

## Local Resident Returns Home

William Burlingame, 3891 Oak Hills, Bloomfield township, returned from a conference of the Sun Life of Canada and American Assurance Company of Canada which was held at Hollywood Beach hotel, Florida.

Guests from England, South Africa, Hawaii, Puerto Rico and areas of the Sun Life of Canada attended the conference. The Detroit branch of the Sun Life received second place in operation and sales results.

You've got to drive it to believe it!

ONLY \$1295 P.O.E.

Morris and

THE INCREDIBLE Austin 850



Only ten feet long. More room than many larger cars. Up to 45 m.p.g. Up to 70 m.p.h. Full 12-month factory warranty.

Authorized Distributors for Mr. Morris, Austin Healey, Jaguar.

**FALVEY** MOTOR SALES COMPANY  
LI 3-5000  
22600 Woodward Ferndale

## BUSINESS BRIEFS

### Area Resident Named Manager

William D. Cameron, 22967 Bingham, Bingham Farms, has been appointed general manager of the Cleveland Graphite Bronze division of Cleveland Corporation.

Until now he has been manager of production engineering for Lincoln-Mercury division of Ford Motor company in Detroit.

HE WILL HAVE full responsibility for the operations of the division, which is Cleveland's largest.

Founded in 1919, it is the country's leading manufacturer of sleeve-type bearings and bushings for the automotive and other industries.

Cameron, 42, started as a production employee with Ford in 1939.

He has had a variety of experience with various Ford manufacturing divisions, with executive responsibility in engineering manufacturing, quality control, sales and service, production control, and planning.

NEED SOMETHING FOR YOUR HOUSE? Then locate it by reading or using the Classified Ads in The Eccentric each week.



CAMERON

### Williams Made TV Director

Lawrence B. Williams, 1415 Lenox, Birmingham, has been named director of radio and television at Zimmer, Keller & Calvert Inc., according to an announcement by R. E. Keller, president.

Williams has been with the agency since 1950 on a variety of accounts, specializing in TV-radio writing and production.

HE ATTENDED Vaughn school, Cranbrook school and Michigan State university.

**Van Bussman Heads Fair**

Harold B. Van Bussman, 1298 Eton, director of the college book store of the Lawrence Institute of Technology is credited with originating the "Discovery Fair", a feature of the 37th annual convention of the National Association of College Stores.

It was held April 19 through April 23 at the Hotel Sherman in Chicago.

Van Bussman, as a member of the nine-man convention committee, will host more than 2,000 representatives of the country's college book stores.

He was named chairman of the "Discovery Fair" following his suggestion that a large room be set aside in which each of the 200 commercial exhibitors and suppliers be allowed to spotlight free of charge one new or key item.

**Higgins Made New Manager**

David L. Higgins, 1037 N. Woodward, has been appointed advertising and sales promotion manager of Briggs Manufacturing company, Warren, Michigan, according to Frank O. Cole, Jr., vice president-sales.

Higgins joined the J. Walter Thompson agency after graduating from the University of Michigan with a B.S. degree.

In 1956 he left to serve in the U. S. Air Force as a pilot with Military Air Transport Service, and in 1959 joined the Briggs advertising staff.

Briggs manufactures a complete line of plumbing fixtures for residential, commercial and industrial installations.

**FIESTA POOLS** for HOMES • CLUBS • MOTELS

A Fiesta Pool is individually built to conform to your building site and individual preference. Of time-tested Gunitite concrete, heavily reinforced with steel. Fiesta Pools have the world's finest filter system, automatic chlorination, safety designed deck and safety contour pool shell. For information about a Fiesta Pool for you, at no obligation, phone Lincoln 2-4439.

Filtered Pools For as little as \$2,995.00

A. J. MILLER, INC.  
Since 1925  
1320 Campbell Rd. Royal Oak  
LI 2-8400

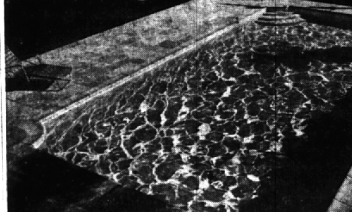


### Achievement Award

Dr. Thomas J. Hicks, Jr., right, general chairman of the Thomas J. Hinman Dental meeting, presents Dr. Melvin A. Noonan, 32380 Mayfair Lane, Beverly Hills, a Birmingham Pedodontist, with a Hinman Award. The award is given for "outstanding achievements" in dentistry. The meeting was held in Atlanta, Georgia and attended by 1500 dentists.



ONLY 4 WEEKS UNTIL THE SWIMMING SEASON! PLAN NOW!



**FIESTA POOLS** for HOMES • CLUBS • MOTELS

A Fiesta Pool is individually built to conform to your building site and individual preference. Of time-tested Gunitite concrete, heavily reinforced with steel. Fiesta Pools have the world's finest filter system, automatic chlorination, safety designed deck and safety contour pool shell. For information about a Fiesta Pool for you, at no obligation, phone Lincoln 2-4439.

