

**The Birmingham Eccentric**  
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 Harry M. Hogan, Jr., Vice-President and Associate Publisher  
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 SUBSCRIPTION RATES  
 (In Oakland County) .....\$4.00  
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 Six Months (Outside Oakland County) .....\$4.00

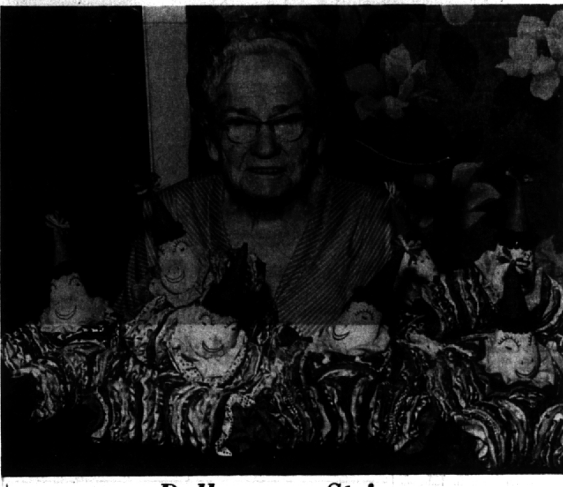
**Ingraham Appointed To Liaison Post**  
 When the State Legislature convenes for its 1962 session, City Commissioner Carl F. Ingraham will serve as Birmingham's contact man.  
 City commissioners appointed him Monday night to work through and with the Michigan Municipal League.  
 MI 4-1108 is a number for you to remember. Call it today and place your Birmingham Eccentric classified.

**Eighth Arden**



**CHRISTMAS PUFF-PUFF**  
 Lovely little surprise to discover in the toe of a stocking or under the tree—this Blue Grass Puff-Puff peeking out from its holiday box. In small size, 1.00; large, 1.50.

**Wilson's**  
 COSMETIC DEPARTMENT  
 Birmingham-Bloomfield Hills



**Dolls on a String**  
 Mrs. Gertrude Hillman sits at the dining table in her Birmingham home with some of the 300 clown dolls she has made in recent years. The dolls, made of layers of hand-sewn circles of material strung on elastic, are just the right size for miniature moms—mas to cuddle and carry.

**Behind The Store Fronts**

With **ANGUS MCKELLAR**

Probably at no other time of the year does the newspaper reader pay more attention to the advertisements than he does during the holiday season.  
 Definitely in the market for gift ideas, the reader studies the ads thoroughly. Yet, as it is with many of our modern conveniences, chances are he more or less takes them for granted. For this is the typical reader who properly be excused.  
 For instance, it isn't likely that anyone ever drew our mythical reader's attention to the mechanics behind Demery's ads.  
 In this example, Miss Esther Wagner heads up the four-girl advertising department down at the main store. Her staff handles all the details in the preparation of Demery's ads: copy, layout, and even photography. Of course, the "cuts" (plates) of illustrations are drawn outside, often by Printing Place Inc.  
 Invariably then, Demery's ad come to The Eccentric ready for the shop foreman to "mark up." That is, he specifies the size and kind of type for the linotype and make-up men, following as closely as possible the instructions from the advertiser.  
 Going a step further, the advertising agency often enters the picture in helping to produce an ad. An agency may vary in size from a one-man business to a large agency with offices in many countries.  
 Another new shopping center has opened in Birmingham. Located on Eton Rd., just north of E. Maple, the center includes the B. J. Barber Shop, The Glamour Nook Beauty Salon, and the "Go" coin laundry. The three are open for business.  
 The barber shop is owned by Mrs. Betty Fritch, who, as far as we know, is the only lady barber in Birmingham. The shop is equipped with three adult chairs, plus two "hobby horse" chairs for children.  
 The beauty salon—The Glamour Nook—is owned by Mrs. Bertha Renswick.  
 "Go" coin laundry is owned and operated by Vi and Bill Gerhard. Automatic dry cleaning facilities also will be installed.  
 A grocery and drug store will also be opened in the center.  
 Our congratulations to the Ron U-D Group Entertain B'ham High 12 Club.  
 The University of Detroit Musical Chorus, conducted by Director Don Large, presented a program at the meeting of the High Twelve Club Monday evening at the Birmingham Community House. Wives of members attended the program.  
 At the Dec. 11 meeting of the club, director H. M. Beamish, in charge of the fruit cake sales project announced that only five out of 135 cakes remained to be sold. Proceeds are donated to Camp Oakland.  
 Recently inducted members are Brothers Osborn Campbell, Burley Laurimora, William Walter, Graeme Supple, Douglas Lock, Victor Cramer and Norman Roth.  
 No matter what you have to sell, Birmingham Eccentric classified ads will do the best job for you. The cost is low, they are easily prepared and usually bring desired results.

