

Most of mankind becomes so interested in the comparatively little worlds that interest them that they are unaware of the tremendously important changes going on all about them . . . changes in their social, political, economic and even international relationships. They "reside on the comfortable and convenient slopes of belly-full-o' food, also g'v't-takes-care-me."

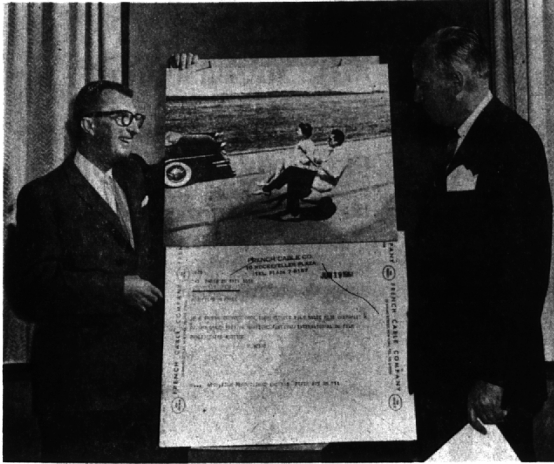
# The Birmingham Eccentric

BIRMINGHAM, MICHIGAN

Thursday, July 6, 1961

SECTION  
B

## BUSINESS NEWS



### Commercial Wins Award

Jack Izard, 2521 Cheswick, Birmingham, Chevrolet advertising manager, left, and Colin W. Campbell, 2955 Broadway, Bloomfield Township, executive vice president of Campbell-Ewald advertising agency, display a blowup from a Chevrolet television commercial that won the top overall award at the International Advertising Film Festival at Cannes, France. Also shown is the cable that announced the award.

### Unwin Among 600 At Design Conference

Among the 600 delegates to the 11th annual International Design Conference in Aspen, Colo., recently was C. Bruce Unwin of 4725 Tully Rd., Bloomfield Hills. Unwin is associated with McManus, John and Adams Inc.

Theme of the Aspen meeting was "Man/Problem Solver." Designers, educators and business executives from the United States, Canada, England, Germany, Russia, Japan, Mexico and Ceylon are attending the event.

### Pappert Appointed Regional Manager

Edward Pappert, 5617 Kolly, Manager with headquarters in DeBloomfield Township, of the United States Gypsum Company, has been appointed Regional Sales Gypsum as sales correspondent in

1947. He held various sales positions until 1954 when he was promoted to district manager at Pittsburgh. In 1957, he moved to Long Island, N. Y., as district manager, and became division manager at Detroit in 1959.

**Kresge's**  
*The family's choice*

**MANAGER SPECIALS**

Thursday  
Friday  
Saturday

July 6, 7, 8

Harvey Kresge, Mgr.

### Dick Page Forms Sales Promotion, Marketing Agency

Richard C. Page, 20655 Glenhill, Birmingham, has formed Page Advertising, a consumer and industrial agency providing complete services including advertising, sales promotion, merchandising, and marketing services.

Formerly an account executive with McManus, John & Adams, Inc., J. Walter Thompson, and Campbell-Ewald, Page has been in advertising for over 14 years. His experience covers all phases of the communications industry as well as considerable retail and wholesale selling. The new offices are located at 225 East Maple in Birmingham.

### Nolta At Meeting

Don Nolta, 283 Daines, Birmingham, of the Nolta Insurance Agency of The Columbus Mutual Life Insurance Company, Columbus, Ohio, attended a four-day Company Convention at the Stanley Hotel in Estes Park, Colorado. Nolta earned the right to attend the Convention by being named as one of the leading agency heads in the Company in 1960.

Looking for a job . . . a home . . . a special service? See the Want Ads.

### POTTER Moving & Storage Co.



no. 1 specialist in storage! agent of



### POTTER Moving and Storage Co.

2253 COLE MI 4-4612

No. 1 on U.S. Highways  
No. 1 in Service  
No. 1 in Your Community

**Hazel Bishop Hair Spray**

**1/2 Price Sale**

● Salon Styling Formula  
● 14-oz. Aerosol can NOW **89¢**  
● Regular \$1.80

100% Facial Quality  
**Tissue Toilet**

Re-usable Poly Bag  
**10 Rolls 99¢**

**CUSTOM PICTURE FRAMING**  
Your favorite canvas, water color or prints  
**EXPERTLY FRAMED**  
Select your frame from many beautiful styles and finishes  
**KRESGE'S—BIRMINGHAM**  
**KRESGE'S—NORTHLAND CENTER**

West Maple at Henrietta, Birmingham

**CHARGE IT at KRESGE'S**

Our entire stock of summer shoes. Also fine selection of year round styles. Don't miss this semi-annual event . . . come in and save.

**semi-annual SALE**

**FREEMAN SHOES FOR MEN**

VALUES TO \$16.95  
now **\$11.90**

VALUES TO \$21.95  
now **\$16.90**

*Other Freemans proportionately reduced*

SELECT GROUP OF **Banister SHOES**  
were \$31.50 to \$36.50  
now **\$24.90 and \$27.90**

**Higgins and Frank**  
OF  
BIRMINGHAM, MICHIGAN  
268 W. MAPLE RD.

**Higgins and Frank**

**Semi-Annual SALE**

Men's Clothing and Accessories

● Neckwear	● Walk Shorts	<b>1/3 Off</b>
● Shirts	● Beach Wear	
● Sport Shirts	● Straw Hats	

Selected Groups From Our Regular Stock

**MEN'S SUMMER SUITS**

Cool, wrinkle resistant blends. Dacron and wool, dacron and rayon, dacron and cotton, mohairs. No charge for alterations.

**20% Off**

Selected Groups of Boys' Clothing and furnishings	<b>1/3 Off</b>
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**Higgins and Frank**  
OF  
BIRMINGHAM, MICHIGAN  
268 W. MAPLE RD.

**Birmingham**

Parking in rear of store

SUMMER HOURS 9:30 to 5:30 DAILY

VISIT OUR BOYS' DEPT. ON THE LOWER LEVEL

**Enduring styling**

Cadillac styling has always been styling with a purpose. Even Cadillacs of 5, 6, or 7 years ago are instantly recognized and respected as Cadillacs. This continuity of styling—rather than change for change itself—has been an important factor in maintaining Cadillac's famed resale value. The 1961 Cadillac is designed to enhance Cadillac's fashion leadership among the world's fine cars . . . and to protect your investment for years to come.

VISIT YOUR LOCAL AUTHORIZED **Cadillac** DEALER  
**WILSON PONTIAC-CADILLAC, INC.**  
1350 N. WOODWARD AVENUE, BIRMINGHAM