

Houseboats, Inc. Opens New Firm In Detroit Area

A new company, Houseboats, Inc., has been formed to promote the sale of houseboats in the Detroit area, according to an announcement by Milton A. Manley, Jr., 1901 Brookwood, Birmingham, president of the new concern.

Other officers are David T. Manley, 2530 Middlebury, Bloomfield township, secretary treasurer, and vice presidents Thomas Gay and William F. Mulachy, 1222 Furman, Birmingham.

The company's demonstration model, 30-feet long by 10-feet wide, has been attracting much attention in trial runs on the Detroit river and Lake St. Clair during the past several weeks. It is located at 9686 E. Jefferson.

Featuring living space equal to

that found in a 45-foot cruiser, the craft is said to be extremely sturdy despite a shallow draft of only six inches, and a top speed of 13 miles per hour under propulsion by two 40 horse-power outboard engines.

Canfield Gets High MEA Post

Howard L. Canfield, 446 Wellesley, Birmingham, manager of Detroit Edison's Oakland sales division, has been elected for a second term as secretary-treasurer of the Michigan Electric association. During the association's annual meeting at Mackinac Island last

duck hunters because of its ability to traverse marsh areas, and with vacationers because of its mobility and built-in comforts, which include a hot and cold shower bath and conventional kitchen.

The craft sleeps eight and has never been previously sold in the Detroit area.

BUSINESS BRIEFS

Elect Area Men to Office

The American Association of Newspaper Representatives, Detroit chapter, has elected E. S. Stagg, of Kelly-Smith company, as president.

Other officers elected: John L. Sterling, 371 Glenhurst, Birmingham, first vice-president; Stanley E. Cloutier, second vice-president; C. Charles Fendray, 625 Abbey, Birmingham, treasurer; and Edwin Charnay, secretary.

Directors elected in addition to the officers: William E. Anderson, C. F. Taylor, Richard T. Healy, James B. Jones and Robert Erickson, 4804 Tullamore, Bloomfield township.

Stagg has been with the Kelly-Smith Company in Detroit 22 years, a Director of A.A.N.R. for six years and has lived in Royal Oak since 1948.

The Detroit chapter cooperated with the Royal Oak Tribune and the Detroit papers in the sponsorship of the "Live Better By Far With A Brand New Car" promotion in April of this year and is currently supporting the "Better Deals Build Better Families" effort of the bureau of advertising.

WILLIAM H. ARMSTRONG

JAMES G. BALMER

Armstrong-Balmer Form New Firm

The formation of a new industrial design consultant firm to be known as Armstrong-Balmer and Associates, Inc. was officially announced this week by its organizers, William H. Armstrong, 4275 Orehard Hill, Bloomfield township, and James G. Balmer, 553 Coolidge, Birmingham.

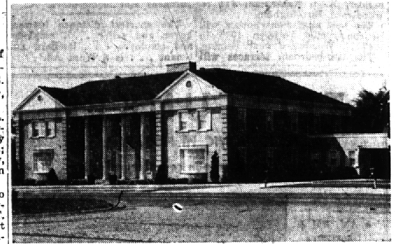
Before their resignations to establish the new firm, Armstrong was vice-president and design di-

rector and Balmer was executive vice-president of Harley Kart, Inc. of Warren.

Both are members of the American Society of Industrial Designers.

The new organization will specialize in new product design and development and corporate design program planning. Its offices are in the Stevens building, 1625 E. Maple, Birmingham.

Specifically Designed, One of the Country's Outstanding Establishments At Prices Everyone Can Afford



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Tonic Drinks made with Canada Dry Quinine Water have a Surprising New Taste!

HERE'S WHY



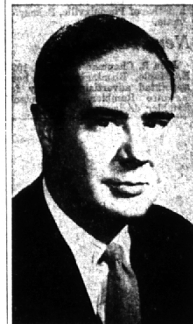
YOU SEE the Glacier-Blue color that gives a bone-chilling look.

YOU HEAR the sparkling bubbles from "Pin-Point Carbonation."

YOU TASTE the captivating, dry, enhancing, exhilarating flavor.

Soobbb? Never! Canada Dry Quinine Water, the country's leading seller: more tonic drinks are made with this piquant mixer than all other tonic mixers combined.

CANADA DRY QUININE WATER



HARRY L. FAIRCHILD

Fairchild Named V-P Of New Firm

Birmingham resident, Harry L. Fairchild, 6290 Thurber, Bloomfield township, president of Pictures Unlimited, Inc., a new photo-service company with offices in the Book Tower in downtown Detroit.

Fairchild has a wide background in the Detroit advertising business. He is also a principal in Fairchild-Groenewald-Fitzgerald, a large Detroit commercial-art studio.

At Pictures Unlimited, Fairchild will be in charge of sales. The firm is exclusive Detroit-area representative of Wide World Photos, Inc., the commercial affiliate of The Associated Press.

In addition, Fairchild's new company offers a complete range of photo services. It maintains a file of thousands of stock and stock-news photos.

It represents some of the country's leading photographic illustrators. It has facilities for quantity printing and captioning of photos.

And, through the facilities of Wide World Photos, the company can assign photographers and reporters work in any part of the world and transmit both pictures and reports by wire to any spot on the globe.

