

Ride The Red And White Lines To Metropolitan And Willow Run Airports
LEAVING BIRMINGHAM HOUSE MOTEL
 4:15 am—6:15 am—8:15 am—10:15 am—12:15 p.m.
 2:15 pm—4:15 pm—6:15 pm—8:15 pm—10:15 pm
PHONE FOR INFORMATION ON BAGGAGE AND PACKAGE DELIVERIES TO AND FROM BOTH AIRPORTS
AIRPORTS SERVICE LINES
 Federal 2-9146 PONTIAC, MICHIGAN

Medical Mirror
 WHAT DOCTORS SAY ABOUT

Manipulating Human Behavior

Q. Is there an easy way for parents to tell when a 4-year-old has a superior mind?
A. Most parents (and nearly all grandparents) consider the 4-year-old member of the family quite superior. This is only natural. Actually, a professionally trained person is about the only one who can come very close in evaluating intelligence. However, a rough yardstick is the child's ability to draw forms. The youngster is asked to copy simple drawings. The average child can copy: a circle at 3 years, a square at 4 years, a cross at 5 years, a triangle at 6 years, a diamond at 7 years.

Q. Several months ago news stories told of a new method of advertising called "instabile selling." Can the mind actually be influenced without a person being aware of it?
A. Subliminal projection ("invisible sell") is a technique familiar to psychologists. It consists in brief showings of material, such as a soap box on a TV screen or movie screen. The images can be perceived by the individual without his being consciously aware of it. The device used to flash the brief exposure is the tachistoscope, a gadget which is one of the oldest pieces of hardware in the psychological laboratory. The pioneers of this type of advertising claim that it will "sell." Psychologists are more concerned with whether the method—assuming that it works as an advertising gimmick—should be used at all. One scientist has said that playing with the control of human behavior is more risky and terrifying than touching off atomic bombs.

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MILLS PHARMACY
 ALWAYS A PLACE TO PARK
 1740 West Maple Ave. Phone: Midwest 4-5060

for his Christmas
 genuine
DEERSKIN

Nothing quite like it... for looks, for comfort and for getting you warm thanks!
 Soft, natural color Deerskin from our fine Christmas slipper collection.

- Deer-Mooc. Glove-soft Deerskin with padded sole, fleecy lambswool lining \$9.99 Unlined \$6.99
- Dunder. Elegant Deerskin with red flannel lining, soft cushion sole \$8.99



Higgins and Frank
 OF
 BIRMINGHAM, MICHIGAN
 268 W. MAPLE RD.

Order Deerskin Footwear Gifts by shoe size (length and width). If he has purchased footwear at this store, we have a record of his size.
 Gentlemen: Please send me the following Deerskin footwear:
 QUANTITY STYLE SIZE COST

Charge () Check or M.O. enclosed () Total.
 Please add sales tax if applicable in your area.

NAME _____
 ADDRESS _____
 CITY _____ ZONE _____ STATE _____

BUSINESS BRIEFS

Young Housewife Opens B'ham Resale Shop

A young Birmingham housewife has spruced up an older home in Birmingham, contacted all her friends, placed a few ads in the paper, and now heads her own business.

Mrs. Floraine Woodburn, 728 W. Lincoln, Birmingham, opened the Birmingham Resale shop, 319 E. Brown, recently with used items from her own home and other items from friends and neighbors.

THERE IS NO such thing as a "specialty" in this shop because Mrs. Woodburn has a little bit of everything.

Children's toys, baby accessories, men, women and children's used clothes, furniture, antiques, glassware, pictures and various pieces of pottery and dishes can be found at the Resale shop.



Inspecting Her Stock

Mrs. Floraine Woodburn, 728 Lincoln, Birmingham, inspects some of the children's clothing at her Birmingham Resale shop, 319 E. Brown. Mrs. Woodburn entered the business simply because she thought she would "like to try my hand at it."

Crawford Named Construction Manager at Etkin

Raymond M. Crawford, 18325 Westchase, Southfield township has been appointed construction manager by Alex J. Etkin, president, A. J. Etkin Construction Co.

Crawford, graduate of the University of Michigan, is a civil engineer. Crawford has had over 20 years experience in all phases of building construction throughout the United States.

This experience included senior engineer on federal government projects, terminal engineer for Texaco Co., and facilities on tracts administrator for Fisher Body.



CRAWFORD

Ford Names Stevenson Division GM

Appointment to Robert Stevenson, 18760 San Diego, Lathrup village, as general manufacturing manager of the engine and foundry division, Ford Motor company, was announced today by M. L. Karke, division general manager.

Stevenson, a Ford engineering executive for nearly 25 years, formerly was chief engineer of the division's product engineering office.

In his new capacity, he is responsible for the division's manufacturing operations, including the engine and radiator and foundry manufacturing, engineering staff departments, and five plants in Dearborn, Cleveland, Lima, O., Green Island, N.Y., and Sheffield, Ala.



STEVENSON

Shull Sales Manager

Charles L. Shull, 6920 E. Dartmoor, Birmingham, has been named Michigan district sales manager for the Louis F. Dow company of St. Paul, Minnesota.

This 60-year-old firm specializes in colored lithography, murals, advertising displays, sales aids, calendars and executive gifts.



