

BUSINESS BRIEFS

Wilde Takes New Secretary Post

Robert E. Wilde, 16950 Marguerite, Beverly Hills, has assumed the newly-created post of assistant secretary, with primary responsibility to develop chapter activities of the American Concrete Institute.

Wilde, who had been managing editor of the institute's monthly journal since 1952, takes over the new job which was authorized by recent action of the ACI board of direction.

Want ads cannot be accepted after 5 p.m. each Tuesday.

Lamb Joins Firm

Jack J. Lamb, 5181 W Doherty drive, Orchard Lake, has joined the architectural firm of Harry M. Dunne, Jr., Associates of Pontiac as project manager and chief draftsman. He is a registered architect with extensive experience in the design of schools, office buildings and institutional structures.

Local Firm Affiliates

William J. DeGrace, 2113 Yorkshire, Birmingham, announces that the W. J. DeGrace company of Birmingham has affiliated with Jones, Brakely & Rockwell, Inc., national public relations firm of New York.

"We Serve the Suburbs"



... fine furnace oils
see the new "Custom Mark II" oil furnace
that's revolutionized oil heating

TORRENCE OIL Company

For Service Call:
MI 4-9000

WELCOME SANTA

Friday, December 9th
At Noon

BIRMINGHAM CITY HALL

Free Gifts For The Children

Santa Will Be In Birmingham
Friday & Saturday, Dec. 9 & 10

Sponsored By Birmingham Chamber of Commerce

Hear ye! Hear ye!

Are You Interested In Saving Money? . . .

Want To Reduce Your Monthly Cash Outlay?

"OF COURSE YOU DO!"

Don't Miss Turner's 1961 FALCON HOLIDAY FESTIVAL

Harold Turner has purchased 50 EXTRA BRAND NEW 1961 FALCONS FOR THIS SPECIAL EVENT.

FOR THE MOST POPULAR OF ALL COMPACTS can be yours. NOW READY FOR IMMEDIATE DELIVERY, for as little as \$49.75 with AS LEASE AS \$150 DOWN.

Total Price Includes: HEATER, WINDSHIELD WASHERS, MICHIGAN STATE SALES TAX & NEW 1961 LICENSE PLATES.

HAROLD TURNER FORD

464 South Woodward Midwest 4-7500



"Chipless Machining"

Marvin R. Anderson, president of the Michigan Tool company, Detroit (right) accepts a copy of a new 502-page book on "Chipless Machining" from the author Charles H. Wick in acknowledgement of contributions by the Michigan Tool company. Wick, who was managing editor of "Machinery" when he wrote the book, recently resigned to become a member of a Detroit advertising agency, Dudgeon Taylor & Bruske, Inc. He lives at 6712 Mark court, Birmingham.

Consultant to Speak On Physical Fitness

Birmingham - Bloomfield area residents have been invited to hear Bonnie Prudden, fitness consultant, speak Dec. 5 and 6 at the Northwestern YMCA, 21756 West Seven Mile at Lasher.

Monday from 9:30 to 11:30 a.m. will be for women only. Tuesday at 8:15 p.m. will be for men only. Tuesday at 8 p.m. will be for the general public.

SPONSORED BY THE YMCA of Metropolitan Detroit and various branches including Birmingham, the program is planned as a public service.

Mrs. Prudden is the founder and president of the Institute for Physical Fitness, is fitness editor for both Sports Illustrated and the NBC "Today" show and directs the AMVET physical fitness program.

She is consultant for fitness programs for public, independent and parochial schools, colleges, universities, YMCA's, prisons, women's clubs, disturbed children, the handicapped and the aged.

TICKETS ARE available at the Northwestern YMCA. Reservations are necessary.

Women who attend Dec. 5 are asked to bring gym clothes. It will be a participation program. A nursery will be provided.

THE DEC. 6 class is for men, however, women who cannot make the Monday morning meeting can attend. The evening program will be for those people who want to hear and see the lecture-demonstration. Refreshments will be served following the program.

'Fair Share' Plan Gives Torch Drive Top Participation

"Fair Share" giving and all-out participation brought record success to the 1960 Torch Drive.

A checking of records, now underway at United Foundation headquarters at 1528 Woodward, shows more "Fair Share" givers than ever before and a higher percentage of participation. Walter C. Laidlaw, executive vice president of the United Foundation, said:

"FAIR SHARE" is a standard of giving according to income that was worked out by a United Foundation committee several years ago following months of study.

The \$18,316,741 raised in the 1960 Torch Drive was the greatest amount ever contributed in a community-wide drive for health and community services. It brought to more than \$173,000,000 the amount raised by the Torch Drive in the past 12 years.

Big bargains at small cost—that's what you get from the hundreds of classified ads which appear each week in your Birmingham Eccentric.