Selling your house? Advertise it in the "For Sale-Houses" columns of The Eccentric.

Dr. Weiss Promoted At GM Labs

A Polymers department headed by Dr. Philip Weiss, 1328 Southfield, Birmingham, was announced today by Dr. Lawrence R. Hafstad, vice president in charge of General Motors research laboratories.

Formerly part of electrochemistry and polymers department, the new organization will continue specializing in the field of high polymers—rubbers, plastics, adhesives and special coatings—and include the paint and surface coating activity formerly handled by chemistry department.

A native of New York City, Dr. Weiss received his B.A. master of science in physical chemistry and Ph.D. in organic chemistry from New York university.

He was senior research scientist in GM research laboratories electrochemistry and polymers department until May, 1958, when he was appointed assistant department head. He has written many scientific articles and has several patents to his credit.

Dr. Weiss is a member of the honorary science society, Sigma Xi, the American Chemical society and the Society of Automotive Engineers. He is also in the Editorial advisory board of the Journal of Applied Polymer Science and is a scientific referee on the National Research Council for the National Academy of sciences.

Area Home Named Best

An attractive \$19,775 split-level home built by Suburbanite Home Builders, Inc., 2830 Franklin drive, Franklin, in Pontiac, has been named a "Best Home for the Money" in that area by a distinguished panel of building experts as part of a competition sponsored by the American Home Magazine.

The house, which contains 1,099 square feet of living space, offers, the consultants say, the best of the judges, "top value in its area."

It is featured in the July American Home as part of a program initiated by the magazine in 1957 to acquaint prospective home buyers with the fine homes available at reasonable prices in their own communities.

Name Fairchild Asst. Manager

James A. Fairchild, 111, 475 N. Elm, Birmingham, has been appointed to the Detroit group insurance staff of Connecticut General life insurance company.

He will be assistant district group manager and will work on the planning, sale and administration of group life, accident and sickness and medical expense insurance for all types of business and industry.

Before his appointment Fairchild served as a group sales assistant at Connecticut General's home office in Hartford, Conn. He is a graduate of Syracuse university.

Raise Ihrig At Florez, Inc.

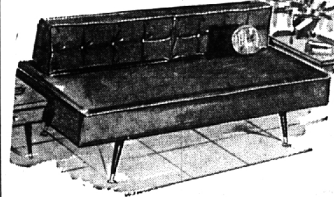
The appointment of Herbert E. Ihrig to the post of director of client services was announced by Genaro A. Florez, president of Florez Incorporated, Detroit sales training organization. Ihrig resides at 1704 Marguerite, Southfield township.

Client account service and new business solicitation will be among Ihrig's new duties. The Florez organization serves numerous petroleum, automobile, radio, appliance and chemical companies throughout the U. S. and Canada.

Coury Attends Sales Convention

The exceptional amount of insurance sold in 1958 by George Coury, 18700 Autumn, Southfield township, chartered life underwriter, general agent of General American life insurance company, has enabled him to attend the company's annual president's club convention being held in Colorado for its top salesman.

CUSTOM FURNITURE



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Be Economical All You Want

... But DON'T Economize on your sleep



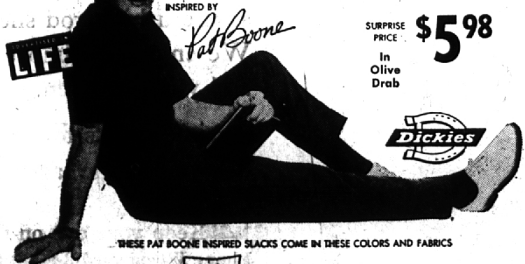
The Best Bed You Can Buy is none too good for your health — and what's more you don't have to have a mint of money to enjoy the finest sleep in all the world. Right here in our store you will find the famed Stearns and Foster Bedding priced to fit every purse—\$52.50 to \$69.95.

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New front pockets... watch pocket... self belt... non-sag front extension tab... two back pocket diamond tabs... neat side tab... exclusive Dickies Easy-Alter Outlet... cuffless but can be easily cuffed if you must!



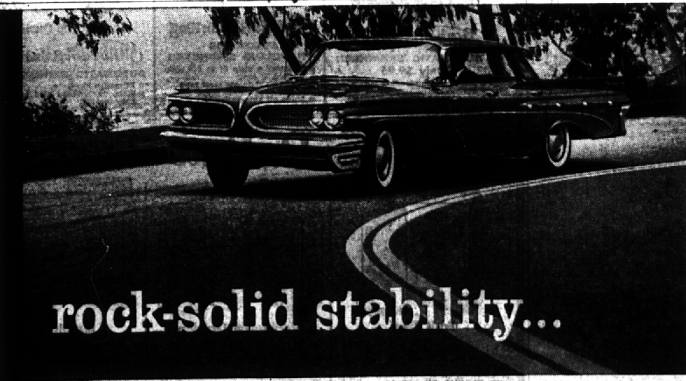
SURPRISE PRICE \$5.98 In Olive Drab



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Wheels are five inches farther apart. This widens the stance, not the car, gives you road-hugging stability, less lean and sway. Only Pontiac has it!

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