

**edward s. pierson**  
**INTERIORS**  
 KE 2-8813  
 19556 Grand River Ave.  
 Enjoy Having Your Home  
 Furnished By  
 Pierson's  
 With Impeccable  
 Good Taste

**MODELS** TABLE & BENCH SPECIAL  
  
**World's Finest Models on Display Open Every Evening**  
**MODELS BICYCLE SUPPLIES**  
 22441 WOODWARD FERRADLE  
**MODELS HOBBY SUPPLIES**  
 22524 WOODWARD FERRADLE  
 TRUCKS SOUTH OF SMILE ROAD



**TIPS**  
 "If you're looking for the turpentine we got in the West Ad— it's in a jug!"

## Art of Reading Waning, MJ&A President Says

Ernest A. Jones last Thursday called upon publishers and advertising agencies to come to the aid of the nation's educators in coping with the "diminishing art of reading."

The president of MacManus, Jones & Adams, Inc., Bloomfield Hills, speaking to the magazine promotion group at the Sherryland hotel, reported a general lack of interest in reading among students and said—quoting Dr. James B. Conant and other authorities—that the average adult reads at the sixth grade level: 200 words a minute and comprehends just 70 percent of what he reads.

"WHAT HAPPENS to publishing and advertising when generalized reading becomes as esoteric as bird-watching or the ballet?" Jones asked.

"Will a man carrying a book or magazine someday attract the same social speculation as a man carrying a polo mallet today?"

"It is not too long a step from un-reading to un-thinking—'Facility in reading is mental gymnastics,' Jones said, 'and must be learned at an early age or it never develops. Educators need our help—and I am not talking about advertisements in behalf of reading but actual financial endorsement—in their battle against the wave of un-reading.'"

"SUCH A PROGRAM," Jones continued, "would do more than assure future audiences for your publications and for my advertisements."

"These are small matters when projected against the national strength we would be helping to foster, for the equation is plain: that reading means thinking, and thinking means survival," he said.

**BROWSING THROUGH** the magazines, Jones observed.

"The new partial and half-run give the advertiser flexibility, but 'is it possible they reduce the prestige of the magazine in the eyes of the truly national advertiser by permitting the regional advertiser to look as big in the same box?'"

2. Inserts are appreciated by the advertising business but, "are elab-

orate inserts irritating to the reader? We already know that nine of ten adults cannot re-fold a road map. Are we asking them to do the same thing as a penalty for continuing the story or article they were reading?"

3. "Periodical publishers," Jones said, "should be alert to the growth of the paper-back book industry, up nearly 600 per cent in ten years to 285 million volumes in 1959."

"MAYBE YOU should be wondering how much longer advertisers can continue to ignore this tremendous readership," Jones remarked.

"Experience has shown that an emergent advertising media, while creating a limited number of new advertising dollars is essentially cannibalistic, feeding off established media."

## Detectives Arrest Janitor in Theft From Kay Cooley

A 40-year-old Highland Park man, employed as a janitor by Birmingham women's apparel shop, has been arrested in Ohio on grand larceny charges by Birmingham detectives.

James Shelnut, who has admitted taking \$3,000 in merchandise and \$96 cash Oct. 21 from Kay Cooley Inc., is now serving a jail sentence in Sandusky for a traffic offense, police said.

SHELNUT WAS apprehended by the Ohio State Patrol while driving 100 mph the wrong way on the Ohio turnpike. He was sentenced to seven days in jail and fined \$300. His jail term will be 109 days if the fine is not paid.

Birmingham police detectives have confiscated the merchandise. Shelnut will be returned to Birmingham to face the larceny charge after his jail sentence is up in the Erie county jail.

## Rink Maintenance Bid Is Accepted

A bid from Makym Refrigeration Engineers for maintenance of refrigeration equipment at the Kton park skating rink was accepted by the Birmingham city commission Monday night.

The firm's bid was based on an hourly rate of \$5.50; overtime, \$8.25; travel charge, one-half hour; parts at cost plus 15 per cent; and terms of one-half per cent for 30 days.

Second low bidder was the Accurate Refrigeration company.

## STUDENTS... INVEST IN YOUR FUTURE

...Invest in an Olympia portable!

- a breeze to operate
- finest advanced features
- precision-built quality
- highly carrying case
- yours for just pennies a day



## ADDING MACHINES

ROYAL - OLYMPIA - SMITH-CORONA - REMINGTON  
 Birmingham Printing Equipment Co.  
 369 E. Maple - Midwest 4-4751 - Birmingham

## DID YOU FORGET

**HOW TO SPIN A TOP?**  
 We have them, complete with string, at \$1.00 each (some change from 1915, ain't it?). Made by Roger Eddy, the maker of the fabulous Audubon Bird Call. Come in and see if you are as good as you think you were.

