

"TV TIPS"



"Let's stop being hot and cold about buying a new MOTOROLA TV set, and order one right away from Birmingham TV Co!"

CALL MI 6-2035 SALES & SERVICE!

- TELEVISION
- RADIO
- RECORD PLAYERS
- BATTERIES
- PHONO NEEDLES

BIRMINGHAM TELEVISION CO.

1842 S. Woodward, 1 blk. N. of 14-Mile Rd., Birmingham
Open Thurs. & Fri. Evenings 'til 7. Closed Wed. from 1 p.m.

You will find many bargains in the Eccentric Classified Columns.

Medical Mirror
WHAT DOCTORS SAY ABOUT



Cat-Scratch Fever

- Hard-Beets
- Emotional Illness
- Menorrhagia



Q. A doctor recently told us that our youngster had "cat-scratch" fever. What is the world is that?
A. Cat-scratch fever is a relatively new disease, or at least has been recognized only during the last few years. Although the cat is looked upon as the carrier and a scratch the usual mode of transmission, the cause of the disease is a virus and not the cat. Typically, a person is scratched by a cat. Two to four weeks later a sore develops at the site of the scratch. Nearby glands swell and the victim develops a fever which lasts about 10 days. These and other symptoms gradually go away. Antibiotics are used in treatment of this disease but their value is questionable.

Q. Is a hard bed without a pillow best for small children?
A. Sleeping on a hard bed without a pillow is perfectly satisfactory for normal children. It is important that the bed not sag in the middle. If the child prefers, a single pillow may be used.

Q. What is the difference, if any, between mental and emotional illness?
A. Medically speaking, there is no difference. This distinction is most often made by non-professionals.

Q. I am 39 and have had a D and C. The diseases found were menorrhagia, uterine bleeding, and anemia. Is this always cancer? If so, does the D and C clear it up?
A. Let's clear up a few terms. Menorrhagia means excessive uterine bleeding. This condition (not a disease) produces anemia if blood loss is sufficiently severe. Menorrhagia may be a sign of late uterine cancer but the two are not directly related. D and C (dilatation and curettage) is frequently performed for menorrhagia but would be without value in management of uterine cancer.

MILLS PHARMACY
ALWAYS A PLACE TO PARK
1740 West Maple Ave. Phone: Midwest 4-5060



Meet George H. Lieber
a good man to know

Although only in his fifth year, George has proved himself highly capable as a representative. George knows his business—security! He is a graduate of Washington & Jefferson and the U. of D. Law School as well as an Army veteran. Possessing to a high degree, energy and perseverance, George is known as a glutton for hard work. But the extra efforts spent on behalf of his clients has apparently paid off with real success—as George's customers are more than willing to testify!

Like every Goodbody representative, George can offer truly competent brokerage advice and service. This is possible because Goodbody's well known and highly respected Research Department keeps him constantly abreast of the market and possible trends. How about calling him today at:

MI 6-3456 or JO 6-5300

GOODBODY & CO.
MICHIGAN LIFE BUILDING
N. WOODWARD NEAR 13 MILE
155 South Bates, Birmingham
PENOBSCOT BLDG. 125 WEST FIRST STREET
DETROIT FLINT
28 National Offices

BUSINESS BRIEFS



'Taken' by the Cleaners

This location at 65 W. Long Lake road has been 'taken' in Douglas Cleaners' expansion to the Bloomfield Hills area. It is the community's first dry cleaning Establishment and a branch of Dave Underdown's Birmingham business at 534 S. Woodward near Hazel. Underdown has been a Birmingham merchant for the past 10 years.

Keough Takes New Position

W. R. (Bob) Keough, 124 S. Williamsburg, Birmingham, has been appointed mechanical engineer, specializing in the design and construction of atmosphere furnaces, for the Commercial Steel Treating Corporation. He was formerly with Michigan Steel Processing and its affiliate, Atmosphere Furnace company, where he served as vice president and president.

Keough is a licensed mechanical engineer in Ohio and Michigan, and is a member of the American Society for Metals and the Professional Engineering Society.

Panny Named Vice President

William P. Panny, 2502 Derby, Birmingham, has been appointed vice president of Pioneer Engineering & Manufacturing company of Detroit. He will be located at the firm's Westlakes Engineering division.

Joining Pioneer after nine years with Chrysler corporation, Panny was most recently assistant chief engineer on light and medium-duty trucks. In 1948, he received "The Outstanding Young Engineer of the Year Award" from the Engineering Society of Detroit.

Convention Chairman

Arthur O. Moran Jr., 6836 Cedarbrook, Bloomfield township Birmingham architect, has been named general chairman of the Michigan Society of Architects 47th annual convention scheduled for next April in Detroit.

WEDDING Invitations

Genuine Engraved

- INVITATIONS
- ANNOUNCEMENTS
- ACCESSORIES

You may select your needs with confidence as to quality and correctness of form.

- COMPLETE SELECTION
- PROMPT DELIVERIES

Birmingham Printing
& OFFICE EQUIPMENT CO.
300 E. MAPLE — BIRMINGHAM
Midwest 4-4740

Ad Firm Appoints King Office Head

Thomas J. King, 503 Shirley drive, Birmingham, has been named manager of the Detroit office of McCann - Erickson Advertising, U. S. A., affiliate of McCann - Erickson, Inc.

He is also vice president and a management service director on the Buick Motor division account of the General Motors corporation.



KING

Meads Named Vice President

Walter F. Meads, 4935 W. Maple, Birmingham, has been elected a vice president of the J. Walter Thompson company, of Detroit.

