

# The Birmingham Eccentric

BIRMINGHAM, MICHIGAN

THURSDAY, JANUARY 22, 1959

TIME . . . that's an earthly measurement of the existence-span one has to endure, enjoy, sacrifice, achieve, regret, repent, improve, . . . get wisdom and with all thy getting get understanding." I mention this now only because we are entering upon a new calendar year, and tradition reminds many of us that new resolutions are in order for the guidance of one's life. TIME is opportunity.

## House of Venus GIVES YOU THE NEW SLIMMING SENSATION



**Slim-glori**  
Newest,  
Easiest Way To Re-  
duce and Remold Your Figure  
WITHOUT DISROBING! Created  
by Famous Reducing Authority  
House of Venus  
Grand Opening Special to the  
first 25 who enroll for a  
course individually designed  
for you.

**\$8.00**  
per  
month

You are invited for a Free Visit — NOW . . .  
Call FE 4-9582 for appointment!

**Slim-glori SLENDERIZING PLAN** gives one of the most refreshing  
and relaxing reducing sessions you've ever experienced—anywhere. All you do  
is come in and lie down—without dieting—without exertion—and you begin to  
shed excess as you begin to shed pounds.

**Slim-glori SLENDERIZING PLAN** includes a reduced calorie pro-  
gram that makes slimming sure. Makes your unwanted inches and bulges dis-  
appear . . . on the **Slim-glori Table** from hips, thighs, tummy—your entire body!

**Slim-glori SLENDERIZING PLAN** is the enjoyable and convenient  
way to have the figure you've always dreamed for. See how easily you gain a  
graceful new pose and posture—slender, more youthful body. And everybody's  
talking about the pleasant way it activates your circulation to give you a fresh  
new feeling of well-being.

NOW THAT HOUSE OF VENUS

HAS **Slim-glori** . . . IT HAS EVERYTHING!

Should you desire, The  
HOUSE OF VENUS has:  
Mechanical and Vibratory  
Massage, Passive exercise  
equipment, steam baths, sun  
lamps . . . at no extra charge.



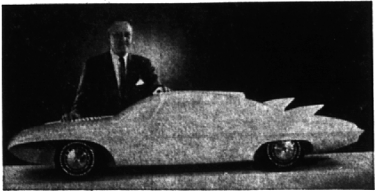
## House of Venus Figure Salons

MIRACLE MILE

MON-FRI 10-10  
SAT. 10-6

S. Telegraph at Square Lk. Rd.

## BUSINESS BRIEFS



### DeSoto's New Idea Car

A. E. Kimberly, 711 Abbey, Birmingham, chief engineer for DeSoto division of Chrysler corporation, displays his company's latest "idea car" the DeSoto Cella I. This new car would be powered by four high-speed electric motors placed adjacent to each of the wheels. This would eliminate the transmission, differential, drive shaft and rear axle used in today's automobiles.



JOHN B. CALDWELL  
Name Caldwell  
Director

John B. Caldwell, 32460 Evergreen, Southfield township, has been appointed director of marketing for MacManus, John and Adams, Inc.

Caldwell, who has headed his own marketing consultant firm for the past six years, was a former vice president of Merchants Chemical company in New York and spent two years with the Fisher Body division of General Motors. A native Detroit, he attended Detroit College of Law and the University of Michigan extension school.

### Former B'ham Resident Made Vice-President

SAN FRANCISCO — Stanley T. Peterson, former Birmingham resident, has been elected a vice president of Cunningham & Walsh, Inc., according to Robert R. Newell, agency president. Peterson is director of marketing in the agency's San Francisco office.

He began his marketing career under the tutelage of his father, E. H. Peterson, as a retail and direct sales man for Peterson Sales Inc., a Detroit food brokerage organization.

He entered the advertising field with the Benton and Bowles agency in New York in 1949. In 1954, he moved to Gardner Advertising, St. Louis, and two years later left this post to join Cunningham & Walsh.

Peterson attended Birmingham high school from 1940-43 and attended Hillsdale college and the University of Michigan.

### Leinweber Retires, Firm Has New Name

Due to the retirement of Joseph W. Leinweber, the firm name of Yamasaki, Leinweber & Associates has been changed to Minoru Yamasaki and Associates.

The principals of the firm are Minoru Yamasaki, Cass Wadloski, William Jarratt, Frank Straub and Gunmar Birkerts. The associates are Harold Tsuchiya, Robert Morris, Henry Guthard and Richard Albyn.

