

BUSINESS BRIEFS

Dubrish Gets 10-Year Pin

Robert E. Dubrish, merchandiser-consumer, will receive a service pin from J. A. Grouling, manager-marketing division, for having completed 10 years of service with the Standard Oil company. Dubrish joined the company on September 12, 1949 as an advertising clerk in Saginaw.

HE HAS SERVED

capacities in the Clio, Flint, Saginaw and Detroit areas. He received his B.S. degree from the Michigan State university. Mr. and Mrs. Dubrish, who reside at 2949 Manchester in Birmingham, have two children, Robert, Jr., 7 and Laura Lee, 6. They are members and attend the Westminster church in Birmingham.

JAMES H. GARLICK, JR.

1955 QUARTON ROAD BLOOMFIELD HILLS, MICHIGAN

• RARE VALUES IN DIAMONDS AND OTHER PRECIOUS GEMS



Emerald cut diamond, flawless gem quality, weighing 1.06 carats, plus two baguette diamonds in platinum mounting—\$560 plus tax. Others from \$96 to \$3000.

Wedding ring set with five brilliant cut diamonds weighing 1.25 carats total—\$170, plus tax.

FOR APPOINTMENT PHONE MIDWEST 4-0537



Opens Branch

Wallace B. Hudson, 2920 Stoneridge, Birmingham, has opened a branch office of the Hudson-Muma insurance agency at 6435 Telegraph, Bloomfield township. The partners have had the main office in Detroit since 1927 and are general agents representing 20 companies. Hudson will manage the Bloomfield township office. He is a member of St. James Episcopal church and has lived in the Birmingham area for nine years. A graduate of Michigan State university, he is married and has two sons.

New Account

Orlando associates, of New York, long representatives of the Lawry-Bry division of Outboard Marine Corp., has added Armstrong Nurseries, Inc., of Ontario, Cal., to its accounts. A leading name in the home garden field, Armstrong is one of the three leading rose producers in the world.

Garrison Addresses New Nurses

Advertising—despite its use of applied psychology and motivational research—is not a sinister assault on the public mind but rather an economic force trying to do its important job efficiently. Robert L. Garrison, senior vice president of MacManus, John & Adams, Inc., declared last evening.

Garrison was the principal speaker at the seventy-first graduation exercises of the Grace hospital school of Nursing, held in Rackham Memorial.

"THERE IS a much-belabored fallacy that advertising people are engaged in a vast and cunning conspiracy to manipulate the public mind. That we have borrowed from the laboratory, the occult arts and the deeper secrets of psychiatry to work our evil purposes," Garrison said.

"Comic book stuff but the alarming fact is that it does not appear in comic books but in reputable publications.

"In recent years advertising has borrowed techniques from psychiatry and psycho-analysis, for socio-economy and the motivationalists. We are interested in finding out why a person likes and dislikes.

"OUR PURPOSE is not in changing those mental attitudes—even if it were possible—but in catering to them.

"Let me assure you that adver-

ting has not—nor has science for that matter—developed any strange and wonderful technique to subvert his moral inclinations."

JOE PINTER IS
Wheeling AND Dealing ON
ATLAS TIRES

You Save As Never Before They're fully guaranteed! Free Mounting! Buy 'em with your Standard Oil Credit Card! Up to 6 months to pay... No interest or carrying charge. Don't wait any longer to get new tires. Buy now and save at...

7.50 x 14 Black Walls \$17.45 plus tax and mounting. Other sizes equally reduced!

PINTER'S SERVICE
Woodward at Quanton
Birmingham, Michigan

Livingstone Opens Finance Co. Branch

John Livingstone, 71 W. Berkshire, Bloomfield township, has opened a branch office of his finance company in Birmingham. The Birmingham Finance company, 176 N. Woodward, will be managed by Robert Overcashier, of Pontiac. Livingstone has an office in Pontiac and another in Farmington.

BLOOMFIELD ART ASSOCIATION

ART CLASSES

Last Chance To Enroll In Fall Term Art Classes At B.A.A.

Space Available In:

Creative Dance	Life Class
Ceramic Sculpture	Oil Painting
Watercolor	Interior Decorating

Daytime and Evening Classes

For Information Call — LI 2-5174 or MI 4-0104

Starts Thursday! A Giant Savings Event!

Kresge's

the family's

77 DAYS

Shop early — some sale quantities are limited!

Full Apparel and Housewares at SPECIAL PRICES!

