OF THE MONTH EARN FROM THE 1st



La Measure Bros. Celebrates its Third Anniversary in Suburbia WITH THIS TREMENDOUS GIFT OFFER TO THANK YOU FOR YOUR PATRONAGE (past and future)

THAT HAS PRODUCED SUCCESS BEYOND OUR GREATEST EXPECTATIONS. new matching HOME BARWARE

modern designs... sets by LIBBEY GLASS

Fun! "Dressing Up" Like Mother Does!

a clinging metallic elas-tic strap. They look so

DAY & NIGHT'S worry-free

ELECTRIC

Always plenty of water— piping hot and crystal clear, Jetglas can't rust. Jetglas stops leaks. Jetglas costs less because it outlasts two ordinary water had.

jelglas

WATER

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WEST MAPLE AT HENRIETTA S. S. KRESGE COMPANY

LITTLE GIRLS

SHOES

EDI



G. C. JOHNSTON PLUMBING AND HEATING

PHONE Midwest 4-5540

Floir Glosses available Cordial, Champagne or King Size Cocktail, Wine, Pilsner



Or with \$2.50 Order, 26c per Glass

1 Pc. Flair Glasses Free with each \$2.50 Order Or 15c per Glass with \$1.00 Order