

The person who frequently reminds himself that, for example, he cannot do even simple things better, who rejects the suggestion that he is capable of improving his vocational conditions, who somehow has allowed himself to be labelled as negative in his attitude toward his future—such a person is like unto one who chooses the wrong route to reach a destination. Help him to help himself!

## Merchant Heads Electronics Show

John Merchant, 5216 N. Pebbles-creek, Bloomfield Township, has announced that a multi-million dollar display presented by some 400 manufacturers will be presented at the second Bi-Annual Michigan Industrial Electronics Exposition in Detroit's Artillery Armory October 24-26.

Merchant, president of R. C. Merchant and Co., Inc., is chairman of the show committee.

He predicts the exposition will draw 10,000 designers, engineers, purchasing agents, buyers and top executives from all phases of industry.

## VanAllen Promoted To Sales Manager

Promotion of Edwin L. Van Allen, 3175 Wendover, Troy, to Detroit branch office sales manager for the retail tape and gift wrap division has been announced by Minnesota Mining & Manufacturing Co.

Van Allen joined 3M in 1947 and was divisional sales supervisor at the 3M Cleveland branch before assuming his new duties.

# BUSINESS NEWS

## 135 UF Executives Meet with Chairman

As members of the United Foundation unit which will contact 602 manufacturing firms for 1961 Torch Drive funds, 135 business executives met last week with John S. French, 3755 LaSalle Road, Bloomfield Township, and Max M. Fisher, Franklin, to receive their preliminary instructions and materials.

French heads the general manufacturing unit of the Torch Drive, and Fisher is the 1961 general chairman.

## Tod Reed Opens New Laundromat

Tod Reed, 923 Wimpleton, Birmingham, recently opened the Lincoln Laundromat at 1160 Grant, Birmingham.

According to Reed, the laundromat offers complete laundering and drying facilities and is the first completely automatic coin-operated facility in Birmingham.

## Behind The Store Fronts

Our congratulations to Mr. and Mrs. A. J. Richter on the birth of a son, James Nelson Richter, early Tuesday, Aug. 15. The Richters also have a daughter, Julie (age 3 1/2), and another son, A. J., Jr. (age 2 1/2). A. J., Sr., is vice president and general manager of the Chamberlain Real Estate Co.

Mr. and Mrs. Alfred LaBelle recently returned from a Chicago buying trip. They report a host of new and exciting gift ideas for the fall season, both from the domestic scene and from abroad.

We welcome Bob Woodring to this newspaper's display advertising staff. Bob brings to the business people of this area a wealth of well rounded journalistic and advertising service background, including several years in the display advertising sales department of the Pontiac Press.

McSweeney's Fine Footwear is open for business at temporary quarters at 235 Pierce, following the recent fire which made the store untenable. The temporary location was formerly occupied by the Lewis Furniture store.

Did you know that you might win a young person's desk and chair at Gregory, Mayer, & Thom's Birmingham store on N. Woodward? . . . just drop your name in the box.



With ANGUS MCKELLAR

## Mock Qualifies For 1961 Council

Felix E. Mock, Jr., 17211 Loch-errie, Beverly Hills, has become a member of the 1961 President's Council of the New York Life Insurance Co.

This qualifies him to attend an educational conference Oct. 23-27 in Palm Springs, Calif.

Membership in the council is based on 1960-61 sales records and is composed of the 215 most successful agents among a field force of more than 6,000 full-time agents in 245 general offices in the United States and Canada.

## Meadowcroft Moves To Pontiac Station

Gar Meadowcroft, 1011 Forest, Birmingham, former manager of Birmingham's WHFI-FM, has been appointed general manager of Chief Pontiac Broadcasting Co., owners and operators of WPON Radio, Pontiac.

He entered the broadcast field in Detroit as assistant managing director of WJBR. Later, he moved to Lansing as general sales manager for both radio and TV at WJLM.

**MODELS**

A Small Down Payment plus \$1.00 A Week Buy You A New Schwinn BICYCLE

MODELS HOBBY SUPPLIES  
7224 WOODWARD, FERDINAND  
3 BLOCKS SOUTH OF 9 MILE ROAD

You will find Many Bargains in The Eccentric Classified Columns

# END OF SUMMER Sale!

**HURRY** some items in limited quantity—first come—first serve.

1/2 gal. Bissell Rug Shampoo PLUS Big 22-oz. Scuff 'N Wax Remover

4.96 Val. GET BOTH FOR ONLY 2.44

Genuine Shop Mate ELECTRIC DRILL 1/4" with Jacobs Chuck, Reg. 14.95. 8.88

up to 50% DISCOUNT on Many Items

Well-Built Hammock with heavy duty pipe stand. Reg. 14.95. Complete	9.95	Large Stiff Bristle Patio or Garage Push Broom	1.49
Self Polishing Simonize Floor Wax. Reg. 3.50	1.99	Mac-O-Lac Terps, Paint Thinner Gallon can	88c
Toilet Seat, Complete with hardware	3.88	Caulking Gun Cartridges	3 for \$1
Bissell Rug Shampoo Master	2.99	Baseball Gloves and Mitts	40% off
Recessed electric fixture, Complete, Ready to hang	30% off	Romex Wire, 14-2, 100 ft rolls	3c ft.
Michigan Peat, 80 lbs.	49c	Laundry Carts, Reg. 6.95	2.99

1c SALE ON WINDOW SHADES

Buy the first one at our low discount price . . . get the second one for just one cent. Cut to measure up to 36" . . . slightly irregular. All sizes available.