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April 21, 1960 THE BIRMINGHAM (MICH.) ECCENTRIC 3-8

## Ad Agencies Elect Adams

Charles F. Adams, 6139 Dakota, executive vice president of agencies. He already is an officer of the MacManus, John & Adams, Inc., national body and, as such, will have been elected vice chairman of the Michigan region of the American association of Advertising.

**TYPEWRITERS**  
**ADDING MACHINES**  
RENTALS - SALES - SERVICE  
ROYAL - OLYMPIA - SMITH-CORONA - REMINGTON  
**BIRMINGHAM PRINTING**  
369 E. Maple — Midwest 4-4751 — Birmingham

YOU WON'T BELIEVE THIS BUT.... YOU CAN DRIVE A 1960 PONTIAC CATALINA

WAS \$3378

ONLY \$2748

Equipped with Hydramatic, Radio, Heater, Oil Filter, Foam Cushions, Turn Signals, 8-00x14 Tubeless Tires, Choice of V-8 Engines, Power Steering. All Taxes, Transfer, etc.

ACE WILSON'S  
**ROYAL PONTIAC**  
Royal Oak  
Oakland County's Volume Pontiac Dealer

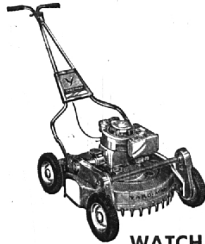
## Frequent Question About Seeding



Folks often ask us which goes on first—TURF BUILDER® or seed? The answer is—it doesn't matter one bit! What is important is to be sure to do both jobs the same day. TURF BUILDER steady-feeds new and established grass. All-perennial FAMILY® seed gives a handsome lawn that takes hard wear. The work-saving Scotts Spreader helps you seed and feed for best results—in no time flat!

More and more folks are coming to us for advice on improving their lawns through an easy-to-follow Scotts Program. Come in anytime. We'll be glad to prescribe the correct Program for your lawn.

New lower prices on Scotts Seed! Family Seed, 1250 sq ft box, \$5.95



**MOWER SALES and SERVICE**  
is your  
**Mower Ready For Spring?**

Adjustment, Sharpening, Motor Tune-Up, Repairs on Power and Hand Machines. Done by Our Factory Trained Experts. In Our Service Department.

SERVICE DEPT. OPEN 9 A.M. to 6 P.M.

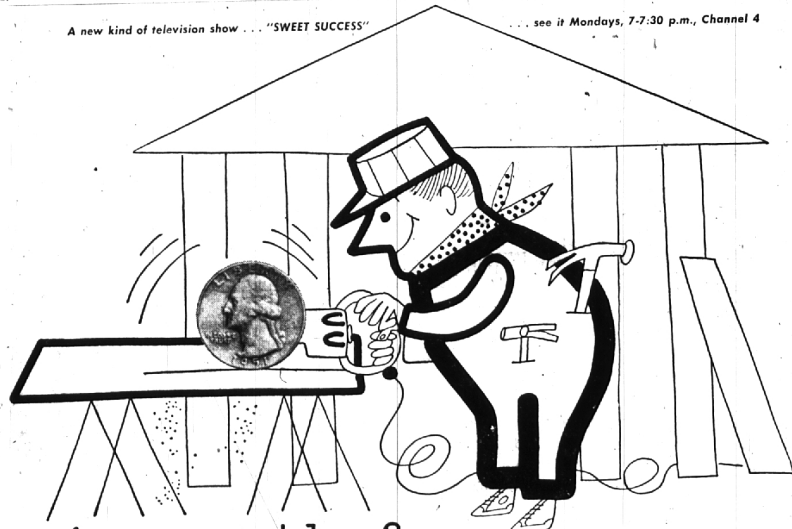
WATCH FOR DATE OF OUR  
OPEN HOUSE! FREE COFFEE & DOUGHNUTS!

**LIONTS NURSERY SALES**

28859 GREENFIELD RD. • SOUTHFIELD, MICHIGAN  
LINCOLN 1-5500

A new kind of television show... "SWEET SUCCESS"

... see it Mondays, 7-7:30 p.m., Channel 4



## home improvement loan?

YOU NEED IT TO SPEND—WE HAVE IT TO LEND

Maybe you want to dress up the old homestead with a new porch, a patio or a handsome garage. Modern home improvements like these are the easy way to add new value to your home. Start today with the help of a Detroit Bank & Trust Home-Improvement Loan. Stop in at the office nearest you and we'll arrange one for you quickly. Or tell your contractor to make the arrangements with us. Take up to five years to pay.

**DETROIT BANK & TRUST**

57 CONVENIENT BANKING OFFICES

MEMBER FDIC