

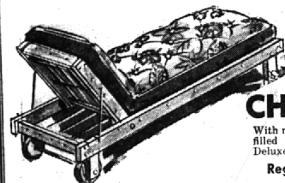
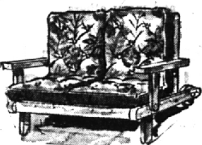
# Sale of Sales

BIG DISCOUNTS ON CALIFORNIA  
**REDWOOD**

## 2 Seat Redwood SETTEE

With rubberized hair filled box cushions.  
Reg. \$65.00

NOW **\$44<sup>95</sup>**



## Redwood CHAISE

With rubberized hair filled box cushions. Deluxe Cover.  
Reg. \$44.50

NOW **\$29<sup>95</sup>**

## Redwood PICNIC TABLE 2 BENCHES

Not exactly as shown.  
Reg. \$39.50

NOW **\$29<sup>95</sup>**



## REDWOOD CHAIR

With rubberized hair filled box cushions.  
Reg. \$39.50

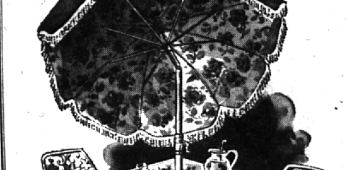
NOW **\$24<sup>95</sup>**

## MATCHING OTTOMAN

Reg. \$89.50

## REDWOOD TETE-A-TETE \$59.95

With Center Table Attached. Rubberized hair filled box cushions.



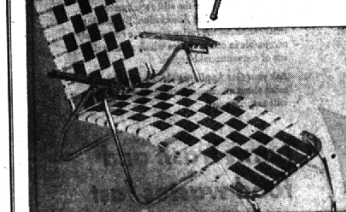
## UMBRELLA \$29<sup>95</sup>

WEATHER RESISTANT VINYL Reg. \$49.50

## BARBEQUE GRILL \$14<sup>95</sup>

With Hand and Electric Spit & Motor. Reg. \$29.95

## All Aluminum Webbed FOLDING CHAIR \$4<sup>95</sup>



## CHAISE NOW \$9<sup>95</sup>

Not exactly as shown Reg. \$16.50

## NORTH WOODWARD FURNITURE CO.

4426 NORTH WOODWARD ROYAL OAK  
3 Blocks South of 14-Mile Road LI 9-3655  
Open Sunday 10 to 6—Open Daily 10 A.M. to 9 P.M.

# BOOKS and REVIEWS

## Madison Avenue, U.S.A.

By Martin Mayer. 332 pp. New York. Harper & Brothers. \$4.95.

Reviewed by TOM PHILLIPS

Did you know: . . . It costs an advertiser \$22.242 to buy a full-page black-and-white weekly ad in "Life" magazine? . . . The back cover of a magazine is the most coveted spot for an ad because more people can see it when you hold it up to read? . . . Gray flannel never was really popular among the advertising set, and has scarcely been worn since the publication of the novel about the man who wore it? . . . That a large number of the readers of a nationally known magazine keep their latest issue of the magazine in the bathroom?

THESE AND dozens of other interesting but rather useless facts are scattered freely throughout Martin Mayer's bulky but never boring study of the advertising business, "Madison Avenue, U.S.A."

The volume is an excellent place for the interested layman to get an exhaustive inside and informal study of the big and little wheels who make the ad agency business an exciting mine also being entertained with choice anecdotes and intriguing facts such as those listed above.

Almost everyone has heard about "Madison Avenue," but now many are buying it, although the avenue "runs some six miles up the East Side of Manhattan, and the street famous takes up one-fifth its length," is slightly more than six miles long, forming what the vulgar call an alley or ulcer rather than the more enlightened describe as the communications belt.

Mayer takes his reader on a tour of that short stretch, dropping in at the many offices and introducing to what advertising is, how it got to be that way and who runs it.

WRITING in a terse reportorial style, Mayer keeps the reader so busy jumping from one fascinating aspect of the avenue to another that his attention rarely has a chance to flag except for the few times when the author insists on piling up so much detail that the eye might get through the overwhelming array of facts.

He details each step of the advertising campaign. The "motivational research" which precedes many of them. How the copy writer gets his ideas and sets them down. The teamwork between copy men and artists which results in the finished ad. And the effect of the completed ad upon the consumer.