**Municipal Court In Birmingham**  
 Before Judge Edward B. Emery  
 Dec. 20  
 Edmund D. Dionne, Pontiac, charged \$78 fine and court costs for reckless driving.  
 Russell J. Ervin, Auburn Heights, charged \$28 fine and court costs for disorderly conduct.  
 David H. Young, Rochester, charged \$30 fine and court costs and received six months probation for minor in possession of alcoholic beverages.  
 Robert E. Ott, Rochester, charged \$30 fine and court costs and received six months probation for minor in possession of alcoholic beverages.  
 John C. Legg Jr., 359 Harmon, Birmingham, charged \$4 fine and court costs for prohibited parking.  
 Thelma E. Dolan, 1866 Sheffield, Birmingham, charged \$10 fine and court costs for failure to yield right-of-way at an intersection.  
 Before Judge John C. Emery Jr.  
 Dec. 18  
 B. R. Dodds, 110 Harlan, Bloomfield Hills, charged \$4 fine and court costs for parking in prohibited zone.

**Wilson's**  
 OPEN EVERY NIGHT UNTIL 10  
 featuring Birmingham's Most Complete Cosmetic Department  
**WILSON DRUG CO.**  
 DISPENSABLE PRESCRIPTION SERVICE

**Shulton gifts for everyone you love**

**Old Spice FOR HIM**  
 New Set ..... 2.25  
 Travel-size After Shave Lotion, Stick Deodorant, Body Talcum  
 Pro-Electric Before-Shave Lotion 1.00

**Fragrance Gifts FOR HER**  
 Gold-Scintillated Spray Cologne, each 2.00  
 Escapade Desert Flower Friendship Garden  
 Early American Old Spice  
 Prices plus tax where applicable

**Wilson's**  
 COSMETIC DEPARTMENT  
 BIRMINGHAM BLOOMFIELD HILLS

**HOLIDAY TIME IS FORMAL WEAR TIME!**

**Matthew's**  
 Alterations for Ladies and Gentlemen  
 Open to 8:30 P.M. Every Evening 'Til Christmas  
 288 E. Maple — Briggs Bldg.  
 MI 4-1777 FREE PARKING IN REAR

**MIRRORS**  
 A special buy for Christmas. Large oval & rectangular. From \$9.95  
 Sizes: 21x30"; 18x26"; 16x27"  
**WOODCRAFT CO.**  
 Serving Satisfied Customers Since 1923  
 MI 4-424  
 1184 Grant, So. of Lincoln Birmingham

**The Best Of The Holidays WITH FINE LUGGAGE FROM HARRISONS**  
 Excellent Gift For Career Girls, Students, Travelers, Mothers

**Totables**  
 Genuine NAUGAHYDE

TOTALBLES are beautifully tailored and as strong as the girl who carries it! There's room for cosmetics, jewelry, hairdressing items... anything a girl needs! Use it for shopping, beach bag, motor trips... Can be carried aboard the plane as hand luggage! Exciting new finishes... see them now!

Everything In Neatly Arranged Compartments \$10.95  
 At Fingertip Touch! \$15.95

**Samsonite Silhouette**  
 Trim, uncluttered exterior lines. Made with lightweight magnesium, the jet age metal. Designed with a lock in sight, yet locks open at a touch.

