

BUSINESS NEWS

New Soft Drink Machine Installed

A new-type soft drink machine called the "Icee," has been installed in Mars Drive-in, 1393 S. Woodward, Birmingham. The machine, the first of its type in Michigan, dispenses carbonated soft drinks frozen in the cup.

Semi-Annual SALE

SUITS & TOP COATS

Values to 50.00	Now 38.75
Values to 60.00	Now 48.75
Values to 70.00	Now 58.75
Values to 85.00	Now 68.75
Values to 95.00	Now 78.75

SPORT COATS

Values to 39.50	Now 28.75
Values to 50.00	Now 38.75
Values to 60.00	Now 48.75

Summer Caps
Straw Hats
Long Sleeve
Sport Shirts

33 1/3 Off

SLACKS

Were 16.95	Now 13.75
Were 19.95	Now 16.75

Summer Pajamas
Short Sleeve Sport Shirts
Bermudas
Swim Wear
Cotton Robes
Colored Dress Shirts

25% Off

Dickinson's

Wabeek Building Birmingham Saginaw at Lawrence Pontiac



The Winner

Mrs. Donald L. Weldon, 3065 Devon Brook, Bloomfield Township, left, president of the Kappa Delta Alumnae Association, presents the winning gift of electric cookware to Mrs. H. Gordon Anderson, 4325 Pine Tree Trail, Bloomfield Township. The cookware set was donated by the local York dealer, Goodwin Service Co., 610 N. Woodward, Birmingham, at a recent drawing held at Showcase, Inc., 136 Brownell, Birmingham.

The University of Michigan Office of Legal Publications sold nearly 5,000 books in 1960, nearly twice as many as 1959.

Six Area Residents To Attend Detroit Lunch Saturday

Six residents of Birmingham have been invited to the 35th anniversary luncheon for Clair and Lena Reed, retiring supervising division managers for Field Enterprises Educational Corp. publishing firm, in Detroit Saturday.

High point of the luncheon will be the presentation of a Braille edition of World Book Encyclopedia to the Detroit Public School System, in honor of the Reeds.

Publication of the Braille encyclopedia, first general reference work to be made available in Braille, was made possible by a joint donation from the company and the Field Foundation, Inc.

More than 500 representatives of the firm and Detroit Mayor Louis C. Mirani are expected to attend the celebration at the Stierler-Hilton Hotel.

The Birmingham representatives, chosen for their outstanding sales performances, are: division manager William C. Logan, 1220 W. 14 Mile; Roland M. Shepard, 220 N. Cranbrook Cross; Mrs. Josephine Waldron, of 5545 Franklin; Mrs. Helen Walmsley, of 4210 Sandy Lane; and Mrs. Velma Thompson and Agatha Thompson, both of 31833 Nixon.

Area Man Gets New Radio Post

Keith T. McKenney, 2871 Burning Bush, Bloomfield Township, general sales manager for WJZ-TV, Detroit, has been named managing director of Storer Broadcasting Co. station WSPD-TV, Toledo.

McKenney's appointment is effective immediately. McKenney succeeds Joe Evans, recently appointed general manager of the new Storer subsidiary company, Storer Programs, Inc.

THE NEW WSPD-TV manager has been with Storer Broadcasting since 1952, when he joined the company as a local salesman in Detroit. He has been general sales manager since February.

A 16 year veteran in the broadcasting industry, McKenney started his career in 1945 with WRGB, Schenectady, N. Y., as a producer-director. Between 1947 and 1951 he was associated with WJZ-TV, Detroit as a production manager and program director.

Just prior to joining Storer Broadcasting Company, McKenney spent a year and a half with Peitz, Griffin and Woodward, as their first television sales representative in Detroit.

Everyone reads Eccentric classified ads—because they're packed with bargain items every week.



Now Every Friday! AQUARAMA (BLUE WATER) ADVENTURE CRUISE

12-hour "Dream Voyage" thru the Venice of America, past the Walpole Indian Reservation, Haron's Island, Pt. Huron, Sarnia, and the beautiful Blue Water Bridge.

* 7 decks of ocean tour luxury

* Theaters, deck sports, music, games

* Wide choice of superior food and drinks

\$89.50 ADULT FARE

Accompanied \$57.50 children (15 and under)

GROUP RATES—20 OR MORE DOCK FT. OF W. G. WOOD.

Sail. 9:30 a.m.—Ret. 9:30 p.m.

BIRMINGHAM TRAVEL SERVICE 379 Hamilton MI 4-5711

Craig Joins Staff Of Radio Station

The appointment of Donald W. Craig, 8229 Golfway, Union Lake, to the position of public relations and promotion manager of WJR, effective August 7, was announced by James H. Quello, vice president and general manager.

