BRIEFS BUSINESS



Johnson Elected **New President**



Mewhort Is New Director

New President
Of Phil Wood Co.

The board of directors of Phil Wood industries, Ltd. has elected Henry C. Johnson, 300 Quarten starting and the state of the Henry C. Johnson, 300 Quarten starting and the state of the state of



CIGARETTES

\$2¹⁸

BIRMINGHAM DRUGS

FINAL 3 DAYS

midwinter Men's wear



Scott Elected Vice-President



THE BIRMINGHAM (MICH.) ECCENTRIC

U-M Experts Study Snow on Keweenaw

If you think your sidewalks get snowy, consider Michigan's Keweenaw Peninsula.

This narrow strip of hilly land jutting into Lake Superior and representing the most northern part of the state, receives more snow than any other point east of the Rockies with the exception of certain local areas in New England and New York.

ork.

In the three months of December I moisture as it passes over the lake rough February, snow falls an and geet a push upward by the versige of \$2 days—or more than ridges on the Peninsula whigh left the time. In January, 1950, range up to 900 feet above the lone, more than nine feet came lake.

Air already unstable and forced comissula.

SCREENS and STORM SASH

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Reyal Oak



DID SOMEBODY MENTION GASOLINE LEAGE?

Although we deliberately engineered improved gas mileage into the '59 Buicks, we have not made much point of it in previous advertising for THE Car. People's driving habits can get very different results even from the same car. So we are now happy to report that our plans for greater economy of operation have been very successful indeed . . . in everyday owner experience.

Owners report excellent records

Most owners are naturally proud of their new cars, and may sometimes overstate a little. But even allowing for that, listen to these reports from owners I a Detroit man drove his Electra 9,000 miles around the country, and reports a little over 19 miles a gallon. A

Louisiana LeSabre, with Twin Turbine Transmission, after 4,000 miles is giving its owner 17.6 miles per gallon. A St. Paul man reports 18.1. From Atlanta comes 17.5. From Pittsfield, Mass., 20. Some are even higher. Some lower. But these are typical.

Tests confirm new economy

Recently a very thorough set of tests was run, putting Buick LeSabre and another car of comparable size which is known for good economy, through identical tests under all sorts of driving conditions. The Buick came out best in every single test.

How Buick mileage was improved

It took a combination of several steps. New.

more efficient Wildcat engines was one compression up to 10.5, better carbarction. In the case of Lesabre there is also a new, twin-barrel economy carburetor as standard equipment. All this to get more power out of the fuel. In addition, new combinations of transmissions and rear axles put this power to work more efficiently.

Owners also report QUALITY outstanding

"Best-performing Buick ever!" . . . "My sixth Buick and the best I ever owned" . . . "Best "Best and the best I ever owned". "Best operating car I've driven in thirty years". "Much the best Buick yet!". Learn for yourself why this year's Buick owners are so enthusiastic. Go to your Quality Buick Dealer and see why The Car is The Buy.

BUICK '59: THE CAR IS THE BUY!

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