

## Railway Express Names Norton VP

Francis S. Norton, 2338 Radnor Drive, former general traffic director of Fisher Body division, General Motors corporation, has been appointed assistant vice president of railway express agency, with headquarters in Detroit.

He entered the traffic department of the Fisher Body corporation in 1924, two years before it became a division of General Motors. He was successively, director of Materials handling, control and traffic and director of traffic.

Norton was named general traffic director of Fisher Body division in February 1944 and served in that top traffic post until late in 1959.

A founder of the Motor City Traffic Club of Detroit, Norton also has been active as a member of the Greater Detroit Board of Commerce, The Traffic Club of Detroit, National Defense Transportation Association, National Freight Association, National Industrial Traffic League and the Recess Club.

## Memo From Mulholland's

With this issue, we are starting a new series to advise our customers of what's new in our store.

For our women's department, we have just received a shipment of stunning sweaters, skirts and blouses by Koret of California, that come in coordinated colors that can be mixed & matched.

In our boy's department, we now have the perfect jacket for your youngster. These lightweight jackets are completely washable, cotton lined, and come in popular olive and beige. They are priced at \$10.98.

For men there are smart new spring ties in the latest patterns by Wembley. We also have that boy's jacket above in men's sizes, too.

We'll be telling you about more new items next week.

Frank Mulholland

## Student Finance Plan

OUR school has made available to its students a plan for financing tuition payments with a national organization that is devoted exclusively to educational financing. Through The Student Finance Plan students may make reduced monthly payments that extend beyond the completion of their course.

There is no good reason why any worthy young man or woman should forego the admitted advantages of specialized training just because they might feel their present financial condition should delay this opportunity.

It is immaterial to the school which plan of payment you adopt. The Student Finance Plan will enable you to act NOW. Ask for details at the school.

### PONTIAC BUSINESS INSTITUTE

7 West Lawrence Federal 2-3551  
(Free Placement Service)

## Medical Mirror

### The Short and Long of Fingernails

- Thin Eyebrows
- Itching

Q. I have often wondered whether the fingernails grow in spurts or at a steady rate. Any comments?

A. The rate of nail growth varies considerably in different persons, but for any particular nail, growth is more or less constant throughout life. The fingernails of a healthy adult grow, on the average, about 1/8 inch per month. Various things seem to affect nail growth. Pregnancy is said to increase the rate of nail growth as much as 25 to 30 per cent. Growth is slowed in certain chronic diseases and in malnutrition. It is not known whether a completely uncut nail would continue to grow or eventually stop growing. Hair, which is structurally similar to nail tissue, stops growing when it reaches a certain length characteristic for the individual.

A. Partial loss of scalp hair and/or eyebrows may occur before, during or after the menopause. If there is no fungus infection (this can be determined by your doctor), the condition is probably due to body changes which inevitably take place beyond the reproductive years.

Q. What can be done for receding hairline?  
A. This common complaint can be due to certain obvious and correctable disorders or may occur for reasons that are not so apparent. Doctors now have various drugs and other measures which help relieve the itching and which complete success is not always possible. Surgery may be advised if the itching is associated with such conditions as flusars (cracks) or hemorrhoids, but here again the curative effects on the pruritus (itching) may not be complete or lasting.

Q. I am 51 and have gone through the change of life. About six months ago I noticed much thinning of my eyebrows. What causes this?  
A. Various things seem to affect eyebrow growth. Pregnancy is said to increase the rate of eyebrow growth as much as 25 to 30 per cent. Growth is slowed in certain chronic diseases and in malnutrition. It is not known whether a completely uncut eyebrow would continue to grow or eventually stop growing. Hair, which is structurally similar to nail tissue, stops growing when it reaches a certain length characteristic for the individual.



ALWAYS A PLACE TO PARK

**MILLS PHARMACY**  
1740 West Maple Ave. Phone: MI 4-5060

# BUSINESS BRIEFS

## Change Firm Name

A firm that has completed such outstanding carpentry projects as Birmingham's Greenfield restaurant, the Yonofraga Club, Detroit and Topinka's Country House announced the change of the firm name.

The new firm name, Wunderlich Construction Co., Inc., is a final refinement of the original Harry T. Wunderlich organization.

All personnel, office staff, foremen and carpenters have continued with the new firm WUNDERLICH while completing existing contracts and continuing maintenance accounts.

The firm which incorporates the experience of over forty years of the finer expressions of workmanship will continue to maintain a competitive position in the building industry, according to the president, Robert E. Wunderlich, 18750 Glenwood, Latrup Village.



## WE STILL FEEL THE SAME AFTER THIRTY-SIX YEARS

After thirty-six years, we feel that it is entirely appropriate that we continually re-dedicate ourselves to those principles that have brought honor to our institution:

ties that are both beautiful and appropriate, and in keeping with the wishes of the family. And, above all, the hope that we may lighten the burden of the families we serve. To these principles we are dedicated.

A sincere belief in the inherent dignity of man. A desire to serve all, regardless of economic station or religious belief. A determination to provide the personal and intimate services required with understanding, reserve and respect. A willingness to provide facilities that are both beautiful and appropriate, and in keeping with the wishes of the family. And, above all, the hope that we may lighten the burden of the families we serve. To these principles we are dedicated.

Wm. Vasu Funeral Home  
4375 North Woodward Ave.  
between 13 & 14 Mile Roads  
Liberty 9-0500

## Contemporary Eye-Catcher

Through the use of sweeping lines and maximum use of glass, the Sportsman shop is the most modern building in the area. Located at 184 Pierce, the store will carry the most complete line of sporting goods available.