**The low price on a PARKER-SPRINGFIELD SWEEPER?**  
 This 'best of all' mechanical sweeper is priced at \$59.75 — BUT — is available now at \$44.95. (At this writing, 10-29-60; 9:48 P.M., there are only two remaining.) None will be held — and any sold at this price may NEVER BE RETURNED. Of course, this last remark is stupid because if you use it once (intelligently) you would not give it up for \$115.00.

**Our DRIED MATERIALS?**  
 The supply is drying up. Better hustle for you need them for fall and Thanksgiving decorations.

**The next LECTURE & DEMONSTRATION?**  
 It will be on NOVEMBER 19th, and will be presented by MRS. FRANK (ANNA BELLE) WEBB. Three ONE-HOUR efforts will be made in your behalf — one in the a.m. and two in the p.m. More details next week.

**You can grow HYACINTHS indoors?**  
 For indoor blooms in the late winter you can help produce gorgeous flowers with PEPARED BULBS in pots or in special little imported green glass jars. A child can do it, so can you.

**The TORO OFFER?**  
 A new Toro Rotary mower produced now brings with it \$19.95 worth of collecting bags and Tote Tarps FREE. Our own lawn is a thing of beauty—since this equipment was used 2 days ago—immaculate, smooth and satisfactory.

**Quality may be better than quantity?**  
 The MUNSON MINIATURE flower arrangements (about 3 1/2 x 5), priced around \$2.25 to \$2.75, are one of the best "little things" you can acquire as a gift for "hard to buy a gift for" people. Tiny flowers, pots, birds and animals all rolled into a delightful, dainty arrangement in a clear plastic box.

**The Bolds is Hungry again?**  
 This afternoon, Sunday the 30th, our terrace was visited (11:30 minutes) after putting up the suet cakes and filling the feeders) by blue jays, juncos, sparrows, cardinals, one grackle, two squirrels, and a chipmunk. The latter took a grandstand seat IN the feeder and fought off all other contenders. We have named him Richard.

**Rabbits are our most dangerous winter pest?**  
 These brazen rodents destructively devour the bark from our most precious ornamental and native plants. One of the very best controls is RINGWOOD RABBIT REPELLANT.

**TULIPS should be planted now?**  
 A few exquisite varieties remain in our stock but they are dwindling rapidly. Try and plant some before you have to dig the holes with a pick-axe. (We also sell pick-axes.)

**The purpose of MULCHING?**  
 It is to keep the plants COLD—not warm. Therefore, hold up on your MARSH YAR or PEAT MOSS until the ground is frozen 2" to 4" deep.

**That ROSES may be HILLED now with dirt?**  
 Bring in the dirt (don't scrape it off of the area surrounding the plants).  
 DO NOT mulch them until the ground freezes.

**That stone & cast stone must be protected in winter?**  
 In this latitude they must be brought inside or covered with plastic when they are bone dry.

**That we are trying to help you as well as making a little dough?**  
 Well, we are trying to make a little dough but have found that the only way we can do it is by trying to That stone & cast stone must be protected in winter?  
 "Where was I, now?"

**McCLELLAN-BALL CO.**  
 YARD SUPPLIES KENNEL FARM  
 BIRMINGHAM, MICHIGAN  
 Phone MI 4-4133 850 S. Woodward

**Furs of distinction**



the timeless flattery of **PRECIOUS FURS** is within your realm when you select those furs of Ceresnie Bros. & Offen. Our exciting 1961 collection of fine fur coats, jackets and "little furs" is so expertly styled to delight and flatter you. In addition should you prefer it... our talented designers will create a thrilling custom fur expressly for you. Make this the year you invest yourself in luxury, supremely confident in your exquisite new fur from Ceresnie Bros. & Offen.

**CERESNIE BROS. & OFFEN**

- 19386 LIVERNOIS
- 536 N. WOODWARD

**Country Galleries**



- INTERIORS FOR OFFICE AND HOME
- ANTIQUES TRADITIONAL AND CONTEMPORARY
- PAINTINGS AND SCULPTURE
- CHRISTMAS LIGHTS AND GIFTS
- UNUSUAL FLOWER ARRANGEMENTS WITH ARTIFICIAL FLOWERS AND FOLIAGE MATERIALS FOR YOUR CONTAINER OR OURS


1941 So. Telegraph Rd.  
 Bloomfield Hills, Mich.  
 FE 3-7977

**WARM-UPS** FOR WINTER WEATHER

**Thermal Underwear**  
 Shirts or Drawers for the Outdoor Man


- Insulated Fabric
- Keeps Heat In, Cold Out
- Warmth Without Weight or Bulk
- Completely Washable