We Feature Skyway Val Paks Grasshoppers

See Our Fine Assortment of Attache Cases... Brief Cases... Billfolds... Utility Kits  
 Gold Stamping Free On All Purchases  
 — OPEN EVENINGS —  
**Harrisons** Luggage & Leather Goods  
 303 E. Maple Between Hunter & Woodward MI 6-8088

The new-born, high-born perfume from France



**Madame Rochas**  
 Perfume, Parfumatizer, Cologne, Dusting Powder  
 from \$5 to \$100 plus tax  
 parfums MARCEL ROCHAS

**Wilson's**  
 DRUG COMPANY  
 BIRMINGHAM BLOOMFIELD HILLS

**Prep Shop**  
 237 Fifth Birmingham MI. 6-2100

It's a double header. The ultimate in sweaters by Gino Paoli, from Italy. Reversible worsted V necks, or turtle necks.  
 Jr. 16.50 Prep 78.00  
 Open every night 'til Christmas except Saturday 'til 5:30

**MARK WESSEL**  
 Studio at 8815 Old Indian Trail Orchard Lake  
 Phone 682-1432

**FURRIER**  
 Restyling Redesigning Reasonable Prices  
 Mary Clever 1908 Shuman Blvd Birmingham, Mich. MI 4-9720

**Wilson's**  
 Can "Wrap-Up" Your Last Minute Gift Problems Now!

Check this List for Gifts for Everyone!

<input type="checkbox"/> Fine Perfumes	<input type="checkbox"/> Revlon Gift Sets
<input type="checkbox"/> Men's Billfolds	<input type="checkbox"/> Gift Wrappings
<input type="checkbox"/> Sheaffer Pens	<input type="checkbox"/> Pipe Racks
<input type="checkbox"/> Timex Watches	<input type="checkbox"/> Boxed Candies
<input type="checkbox"/> Gift Boxed Cigars	<input type="checkbox"/> Atomizers
<input type="checkbox"/> Fancy Bath Powders	<input type="checkbox"/> Lipstick Cases
<input type="checkbox"/> Cigarette Lighters	<input type="checkbox"/> Travel Kits
<input type="checkbox"/> Educational Toys	<input type="checkbox"/> Manicure Sets
<input type="checkbox"/> Little Lady Cosmetics	<input type="checkbox"/> Compacts
<input type="checkbox"/> Imported Soaps	<input type="checkbox"/> Table Lighters
<input type="checkbox"/> Cigarettes	<input type="checkbox"/> Men's Toiletries
<input type="checkbox"/> Colognes & Sets	<input type="checkbox"/> Kodak Cameras
<input type="checkbox"/> Pipes \$1 to \$26.50	<input type="checkbox"/> Clocks
<input type="checkbox"/> Fine Bath Oils	<input type="checkbox"/> Comb and Brush Sets

FREE GIFT WRAPPING SERVICE!


**Christmas Candy**  
 A Merry Gift for All

**Fanny Farmer CANDIES**  
 OF MATCHLESS FLAVOR

Boxed Assortments From \$1.00 to \$6.00  
 ★ OTHER FAVORITES SURE TO PLEASE ★  
 Gilbert ★ Schraft ★ Brach ★ DeMet's ★ Tobler  
 Hard & Sweet Filled Christmas Candy from 50c  
 Kiddy Pops,  
 Candy Canes & Ribbon Candy, Too!

AFTER THE RUSH IS OVER FOR A WONDERFUL FEELING—USE LACTOPINE

**SWISS PINE BATH OIL**



SAY YES! TO LIFE—FIND NEW HEALTH AND BEAUTY IN YOUR DAILY BATH WITH NATURE'S CENTURIES-OLD SECRET.

**LACTOPINE BATH OIL.**  
 The Genuine Swiss Pine Needle Concentrate!

Doctors prescribe LACTOPINE as a specific cure for tension, nervous exhaustion and insomnia. Beauticians boast of LACTOPINE'S miraculously swift, soothing, smoothing effect on the roughest skin. And You'll bless LACTOPINE simply because it is so luxurious in your bath yet costs so little, from \$1.25 to \$4.00

**WILSON'S, Birmingham's Largest & Most Complete Cosmetic Dept.**

**Wilson's**  
 DRUG COMPANY

Daily Deliveries From All Store Departments

**BIRMINGHAM** Woodward at Maple MI 4-5600  
**BLOOMFIELD HILLS** 71 West Long Lake Road MI 7-2300