<b>TRAVERSE RODS</b> Eastern Gem	<b>MAC-O-LAC Shur Kote HOUSE PAINT</b> White, non-chalking house paint plus your selection of colors at no extra cost
28-48" . . . . . NOW 1.89	2.95 gal. 4 gals. 10.88
48-66" . . . . . NOW 2.69	
66-120" . . . . . NOW 3.89	

WE ACCEPT INTERNATIONAL CREDIT CARDS

**FEDERAL SUPPLY**

OPEN SUNDAY 10-4

**Birmingham Laundromat**  
1000 So. Adams Rd.  
1 Blk N. of Lincoln

**SOUTHFIELD at 12 Mile**  
OPEN THURS. AND FRI. TIL 9 P.M.

MI 4-8225

## Williams Elected Company Director

G. Bretnell Williams, 531 Kimberly, Birmingham, was elected to the board of directors at the annual stockholders' meeting of Cunningham-Limp company, nationwide designers, engineers, and builders, according to M. E. Cunningham, president.

Williams, who joined the company in 1957, was formerly an industrial engineering executive for Chrysler Corp. He was appointed a vice president of the company a year ago; and, in addition to administrative duties in the organization's Detroit headquarters offices, he has had complete charge of the company's financing and leasing services for clients.



WILLIAMS

## Four Area Men Attend Conference

Four Birmingham area insurance men and their wives recently attended the George W. Holt Agency's annual educational conference at Mackinac Island.

Among the guests who qualified for the meeting were Sam Richards, 2163 W. Lincoln, Birmingham; James P. Lowman, 931 Ridgevale, Birmingham; Eugene McIvane, 29242 Rock Creek, Southfield; and Ralph DeNio, 32800 Eastlady, Beverly Hills.

## Bramson Selected

Newest addition to the roster of National Business Publications, Inc., is Bramson Publishing Co., 975 E. Maple, Birmingham.

Thomas E. Bramson, 3083 Oak Hill, Troy, is company president and will be an authorized voting representative in association affairs.

**Cotton Rugs**  
washed and fluffed  
9x12 size or smaller

**Linens**  
sheets, pillow cases, tablecloths, etc., washed and carefully finished on our steam heated ironer.

**Shirts**  
washed, beautifully finished, and put in polyethylene bags to keep them clean.

## The trail leads to the Blazer



The classic 3 button navy blue blazer campus correct and a perfect teammate to our cambridge gray flannel trousers.

- FLANNEL TROUSERS . . . . . \$8.00 to \$16.00
- JR. BLAZER . . . . . \$19.50
- PREP BBLAZER . . . . . \$25.00
- YOUNG MEN'S BLAZER . . . . . \$32.50

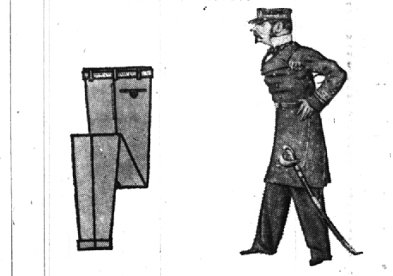
Slightly higher in slims and hushies

**The Prep Shop**  
Bartorial Refinements For Young Men

237 Pierce Birmingham MS. 6-6166

Member of the Birmingham Credit Plate Association

## The Crease That Always Stands at Attention



The crease that never stands at ease—because it's permanent for the life of the pants. Tailored to tapered perfection in wool and orlon and all wool worsted.

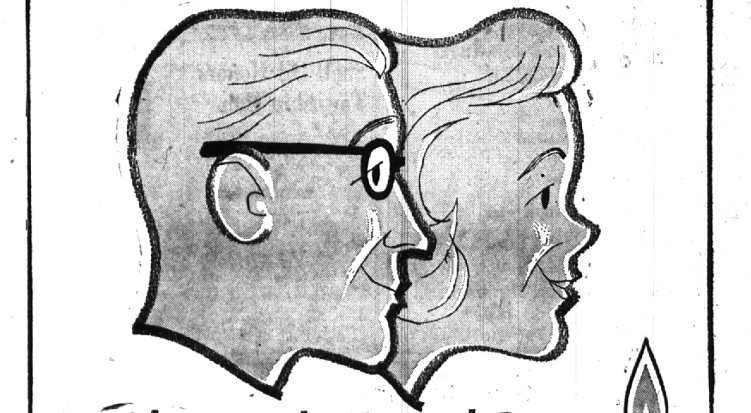
- Orlon Wool, 26 to 36 . . . . . 13.50
- Wool Worsted, 26 to 36 . . . . . 15.00

**The Prep Shop**  
Bartorial Refinements For Young Men

237 Pierce Birmingham MS. 6-6166

Member of the Birmingham Credit Plate Association

## Home means MORE to BOTH heads of the house...



with versatile Natural Gas

Running the house is easier and home life more pleasant for both Mr. and Mrs. when versatile Natural Gas keeps everything under control. With only finger-tip command, Natural Gas provides more comforts and conveniences, more free time, more space for living and more economy.

Natural Gas, teamed with attractive, modern Gas appliances, is an ideal fuel for the home. Silently and economically it fills the house with clean, even warmth all winter; does a fine, fast job of cooking, refrigerating food, drying clothes, consuming trash and garbage, heating water—all automatically. And the compact size of modern Gas units gives today's gas-equipped home more space for living.

Natural Gas provides carefree comfort, pushbutton convenience, and household economy . . . what else is there?

**CONSUMERS POWER COMPANY**

LIVE MODERN FOR LESS WITH... NATURAL GAS