

Fall Fabrics

Now is the time to pep up your wardrobe with your own creations made with these fabulous fabrics.

Quadrige - Print	69c yd.
Plain	59c yd.
Corduroy - Print	\$1.59 yd.
Plain	\$1.29 yd.
Velvetine -	\$2.98 yd.
Bates - Plain	\$1.29 yd.
Print	\$1.39 yd.
Cone Flannel - Plain	49c
Print	49c
Wool and Flannel - Plain	\$3.50
Plaids	\$4.00
Taffeta - Assorted Colors	89c



Practically every religion declares that "God is love." Alas! perhaps too many of us define love as related to human affection only. Webster's also includes: "God's benevolent concern for mankind... man's devout attachment to God... the feeling of benevolence and brotherhood that people should have for each other... not to overlook kindness, consideration, sacrifice, tolerance."

The Birmingham Eccentric

BIRMINGHAM, MICHIGAN
Thursday, September 22, 1960
SECTION B

BUSINESS BRIEFS

New Business Opens

King's Rock Shop at 321 E. Brown in Birmingham, dealers in lapidary supplies and retail jewelry, opened Sept. 15. The new business, owned by Mr. and Mrs. Earl P. King of Royal Oak, handles specimens, jewelry and lapidary and silver supplies equipment. The Kings started their business as a hobby 10 years ago.



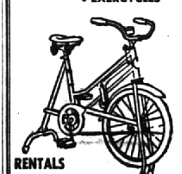
REYNOLDS Fully-Automatic Water Conditioners (Patented) soften more water and remove more iron, for less operating cost, than any other water softeners ever made.

Your present softener can probably be converted into a Reynolds Automatic. Investigate—No obligation. Factory sales, installation, and service (We service all makes).

REYNOLDS Water Conditioning Company
Michigan's oldest and largest water conditioning company... since 1931
12180 Chevrolet, Detroit 4, Mich.
Wichita 2-4888
Proud Right and Fully Guaranteed



• BICYCLE EXERCISERS
• BELT MASSAGERS
• EXERCYCLES



RENTALS SALES
LI 7-7016 or MI 7-0111
610 N. Woodward, Royal Oak
(Between 11 and 12 Mile Roads)
1303 S. Woodward, B'ham
(Just S. of Lincoln)



Businessmen Plan Drive

Busy Birmingham businessmen organize solicitation of tri-county brokerage firms for the United Foundation's annual Torch Drive campaign Oct. 18 to Nov. 10. From right Donald L. Richardson, 855 Pine Hill, Birmingham, of Nauman-McFawn and company, and Peter S. Corden, 18605 Devonshire, Beverly Hills, of Paine, Webber, Jackson and Curtis Brokers, study the project with UF brokers division chairman Paul D. Richmond of Watling, Lerchen and company.

Brogan Named Vice President Achievers to Hold School Programs

Thomas Brogan, 3835 Carriage, Birmingham, has been appointed vice president of Sales Communications, Inc., sales development counsel, a division of Communications Affiliates, Inc. In addition to the duties of his new appointment, Brogan will continue as manager of the SCI office in Detroit.

Appoints Distributor

The B/W Controller corporation of Birmingham has appointed the Hampden Chemical & Equipment company of Philadelphia, Pa., as authorized distributor for its complete line of floatless liquid level and industrial motor controls.

Do you have any unwanted articles of furniture? Turn them into cash with a "quick result" Eccentric classified ad.

Slack Attends Confab

Norman L. Slack, 2152 Buckingham, Birmingham, product development engineer for the Tractor & Implement division of the Ford Motor company, took part in a special three-day Farmstead engineering conference on Confinement Housing of Livestock at the University of Illinois last week.

Want to buy, sell, rent or trade something? Use the Classified Ads.

Brunswick BALL SHOES AND BALL BAG

Smoked elk shoes, COMPLETE OUTFIT tipped bag in solid or plaid colors. LIFETIME BRUNSWICK BALL. All custom fitted by factory trained experts. Men's or Ladies. **\$29.95** No Money Down Pay \$12.50 Weekly. — FREE — BOWLING BALL POLISHING CLOTH



Don Carter BOWLING SHIRT SPECIAL Full cut, regulation size Men's & Ladies **\$3.98** Weekly

ACME SPORT SHOP

NORTH WOODWARD AT 12 1/2 MILE RD. LI 9-5353
2924 N. Woodward
Thurs.-Fri. 9 A.M. - 5 P.M. - Sunday 9 A.M. - 4 P.M.

MILKS APPLIANCE SPECIAL PURCHASE!

SYLVANIA \$100 TRADE-IN ALLOWANCE

FOR YOUR OLD SET REGARDLESS OF MAKE OR CONDITION

BIG PICTURE 1960 SYLVANIA 21" LOW-BOY WITH EXCLUSIVE HALO-LIGHT

- 2 Speaker
- De-Luxe Grained Walnut Cabinet
- Convenient Top-Tuning
- 5-year Guarantee on Power Supply
- Life-time Guarantee on Halo-Light

\$239.95

Including 30 Day Free Service



19" REFLECTION-FREE SYLVANIA TELEVISION'S NEWEST FEATURE

\$179.95

- Attractive Spinnet Styling
- Bonded Shield Tube for extra Safety In The Home



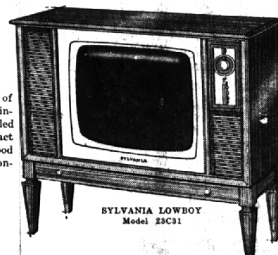
NEW FOR '61 REFLECTION FREE

SYLVANIA TV WITH Woodblend HALOLIGHT

NEW! Woodblend Halolight

Blends with the set. Changes to a frame of soft white "surround" lighting when illuminated. Eye-comforting! Trim, slim... styled to give you a big picture in smart, compact console. Mahogany, blonde oak or fruitwood grained lowboy cabinet. Picture is 23" diagonally measured, 27 1/2 sq. in. viewing area.

NO MONEY DOWN ONLY \$2.00 PER WEEK



there's MORE to retirement than just sitting and rocking!

There's the fun of traveling, the doing of things that you were too busy to do before, the delight of a new hobby! Social Security and pension take care of the everyday necessities. But a savings account will make your retirement much more rich and rewarding.

Start a retirement savings program now... save a little each week or month. The generous, twice-yearly earnings will help build your savings will allow you to enter retirement without financial stress or strain.

Open a Retirement Savings Account at Birmingham Federal Today!

Where you save does make a difference



Birmingham FEDERAL SAVINGS

99 West Maple Center of Plans, MI 4-1711 3083 W. 12 Mile Rd., MI 5-7610

3 1/2% CURRENT RATE



THE GARDENER'S CORNER

The Answers to Your Gardening Questions by Bob

QUESTION OF THE WEEK: How deep should tulip bulbs be planted?
BOB'S ANSWER: In a light, sandy soil tulip bulbs may be planted four to five inches deep. In a heavier soil three inches may be enough. If you will bring us a sample of your soil we'll try to advise you correctly.

Bring Your Garden Problems to Bob at Theisen's

POTTED ROSE BUSH SALE

\$2.00 each
3 FOR \$5.00

LARGE SELECTION of BULBS for FALL PLANTING

THEISEN'S GARDEN MART

LI 9-4422
3826 N. Woodward (Near 13 1/2 Mile) Royal Oak