B'ham Man Qualifies For Second Time

Richard G. Worth, 16026 Buckingham, Birmingham, has qualified for Mutual of New York's National Field Club, a sales-honor organization.

Membership is awarded annually to about one-third of the firm's 3500 field underwriters for high standards of production and service of life and accident and sickness insurance. It is Worth's second qualification for this group.

Appoint Guilford Division Manager

C. Richard Guilford, 32261 Auburn, Beverly Hills, has been named manager of Detroit Plastercast Foundry Co., division of Racine Foundry and Manufacturing company.

Guilford has been with Racine Foundry and Manufacturing company for two years in managerial positions.

Dec. 1, 1960 THE BIRMINGHAM (MICH.) ECCENTRIC 3-B

Prescription for Profit: A Want Ad by phone or mail.

COSTUMES
by VAN BEAU

FOR RENT
SANTA CLAUS SUITS
\$10.00 and \$25.00

FOR SALE
SANTA CLAUS SUITS
\$45.00 to \$225.00

BEARDS AND WIGS
\$10.00 to \$90.00



2823 N. WOODWARD AVE.
at 12 1/2 Mile, Royal Oak

R. Shultz LI 9-5200

STEREO

GIFTS FOR CHRISTMAS SPECIAL
NO PAYMENT 'TIL MARCH 1961

NOW 1961

RCA Whirlpool WASHER AND DRYER TEAM FOR LESS THAN THE COST OF MANY WASHERS ALONE

NOW OUR LOWEST-COST RCA WHIRLPOOL WASHER HAS MANY TOP FEATURES!

It's all automatic! Automatically fills to the right water level... with your choice of 3 temperatures. Automatically washes clothes cleaner with famous Surgilator agitator action. Automatically gives you power-spray and deep-agitated rinses. Automatically spin-dries, too... then shuts itself off. Only 24 inches wide, but does a full 9-pound load. Ask for the HA-65.

2 SPEEDS 2 CYCLES!
Dial Normal for fast, vigorous Surgilator agitator action, longer washing, extra rinses, fast spin-dry. Dial Gentle for slower strokes, shorter cycle that pampers your finer fabrics.

AGITATOR-FILTER!
Snap on agitator, constantly filters the surging water to take out lint, fuzz. Also dispenses detergent.

2 CYCLES
Special Wash 'n' Wear cycle cools clothes before drying in a drum to help prevent wrinkles. Regular cycle, too.

MULTIPLE TEMPERATURES!
3 temperature settings—and all temperatures are automatically controlled.

BUY WASHER ALONE FOR \$179⁹⁵
With Trade

MATCHING 2-CYCLE RCA WHIRLPOOL DRYER IS SAFE FOR ALL FABRICS!

Stop lugging clothes out to the line! Stop dripping! Stop needless ironing! This all-automatic dryer saves hours of work each week. Dries clothes wonderfully soft (and comfortable!) with tempered heat and gentle breeze. Quick and easy to install with outside venting—keeps humidity out of your laundry room, lint out of your drain. Dries 20 pounds of wet clothes at once. Ask for the HD-50-55.

DRYER ALONE COSTS \$169⁹⁵
BUY THE PAIR AND SAVE!

Use of trademarks and RCA by Whirlpool Corporation, manufacturer of RCA WHIRLPOOL appliances, authorized by Radio Corporation of America.

MILKS APPLIANCES

"THE AREA'S LARGEST LAUNDRY DEALER"

1493 South Woodward Open Daily 9 a.m. - 8 p.m.; Friday 9-9
(4 Blocks North of J.A. Mile Rd.) MI 6-1300

NO MONEY DOWN • LOWEST PRICES • 24 MONTHS TO PAY • PHONE ORDERS ACCEPTED

SPECIALS FROM MILKS NEW HOUSE OF STEREO

MILKS WEEK-END STEREO SPECIAL

1960 RCA STEREO AM-FM \$249⁹⁵
Was \$399.95

- SIMULCAST RADIO
- 4-SPEED AUTOMATIC RECORD CHANGER
- BEAUTIFUL WALNUT CABINET
- DIAMOND STYLUS
- 50 WATT AMPLIFIER
- 6 SPEAKERS
- FULLY WARRANTED
- ONE YEAR PARTS
- 90 DAY FREE SERVICE
- NO TRADE NECESSARY

CAPITAL 3-PC AM-FM \$249⁹⁵

- SIMULCAST RADIO
- 30 WATT AMPLIFIER (E.L.A. BATED)
- 6 SPEAKERS
- EXTENDED RANGE STEREO

MILKS WEEK-END STEREO SPECIAL

ZENITH AM-FM STEREO \$318 Both Units

- EXTENDED RANGE AM-FM TUNER
- MATCHING EXTRA SPEAKER
- GENUINE MAHOGANY CABINET
- 50 WATT DUAL AMPLIFIER
- 4-SPEED CHANGER
- NEVER BEFORE OFFERED