SHULL

Keaton New Manager at B'ham Agency

Charles E. Keaton, Jr. is the new manager of the life insurance department of the Birmingham Insurance Agency, 114 S. Woodward.

Keaton, who lives at 4751 Beach road, Troy, is a graduate of the University of New Hampshire and has taken advanced life underwriting courses.

Bollywood Adjustable WALKER

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

One of a kind...

Research is a wonderful thing. Now it has turned up the news that a print of your dog's nose is a sure means of identifying him. The fact that no two canine schnozos are identical came to light because a company has been formed to issue life insurance on pedigreed dogs. (I haven't been able to find out how many researchers were bitten.)

A much more important fact—one that affects your own and your family's financial security—is this: No two kinds of insurance protection are identical, either.

Don't let "cut-rate" claims fool you. There's only one practical way to find out and home insurance that gives you all the safety you need. That is to talk with an agent who is not employed by any insurance company—myself, for instance. My business depends on steering you right about which company's insurance to buy—on keeping you as a satisfied customer year after year. Give me a call and let me study your insurance needs. I won't charge you a penny—and I may be able to save you a good many dollars.

Hudson & Muma, Inc.

Wallace Hudson

COMPLETE INSURANCE SERVICE

Located in Office of BLOOMFIELD REAL ESTATE CO.
 6435 Telegraph Rd. (Just North of Maple)
 MI 6-6500

Christmas Gift Suggestions...

A complete line of Nationally Advised Leather Goods & Luggage

- Val-A-Pak
- American Tourister
- Samsonite Silhouette

WALLETS:
 Buxton
 Prince Gardner

Large Selection of Brief Cases—Attache Cases

All Purchases Initiated in Gold Free of Charge

EXPERT REPAIRS ON LUGGAGE & LEATHER GOODS

HARRISON'S LUGGAGE & LEATHER GOODS
 Birmingham's Exclusive Luggage Shop
 (Open Friday Evenings Till 9 P.M.)
 Also Detroit, 1217 Griswold MI 6-8088

SHOP and SAVE at Cunningham's DRUG STORES

SAVE ON NATIONALLY ADVERTISED BRANDS

LOW - LOW EVERYDAY DISCOUNT PRICES
 DRUGS-VITAMINS-COSMETICS

\$3 ¹¹ UPJOHN'S UNICAPS	BOTTLE OF 100	\$2 ⁵¹
\$3 ⁵¹ ABDEC DROPS	PARKE DAVIS 50 CC	\$2 ⁵⁶
\$9 ⁶⁷ MYADEC KAPSEALS	PARKE DAVIS BOTTLE OF 100	\$6 ⁴⁹
\$2 ⁹⁸ SUPER MINS	HIT-POTENCY BOTTLE OF 100	\$1 ⁷⁹
98¢ DRISTAN TABLETS	BOTTLE OF 24 TABLETS	73¢
98¢ Bromo Quinine Cold Tablets	BOTTLE OF 50 TABLETS	72¢
\$1 ⁹⁸ Coldene Cold Medicine	BOTTLE OF 5 OUNCES	\$1 ³⁷
\$1 ⁰⁹ REM COUGH SYRUP	BOTTLE OF 6 OUNCES	79¢
65¢ ALKA SELTZER	BOTTLE OF 25 TABLETS	39¢
\$1 ²³ BUFFERIN TABLETS	BOTTLE OF 100 TABLETS	98¢
98¢ BROMO SELTZER	BOTTLE OF 4 OUNCES	76¢
\$1 ⁷⁵ MAALOX TABLETS	BOTTLE OF 100	\$1 ⁰³
\$1 ⁷³ MODESS NAPKINS	BOX OF 48 NAPKINS	\$1 ¹⁹
89¢ LAVORIS Mouth Wash	BOTTLE OF 17 OUNCES	76¢
69¢ IPANA TOOTHPASTE	ECONOMY SIZE	56¢
98¢ William's Aqua Velva	BOTTLE OF 9 OUNCES	69¢
98¢ HALO SHAMPOO	GIANT SIZE	73¢
\$2 ⁰⁰ Toni Home Permanent	REG. SUPER OR GENTLE	\$1 ³⁷
85¢ BRYLCREEM TUBE	KING SIZE	63¢
\$1 ²³ Noxzema Skin Cream	JAR OF 10 OUNCES	92¢
98¢ BAN DEODORANT	1 1/2 OUNCE SIZE	72¢

SAVE TODAY & EVERYDAY

DANBY'S

A Gift to Delight Any Woman!

"PENDLETON" SPORTSWEAR

Nothing could be more appreciated than a gift of "Pendleton's" incomparable 100% virgin wool sports-wear. Choose from beautifully styled casual jackets, fine sweaters and colorful skirts in regular and reversible styles.

Pendleton Jackets	\$17.95 - \$22.95
Pendleton Sweaters	\$9.95 to \$17.95
Pendleton Skirts (Regular)	\$14.95
Pendleton Skirts (Reversible)	\$29.95

122 WEST MAPLE
 MI 6-1589

Charge Accounts Invited

Danby's stores for men

OPEN EVERY FRIDAY EVENING TO 9 P.M.