S-M-L-XL Each Garment **\$144**



**Men's & Boy's Rubber ARCTICS**  
 • Warm fleece lining  
 • Waterproof  
 • 4 buckle

**\$399**



**Men's Hooded SWEAT SHIRTS**  
 Red, Grey, Navy sizes S-M-L-XL **\$2.69**

**WE GIVE S&H GREEN STAMPS**

**THE SURPLUS SHACK**  
 2923 N. WOODWARD (Between 12th & 13-Mile)  
 LI 9-9803 Open Mon., Wed., Thurs., Fri., Sat. 'til 9  
 OPEN SUNDAYS 10 A.M. to 4 P.M.

**WE WISH TO ANNOUNCE...**

The name of **KAYE SASH & SCREEN** has been changed to **DONDERO SASH & SCREEN** as of November 1, 1960. We will still maintain the same:

Robert L. Dondero, Owner

Courteous Personnel — Expert Workmanship  
 Prompt Service — Quality Products

**DONDERO SASH & SCREEN**  
 1523 N. MAIN, ROYAL OAK — South of 12 Mile  
 EST. 1946 • FREE ESTIMATES • Financing Arranged • LI 5-0600  
 Open Mon., Thurs., 8-6. Fri. TH 9. Sat. TH Noon

**Nurse Sentenced For Embezzling From B'ham Doctor**

A 52-year-old registered nurse, charged with embezzling more than \$6,000 from a Birmingham doctor, was sentenced Monday by Oakland county circuit court Judge William John Beer.

Julia E. Marlow, 29 Salmer court, was put on five years probation and ordered to pay \$20 a week restitution to Dr. R. H. White, 384 Hamilton, Birmingham. She was arrested in January after Dr. White discovered the theft and signed a complaint.

What old desk in the basement just might be a valuable antique! Sell any of your old household goods, whether they are antiques or just useful used furniture, through a responsive Birmingham Eccentric classified ad.

**AIRPORTS SERVICE LINES**  
 The Smart Way for Plane Connections  
**DETROIT METROPOLITAN AND WILLOW RUN AIRPORTS**  
 Leaving Positive every hour on the hour  
 Leaving Willow Run Airport every hour on the hour

Bloomfield - Birmingham  
 Royal Oak - Berkeley  
 Clawson - Ferndale  
 Huntington Woods  
 Hazel Park - Oak Park  
 Pleasant Ridge

FARE: \$5.00 plus 50¢ fed. tax - \$5.50  
 \$2.00 plus 50¢ fed. tax - \$2.50  
 RESERVATIONS REQUIRED  
 FE 2-9146 LI 5-7124

KE 5-4933  
 Also AIR FREIGHT PACKAGE SERVICE

**PHONE for a SUPPLY OF heating Comfort**

Keep your home warm and cozy with more heat for your cool dollar! Patsy Stoker is longer-burning, has less clinkers! Order now!

**FERRIS GARDNER COAL & OIL CO.**  
 LI 3-2500

**THE MOST SCRUMPTIOUS candies you ever took home!** Creams, clusters, caramels, fruits, fudge and fancies—26 chocolate-covered kinds in a pound. This is Fanny Farmer's

HOME ASSORTMENT, \$1.50 and \$3.00

When you want the best, buy **Fanny Farmer**



**Cranbrook Drugs**  
 2511 W. Maple (Corner Cranbrook) MI 7-0334

**"the best things in life are free..."**  
*paid*

Free is a nice word to sing about, but not very practical advice when it comes to raising a family.

In fact, when you get right down to sorting the thistles from the clover, you begin to realize that the really important things for day-to-day existence aren't free at all. And we're willing to part with our hard earned cash to buy them simply because we feel they are important.

Take a simple thing like a copy of a newspaper... people just aren't going to buy it if they don't want it. *Paid circulation* is important because it demonstrates the wantedness of a publication.

ABC\* audits our circulation at regular intervals. Following these audits, they publish the facts to help you decide the kind of a job we can do for your advertising.

From our ABC report you can find out how many people buy us... how they buy... how much they pay to read us... information to help you plan your advertising with confidence.

See for yourself how wanted we are. Ask for a copy of our latest ABC report.

\* This newspaper is a member of the Audit Bureau of Circulations, an association of nearly 4,000 publishers, advertisers, and advertising agencies. Our circulation is audited regularly by experienced ABC circulation auditors. Our ABC report shows how much circulation we have, where it goes, how obtained, and other facts that tell you what you get for your advertising money when you use this newspaper.

**The Birmingham Eccentric**