Craig joined the WJR staff as Sales Promotion Manager in August 1959, having extensive experience in the departments of public relations and advertising services of Chrysler Corp. Prior to joining WJR, he was Sales Promotion Manager of DeSoto Division.

In his new post, Craig will be responsible for public relations and publicity and all WJR advertising and station promotion activities.

He is a member of the Detroit Chapter of the Sales Promotion Executive Association and last month was elected to its Board of Directors.

IT'S TIME...



FOR YOUR SUMMER SWIMMING POOL CHECK

Check that your pool water is crystal clear at all times. Protect your health by stocking a complete line of approved pool chemicals. Be sure of proper testing methods, algae control, chlorination, pH control, filter aid, and cleaner.

Phone for Free Pool Maintenance Guide WE 3-1503

A complete guide detailing all steps to be taken in keeping pools spot-free for the asking.



Prescription for Profit: A Want Ad by phone or mail.

PONTIAC BUSINESS INSTITUTE

A Professional School of Business for High School and College Graduates

courses offered include

SECRETARIAL ACCOUNTING BUSINESS ADMINISTRATION CLERK-TYPIST OFFICE MACHINES

Fall Quarter Begins September 5

Pontiac Business Institute Bulletin of Courses will be sent up request.

Pontiac Business Institute

7 W. Lawrence St. E'Dederal 3-7028

NOW IS THE TIME TO BUY!

You'll be **AHEAD** in every way in a new **OLDS!**

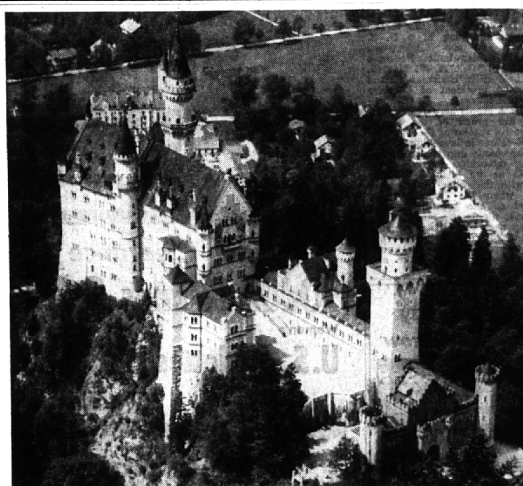
AHEAD IN STYLE! AHEAD IN VALUE!

AHEAD IN RESALE!

See your OLDS dealer . . . NOW IS THE TIME TO TRADE!

Suburban Motors Co., Inc., 565 So. Woodward Ave., Birmingham, Mich.

— BIG CHOICE, BIG VALUES IN LATE-MODEL USED CARS—NOW AT YOUR LOCAL AUTHORIZED OLDS DEALERS! —



The BIGGER they come... the better we like 'em (moving jobs, that is!)

Don't think for an instant that we dislike regular household moving jobs . . . we love 'em! But there's an old Army saying: "Miracles we accomplish at once . . . the impossible takes a little longer."

We've built our business by accepting and handling moving jobs that offered challenge. We've developed some surprisingly expert techniques during the past fifty years.

So if you're faced with moving your household, small, medium or vast . . . we'll consider it a privilege to handle the job.



MOVING and STORAGE
1495 AXTELL ROAD
BIRMINGHAM, MICHIGAN
Liberty 9-5656

a subsidiary of FERNSTROM STORAGE and VAN CO.

American Savings High Earnings...
Sweet Music to Every Saver!

3 1/2%

current rate on any amount

An American Savings account is truly something to sing about. Your savings grow faster because they earn a big 3 1/2 per cent return. Your savings are safe . . . insured to \$10,000 by an agency of the U. S. government. Your savings are available for any need or emergency. No notice of withdrawal has ever been required. Open your savings account in any amount at the American Savings branch in your neighborhood. Then each week put a little away from every pay. You'll see why American Savings is today's best value for savers.

Listen to American Savings'
Ballad Singer on WWJ, CKLW and WXYZ

AMERICAN SAVINGS

MAIN OFFICE: WOODWARD AT CONGRESS

14 MILE near CROOKS RD. in CLAWSON

DEXTER at CORTLAND

W. 9 MILE near COOLIDGE

TELEGRAPH AT MAPLE in BLOOMFIELD

LIVERNOIS at W. 7 MILE

FORT STREET at MILITARY

TELEGRAPH at SCHOOLCRAFT

VAN DYKE at E. 7 MILE

*For greater convenience—open an account at the branch in your neighborhood.