Meads, supervisor of the Champion Spark Plug company and Evans Products company accounts, joined J. Walter Thompson in 1950, after serving as account representative in the Cleve-



MEADS



From where I sit... by Joe Marsh

Red Dolan's "Madness"

One day, "Red" Dolan was seen at the golf club strapping on a pair of snowshoes!

When some of Red's friends heard about it, they began joking about Red's mystifying "madness." But I figured Red must have had a reason for donning snowshoes, so I asked him about it.

"Well," said Red, "You know that marsh near the 14th hole? Joe. A lot of the boys slice golf balls right into there and lose 'em for good. So I just put on my snowshoes — they let me travel on top of that spongy marsh surface without sinking in — and retrieve those golf balls. You should have seen my last haul—enough to play all season with."

From where I sit, people often form opinions about things before they know all the facts. Some folks, for really no good reason at all, will criticize a man for preferring a glass of beer to some other beverage. It's just a matter of taste. To think otherwise is just plain intolerant. And it's a sure way to "shoe" away friends.

Joe Marsh

Copyright, 1950, United States Brewers Foundation

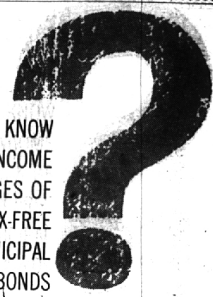
The Old Timer



"After all is said and done, you usually find more has been said than done."

land office of Fuller & Smith & Ross

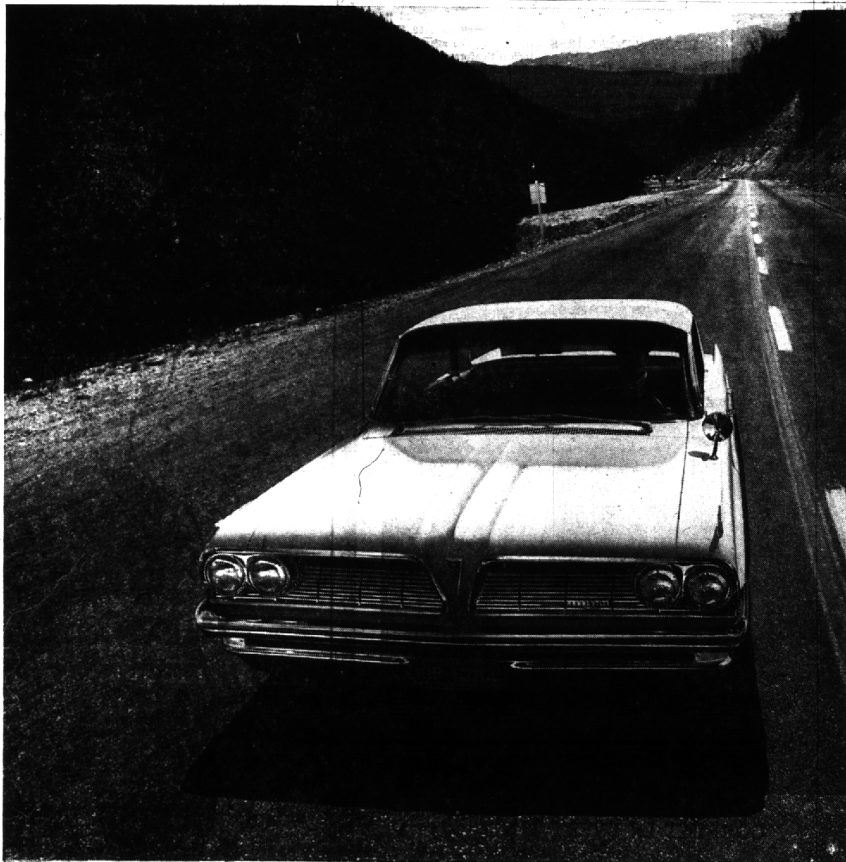
EXPERT SERVICE
PORTABLE TV
FAST DEPENDABLE
Birmingham Electronics
141 E. Maple — MI 6-8444



DO YOU KNOW ALL THE INCOME ADVANTAGES OF TAX-FREE MUNICIPAL BONDS

call or write for a copy of "AN INTRODUCTION TO TAX EXEMPT BONDS"

FIRST OF MICHIGAN CORPORATION
BUHL BUILDING • DETROIT 26 • WOODWARD 2-2055
MICHIGAN'S LARGEST MUNICIPAL UNDERWRITER
NEW YORK CHICAGO COLUMBUS BATTLE CREEK BAY CITY FLINT GRAND RAPIDS GROSSE POINTE LANSING MUSKOGON SAGINAW



Pontiac announces the Trophy V-8 Engine

NEW PRECISION AND ECONOMY IN THE ENGINE ROOM OF THE '61 PONTIAC!

A completely new fuel induction system gives this new free-breathing V-8 more air... to save you gas. Closer calibration of this big 389-cubic-inch engine gives you maximum thrust at half-throttle without over-carbureting.

We made the engine lighter; mounted it lower for better balance. An oil fill now takes only 4 quarts. Tailor your Pontiac power plant to your needs. There

are 11 versions to choose from. Horsepowers range from 215 to 348. (For best economy, specify the Trophy Economy V-8. Its lower compression lets you use regular gas.)

If this sounds a bit technical, just try a new Trophy engine soon. It's in all four Pontiac series. In one block, it will become clear why we've called this '61... all Pontiac!



THE ONLY WIDE-TRACK CAR!
Pontiac has the widest track of any car. Body width trimmed to reduce side overhang. More weight balanced between the wheels for sure-footed driving stability.

SEE YOUR LOCAL AUTHORIZED PONTIAC DEALER

WILSON PONTIAC-CADILLAC, INC.

1350 N. WOODWARD AVENUE, BIRMINGHAM