Reg. Women's Slacks

Slim Capri length! Fleecy rayon-fannel plaids with novel details. 10-18.

\$1.77

SHEER NYLONS 4 prs.
First quality, fall fashioned! **\$1.77**

SPECIAL JEWELRY 2 for **77¢**
Reg. 59¢! Autumn bright! plus tax

QUILTED DUSTERS \$2.77
Reg. \$3.98 Fine tricott. 12-20.

PRETTY APRONS 77¢
\$1 values! Novel nylons, cottons.

Reg. **HEAD SCARFS** 2 for **77¢**
49¢! Bright, pretty silk-rayon blends.

WOMEN'S PANTIES 2 prs. **77¢**
Save 41¢! "Nylciest" rayon. 5-10.

30x50" LOOP RUG \$1.77
Reg. \$1.98! 7 colors, non-skid back.

6-PR. SHOE BAGS 77¢
Reg. 98¢! Space saver. Plastic.

CORDUROY PILLOWS 77¢
Reg. \$1.7 colors. Latex filling.

WOMEN'S SHOES Reg. \$1.98 **\$1.77**
Save 21¢! Suedine casuals. 5-10.

Cafe Curtain Sets

Reg. \$4.47! Extra-wide 76" pleated pair-width. 36" long. 10" valance. **\$1.77**

Kitchen Plastic Ware

Values to 98¢! Dish pans, wastebaskets, sturdy pails. **67¢**

\$1.49 Wash Baskets... **97¢**

ALUMINUM WARE 77¢
Values to \$1.79! Pots, pans, more!

MEN'S SPORT SHIRTS \$1.77
\$2.59 value! Long-sleeve cottons.

LARGE-SIZE PLANTS 77¢
Reg. 98¢! Huge, healthy array.

FRAMED OILETTES \$1.77
Reg. 2.29! Raw oak frames. 22

\$1 IRON PAD, COVER 77¢
Save 23¢! Starch resistant. 54".

MEN'S WORK SOX 3 prs. **77¢**
Save 23¢! Heavy weight cotton.

MEN'S HANKIES 10 for **77¢**
Save 23¢! Fine white cotton.

TOTS' CORDUROY SET \$1.77
Reg. \$1.98! Lined pants, flannelette shirt.

CIGARETTE LIGHTERS 77¢
Reg. \$1. Men's, women's, imported!

COOKIE SALE Reg. 29-39¢ lb! **3 lbs. 77¢**
Fresh, tasty. Wide variety!

FRI. SAT. ONLY!

with pie, coffee!

Meat Loaf Dinner

Savory meat loaf, gravy, potatoes, vegetable, roll, butter, pie, coffee. **77¢**

WEST MAPLE AT HENRIETTA

Every Day more people are awakening to KRESGE values!

Character

This is the eighth of a series dealing with the 10 cardinal factors which have charted the course of our business operation.

Webster's Definition: (a) the aggregate of distinctive mental and moral qualities belonging to an individual or a race as a whole; the stamp of individuality by nature, education or habit; "In truth character is what a person is; reputation is what a person is supposed to be." (b) the sum of qualities or features by which a thing is distinguished from others.

Nothing is, enduringly, more important to you in your selection and relationship with a supplier than his character. It is important to you that his pricing is consistent AFTER awarding him the initial orders; that he can be depended upon to keep his promises; that he has high standards of quality workmanship; that he can be trusted to perform in the spirit of giving complete satisfaction rather than questionable performance based on mere mechanical interpretation of quoted specifications.

We have an aggregate of habits and traits developed by 82 years of service. Although profit is a natural consideration, we are as importantly motivated by our primary objective of producing printing that serves you well—for the purpose for which it is designed. To us, to serve without a company soul would be philosophically abhorrent. It would be a barren and unsatisfying existence, incompatible with our nature.

Please remember, then, that when you award a job to the Averill Press, we automatically ADD another specification to that order: CHARACTER. You may hope other printers will do the same but you can depend on us to do so! Our 82 year record totals to more than mere reputation. It clearly and unequivocally sums up in one unchallengeable fact: CHARACTER.

It is easy to say something; to make it believable we invite you to regularly test us on whatever your printing requirements may be.

DAY AND NIGHT OPERATION
... and a Detroit Sales Office to serve you

THE AVERILL PRESS, INC.

(Formerly the Printing Division of The Birmingham Eccentric)

PLANT—JORDAN 4-6644 • MIDWEST 6-2000 DETROIT SALES OFFICE—TRINITY 5-2629