This trip detailing the life of an advertisement is a fascinating one, and Mayer gives readers in this area an especially recognizable example when he outlines the birth of the campaign to launch the new Edsel automobile.

"MADISON AVENUE, U.S.A." is an immensely readable and absorbing book and should share a spot on the interested person's shelf with Vance Packard's "The Hidden Persuaders."

ey was expended to improve the health of Michigan's children.

Its work was more noticeable in the rural regions of the state where community health measures had hardly existed. In those areas they still speak fondly of the Couzens' fund, identifying the work with the donor although he wanted it otherwise.

Barnard has written a biography of particular interest to residents of Birmingham of the Detroit area and of Michigan. The older folks will enjoy reliving the early days of Ford; the battle for municipal ownership; the banking crisis. The younger people should read it as fascinating modern history seen from the viewpoint of Couzens, a truly independent man.

## Majority of One

By Sydney J. Harris, 305 pp. Boston. Houghton Mifflin Co. \$3.75.

Reviewed by GEORGE WM. AVERILL

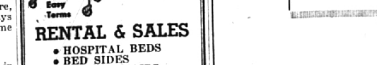
"Majority of One" is a collection of more than 100 of Sydney Harris' newspaper columns, which he writes five times a week from his hometown, Chicago.

Only a newspaperman realizes the work involved in finding subject matter for daily consumption of column readers. Only the better columnists devote themselves to ideas instead of to facts, people and places.

Harris is an idea columnist. HE ONCE admitted he works "as little as possible . . . so as to give myself time for essential things such as reading, listening to Mozart, and working out chess problems."

His columns evidence his success in working little and thinking much. His range of reading and listening is vast. Considering his years, it is even more remarkable.

There's nothing Harris won't do.



## RENTAL & SALES

- HOSPITAL BEDS
- BED SIDES
- WHEEL CHAIRS
- WALKERS
- CRUTCHES

## MICHIGAN FIRST AID

Invalid needs—sick room supplies  
LI 2-3027 JO 4-6847  
1621 S. Woodward, R. O.  
3 doors north of 10 Mile

## Honored by Miami

Three Birmingham students were named to the dean's list for the last semester at Miami (Ohio) university. They are Carol Jean Flisk, (648) Sheringham; Juanita Ann Ferrill, 4975 South Clunbury, and Cowden Fortenbaugh, 667 Wadlington road.

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Let us give your whole summer wardrobe of cottons that "pampered", lovely as a summer flower look with our scientific cleaning and resizing process. Bring them in today . . . You'll find their sparkling cleanliness, cool freshness more than pleasing.

Two Convenient Locations:  
• WOODWARD at ADAMS RD.  
• W. MAPLE at CRANBROOK RD.

# Birmingham

DRIVE-IN CLEANERS

**JULY...**  
AND THE YEAR IS HALF OVER!

## How Much Have You Saved?

When you travel from one place to another, you measure the distance in miles. But when you are headed for some important goal in life, you figure how many dollars you have saved!

The year is half over. You have six months in which to make a good financial showing. Step up your savings program at Birmingham Federal Savings or open an account today. Each savings account insured to \$10,000.

Your Friendly Savings Association . . .

Member of Federal Savings & Loan Insurance Corp.

# Birmingham

FEDERAL SAVINGS

INSURED SAVINGS

99 West Maple Corner of Pierce 3055 W. 12 Mile Rd. Berkley

## Medical Mirror

WHAT DOCTORS SAY ABOUT:

- Left-Handers
- Facial Hair
- Reading Difficulty

Q. Should a left-handed child be made to use the right hand?

A. No. They should be encouraged but not forced to use the right hand. If this proves too difficult, let well enough alone.

Q. "Can facial hair on girls and women be due to treatment with hormones"—T.S."

A. Hormones most often used in treating girls and women for the usual troubles are "female" hormones. These substances tend to lessen hair rather than cause it to grow heavier.

Q. What could be wrong with an otherwise normal 7-year-old who can't learn to read?

A. Assuming glasses are not needed, there are several things that could cause trouble. Tests that could cause trouble. Tests that could cause trouble. Tests that could cause trouble. Tests that could cause trouble.

Letters will be answered in these columns anonymously. Direct your inquiries to J. Downey Ralston, M.D. SCIENCE EDITORS, P.O. BOX 396 Madison Square Station, New York 10, N. Y.

