

Le Pard's Beauty Salon
 279 So. Woodward
 Specialists in Hair Styling
 PERMANENTS TINTING BLEACHING
 Open Evenings by Appointment
 PARKING IN REAR
 MI 6-1285



JAMES H. GARLICK, JR.
 1956 QUARTON ROAD BLOOMFIELD HILLS, MICHIGAN
 • RARE VALUES IN DIAMONDS AND OTHER PRECIOUS GEMS
 • CUSTOM DESIGNING IN GOLD AND PLATINUM
 • APPRAISALS MADE FOR ESTATES AND INSURANCE
 FOR APPOINTMENT PHONE MIDWEST 4-0517

Mulholland's Big January WHITE SALE
 Sheets and Pillowcases By Bates

In White Regular	Sale Priced
\$3.49 72 x 108	\$2.79
\$3.99 81 x 108	\$3.29
\$4.49 90 x 108	\$3.79
\$7.99 108 x 122 1/2	\$6.49
\$3.49 Twin Bottoms	\$2.59
99c Plain White Cases	79c
\$3.99 Double Bottoms	\$3.29

In Plain Colors
 Pink, Green, Blue and Yellow

Regular	Sale Priced
\$3.99 72 x 108	\$3.29
\$4.49 81 x 108	\$3.79
\$1.09 Colored Cases, 42 x 38 1/2	89c

Colored Bottoms

\$3.99 Twin Size	\$2.99
\$4.49 Double Size	\$3.79

Special On TOWELS and WASHCLOTHS

Colored and White Bath Towels Reg. \$1.98	\$1.69
Hand Towels Reg. 1.00	85c
Wash Cloths Reg. 39c	35c



Pillows

10% White Goose Down and 90% Crushed Goose Feathers	Reg. \$5.98	\$4.98
All White Goose Down	Reg. \$10.98	\$8.98
50% White Goose Down and 50% Goose Down Feathers	Reg. \$9.98	\$7.98

Bedspreads

Pride of Vermont Bedspreads—Twin and Full Sizes
 Snow White and Antique White
 \$12.98—NOW \$10.98

Mulholland Company
 233 N. WOODWARD AVE.
 Charge Accounts Welcomed We Deliver



2-B THE BIRMINGHAM (MICH.) ECCENTRIC Jan. 7, 1960
BUSINESS BRIEFS
Birmingham Business Pushes to New High

NEW YORK, JAN. 7—The first comprehensive figures on business activity in Birmingham, covering the first half of 1959, have just been released.

They show that local consumers were back in the marketplace in force, pushing retail sales to a high level. The recession of 1957-58, which had put the brakes on their spending, was all but forgotten as they proceeded to pick up where they had laid off.

The best recovery was among products that had been hit hardest by the recession—autos, appliances and other high-priced items.

THE SURVEY, which takes in every part of the United States, is for the 12 months ending July 1, 1959. It was produced by the Standard Rate and Data Service.

Retail sales in Birmingham during the fiscal year aggregated \$105,174,000, it shows, topping the \$99,180,000 volume of the previous year.

Represented .0501 percent of the nation's business, which was more than a proportionate share, since the local population is only .0152 percent of the national.

SPARKING THE general business surge in the country, according to most merchants and economists, was the fact that people had more money to spend.

Added to this was the lingering feeling of confidence that prevailed, based on rising wages and increased employment in most areas.

Net income in Birmingham in the year, after the deduction for taxes, reached a total of \$80,787,000, according to the SRDS survey. This compared with \$85,302,000 in the prior fiscal year.

APPORTIONING it equally among the local population would be equivalent to \$10,857 per household in net spending capacity.

This was more than was averaged in the United States as a whole, \$6,082. The East North Central states average was \$9,539.

The fact that sales locally exceeded income was due to the influx of shoppers from outside the city.

Most business leaders see good things ahead for the first half of 1960. Shortages of merchandise in the heavy goods field, induced by the steel strike, will have to be replenished.

Factories are loaded with orders for these items, waiting to be filled. Employment and wages, it is contended, will continue to be favorable.

Retires from GM

Retirement of Russell L. Dushman, 531 Redding, Birmingham, manager of Chevrolet Motor division's productive equipment department, after more than 40 years of service with General Motors, was announced today.

Dushman, who will retire December 31, began his career with GM as a drill press operator in 1919 at Buick Motor Division at Flint. He has been with Chevrolet continuously since 1922.

Demery's Names Miles to Post

Announcement is made by Charles A. Demery, president of Demery's, Inc., naming James Miles, 1622 Apple Lane, Blountfield township, to an executive post with the organization.