### Local Tool Firms Included In Labor Poll

Central Tool & Die Co., Schauer Tool & Die Co., Covert Manufacturing Co. and Central Moulding Specialties Co. are to be contacted within the next 30 days as part of a National Survey of the tool and die industry being conducted by the U. S. Department of Labor's bureau of apprenticeship and training.

Purpose of the survey is to obtain information about the skilled manpower requirements, training practices and recruitment methods by which this industry meets its needs for skills.

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Comfort!*

with  
**KALTZ**  
Heating  
Oils  
•  
Coal

**RADIO  
DISPATCHED  
TRUCKS**

**KALTZ Fuel Inc.**

### Cite Moorcroft For Sales Campaign

James H. Moorcroft of 32915 Norchester, Southfield township, general agent for the Midland Mutual life insurance company in the Detroit area, has been cited by the organization's president, C. O. Sullivan, for "noteworthy achievement" in a special sales campaign conducted during November and December.

President Sullivan has also paid tribute to three members of the agency who attained their individual campaign goals. They are Louis H. Moorcroft, general agent; Louis H. Guenther, associate general agent; and Henry L. Crouch.

The Moorcroft Agency, with offices at 20211 Greenfield road, De-

## midwinter Men's wear clearance

**SUITS & TOPCOATS**

VALUES TO \$60	<b>\$48.75</b>	VALUES TO \$85	<b>\$68.75</b>
VALUES TO \$70	<b>\$58.75</b>	VALUES TO \$95	<b>\$78.75</b>

**SPORT COATS**

VALUES TO \$39.50	<b>\$29.75</b>	VALUES TO \$50.00	<b>\$39.75</b>	VALUES TO \$65.00	<b>\$49.75</b>
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**DRESS SHIRTS 25% OFF**

**SPORT SHIRTS 25% OFF**

**ROBES 25% OFF**

**Pajamas 25% OFF**

**Dickinson's**  
Wabek Building Birmingham  
Saginaw at Lawrence Pontiac

## Official Report

... TO HELP YOU CHART TOMORROW'S COURSE:

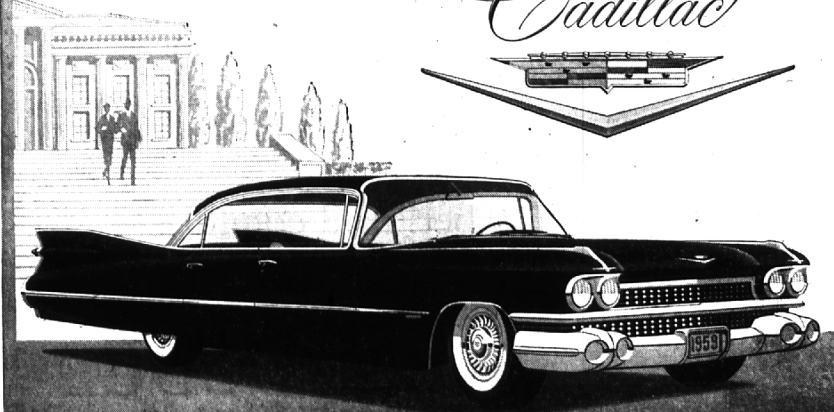
- ★ Spending for pleasure boats in the U. S. A. has jumped from 780 million to nearly 2 billion.
- ★ Number of homes with private swimming pools has risen from 2,500 to 87,500.
- ★ In 1950, the man of the house averaged 9 years of education. Today's average is 10.4 years.
- ★ The brain of the average American family is exposed to 1,518 different advertising messages each day.
- ★ 17 million Americans use toothpicks daily.
- ★ American families have \$6 billion to spend every week. They decide to save \$2 million every month.
- ★ Every minute in the U. S. A., 8 babies are born. Every hour 230 marriages take place.
- ★ Every day in the United States, consumers spend \$550 million for retail products.
- ★ The average American used 8 pounds of soap and 20 pounds of detergents last year.

## Young's of Birmingham

Contributes to this  
high Standard of  
living by offering . . .

The Highest Quality in Men's Apparel!  
AT REASONABLE PRICES!  
You Will Enjoy A Visit To Our Store

## The standard of the world in Excellence



*Cadillac*

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**WILSON PONTIAC-CADILLAC, INC.**  
1350 NORTH WOODWARD AVE.