## Agency Head Calls Crusade For Ad Decency Public Need

Business, advertising agencies, and media were urged to join ranks in a Crusade for Advertising Decency to stamp out objectionable advertising on both national and local levels before public confidence and trust is destroyed.

Speaking before members of the Sales Executives Club of New York Ernest A. Jones, 990 Cranbrook road, Bloomington, is a former director of MacManus John & Adams, Inc. and a director of the American Association of Advertising Agencies, said:

"The control measures adopted by business, by media and by advertising are basically good and operate to their intrinsic potential. They are alert and do all they can legally can, but working individually they have these limiting factors:

1. They are self-regulatory.
2. They are handicuffed in taking action against non-members of the group.
3. They are necessarily intent upon their own area of advertising, which leaves wide gaps between the nets.
4. Their greatest threat is expulsion from the group—drill teeth with which to nip the crafty operator.
5. All must presume that those cited are pure at heart and amenable to moral suasion. Any police officer will tell you that can often be a naive and dangerous assumption.
6. They must operate by their nature on the national level when much had advertising originates at the local level. The great cities, the great magazines and newspapers, the electronic networks are far from being our sole battlefields. We must fight all down the line, down to the grass roots. For morality cannot be equated with size or power or population. Where there is one man to sell and one man to buy there, also, morality is the determining factor for business trust and confidence in business must exist everywhere. And there, too, we must carry our fight."

The various control groups should continue their work within their particular areas and strengthen their function in every legal way possible, Jones said.

HE SAID MORE legislation is not needed. Nor a "vigilant action" triggered by a moral shock wave. There must be a united action by advertisers, advertising agencies and media people representing newspapers, magazines, radio and television. He continued: "I would like to recommend concerted action on two fronts: national and local in a Crusade for Advertising Decency. These regulatory and disciplinary forces would be made up of the best brains in advertising, in business and in the media field.

"And I would recommend that these groups be organized on two levels because it is obviously impossible for any group meeting every sixty or even every thirty days in New York or some other large city to adequately survey and police the flood of advertising in all its forms, every radio and television commercial, every sales claim made in every community, every one of the 1000 sales messages directed at the average individual each day. That is too big a job for even the most dedicated, expressed by community leaders would be the weapon.

1. Stand and act as the beacon of honest advertising in all its forms, powerful, incorruptible, continuing contracts and continuing maintenance accounts.
2. This would be a true Crusade for Advertising Decency... capable of earning and maintaining public confidence and belief in honest advertising and public trust in all honest business, Jones declared.

## It's A Fact! By Village Sport and Hobby Shop

**CHEMISTRY & BIOGRAFT SUPPLIES**

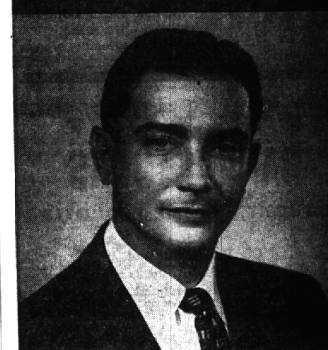
IT'S ONE TIME IT WAS AGAINST THE LAW TO PLAY GOLF IN SCOTLAND BECAUSE IT INTERFERED WITH THE PRACTICE OF AGRICULTURE!

I WISH THESE GOLFERS WOULD GET INTERFERING WITH THE FLIGHT OF ME ARROWH?

It's A Fact! If it's sports or hobby equipment... we have it, or we'll get it!

**VILLAGE SPORT and HOBBY SHOP**  
McBride Hardware Co.  
154 S. Woodward Hours: 8:30 A.M. to 6 P.M. Friday 'til 9 P.M. MI 4-3010

## Meet Robert A. Cole...



### ... a good man to know

"Bob" Cole is a true "Son of Michigan"—and mighty, mighty proud of it! Bob studied engineering at U. of M. A Navy veteran, he worked in industrial sales for the chemical industry prior to entering the securities business eight years ago. Bob is a serious student of this investment business, and although he's a "bug" on science (blame that excellent technological background), his one great aim in life is to help people invest wisely!

And, how can Bob best help you?—with competent brokerage advice and service! Behind every Goodbody representative stands one of the finest research organizations in the brokerage field. The many skilled analysts in Goodbody's New York Research Department constantly keeps Bob and all our representatives supplied with the latest marketing facts and possible trends. Why not call Bob Cole today. You can reach him at:

MI 6-3158 or JO 6-6300

**GOODBODY & CO.**  
MICHIGAN LIFE BUILDING  
N. WOODWARD NEAR 13 MILE  
Other Michigan Offices  
PENOSCOCK BLDG. 120 WEST FIRST STREET  
DETROIT FLINT  
23 National Offices

## THE GARDENER'S CORNER

### The Answers to Your Gardening Questions

by Bob

**QUESTION OF THE WEEK:**  
Is it always wise to be a newly planted tree with wire or rope?

**BOB'S ANSWER:**  
Yes, if you will brace the new tree with guy wires, taking care to protect the tree with burlap or cloth wrappings, the wind can't away it far enough to loosen the roots.

LI 9-4222  
**THEISEN'S**  
Garden Mart  
3826 Woodward  
(near 13 1/2 Mile) Royal Oak



**Achievement**

The story of Cadillac engineering achievements reads like a history of the automobile industry itself. This is because Cadillac has pioneered so many of the important developments that contribute to modern motor car performance... ride... and dependability. And for 1960 Cadillac has again shown the way with some of its most remarkable achievements of all time. See and drive the new Cadillac at your Earliest opportunity. It presents a chapter in automotive history that you won't want to miss.

VISIT YOUR LOCAL AUTHORIZED **Cadillac** DEALER  
**WILSON PONTIAC-CADILLAC, INC.**  
1350 N. Woodward Avenue