Miles, formerly with B. Seffel Co. and Himehoch Bros. Co., in Detroit, will assist in the merchandising management of all departments.

This is a newly created position, in line with Demery's announced plan of expansion.

Medical Mirror
 WHAT DOCTORS SAY ABOUT

INFANT'S SLEEPING POSITION

- Quinzy
- Night Sweats

Q. When putting a young baby to bed should he be placed on his stomach or back?
 A. Many doctors recommend the stomach position because it permits better drainage of mucus and food that might be spit up. The stomach position apparently has other advantages. A group of doctors who observed 281 newborn infants found that young babies kept on their stomachs had less diaper rash and cried less than infants kept face up.

Hospital nurses who helped in the study and who had frequently placed newborn infants only on their backs, switched to the stomach position.

Q. Why don't people have quinzy any more? It was quite common years ago.
 A. Quinzy is a medieval English word describing any throat infection, especially tonsillitis. In recent years the term quinzy has come to mean peritonsillar abscess (abscess around or about the tonsils). Quinzy is no more rare today—it just goes under a different name.

Answers do not necessarily reflect the opinion of all doctors. The date and treatment of disease is the function of the patient's personal physician.

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




Low Promoted At Hudson's

William C. Low, 32350 Franklin planner for both Victor Gruen & road, Franklin village, was named associate and Minoru Yamasaki superintendent of planning and fixture manufacturing of the J. L. Hudson company recently.

Low has worked as an interior ad's fast results.

a good man to know



Meet Joseph Davis...

"Joe" Davis is a U. of D. graduate with a degree in Business Administration. . . he's presently working on his Master's Degree in finance at U. of M. While in the Air Force his interest in securities prompted him to take the New York Exchange securities course—the results changed Joe's life—and we're glad. His thorough understanding of securities is the key to Joe's success—as he has proved time and again.

Why is "Joe" a good man to know?—because he's a real specialist on brokerage advice and service! Every Goodbody representative is an expert when it comes to securities. He knows weeks, even months in advance every market trend, thanks to a constant flow of current facts and forecasts supplied to him by Goodbody's famous New York Research Department—the finest in its field. That's why "Joe" is a good man to know. Call him today at:

GOODBODY & CO.
 MICHIGAN LIFE BUILDING
 N. WOODWARD NEAR 13 MILE
 Other Michigan Offices
 120 WEST FIRST STREET FLINT
 28 National Office

MULHOLLAND'S ANNUAL Clean Sweep SALE

ONCE AGAIN WE'RE CLEANING HOUSE AND INVITE OUR CUSTOMERS TO HELP US!

VALUES FOR MEN

- ★ Entire Stock—Men's Jackets 1/3 off
- ★ One Group—Men's Flannel and Knit Shirts \$2.19
- ★ One Group—Men's Flannel Pajamas 20% Off
- ★ Entire Stock—Men's Sport Shirts \$2.98
- ★ Raincoats—Zip-Out Linings 20% Off
- ★ Suits—Wools, Gabardines, Etc. Were \$8.98 to \$16.98, \$5.98 to \$11.32

VALUES FOR BOYS

- ★ Sport Shirts—Long Sleeves, 2-6x 20% Off
- ★ Knit Shirts—Entire Stock \$1.88
- ★ Sport Coats, Fine Selection \$10.88
- ★ Corduroy Pants 20% Off
- ★ Boy's Raincoats—Zip-Out Lined 20% Off
- ★ Boy's Jackets, Were \$12.98 to \$29.98 \$10.38 to \$23.99

Other January Specials

All Fall Dresses	Special 1/2 Off
Snow Suits	20% Off
Girls' Storm Coats	20% Off
One Group—Girls' School Dresses	1/2 Off
One Group—Girls' School Dresses	20% Off

MANY OTHER SALE ITEMS!

FLORSHEIM CLEARANCE

selected styles

\$16.80 and \$18.80

Regularly \$19.95 Thru \$29.95

For a short time only

we reduce selected Florsheim shoes from our regular stock. Come in now while our selection is at its peak—and save on famous Florsheim Quality!

STORE-WIDE SHOE SALE

SAVE up to 30% ON

NATIONALLY KNOWN BRANDS

- ROBLEE
- PEDWIN
- HUSH PUPPIES
- BUSTER BROWN

Sherman SHOES

115 W. MAPLE BIRMINGHAM MI 6-8788

OPEN FRIDAY EVENINGS TILL 9 P.M.



Mulholland Company
 233 N. WOODWARD AVE.
 CHARGE ACCOUNTS WELCOMED WE DELIVER

