

# The Birmingham Eccentric

BIRMINGHAM, MICHIGAN

Thursday, July 13, 1961

SECTION  
B

Olsen's Market

VISIT THIS FRIENDLY, VILLAGE-TYPE MARKET

COME OR PHONE MI 4-1916 PHONE OR COME

FANCY AGED BEEF

Also choice lamb, pork, veal, chickens, ducks, turkeys and fresh fish—prepared by master butchers for proper cooking and convenient serving. Home-made ham loaf, farm-style sausage, ham salad, potato salad, Olsen's famous Spickled Pig Hocks, Etc., Etc.

STAPLE & FANCY GROCERIES

(Including many imported food products) FRESH FRUITS & VEGETABLES

Delightful, hand-woven baskets from all over the world

FREE DAILY DELIVERY

BIRMINGHAM, BLOOMFIELD HILLS, BEVERLY HILLS, ETC. STORE HOURS: 9 TO 4 MONDAY THRU SATURDAY Ask for: Morris, Harold, Phil, Bob, Pat

407 Brown "We Deliver" Established 1924

Want Ads cannot be accepted after 5 p.m. each Tuesday

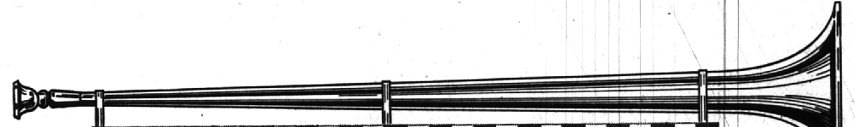
OPEN SUNDAY 10-4



Federal Hardware and Supply are proud to make this exciting announcement!

FEDERAL HARDWARE SUPPLY

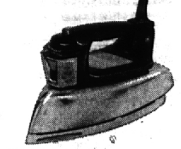
SOUTHFIELD at 12 Mile KE 7-8150 — EL 6-7300 OPEN THURS. AND FRI. TIL 9 P.M.



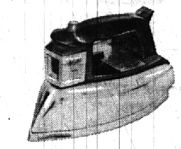
THEY ARE HERE!



**CHEF-MATE**  
A whole staff of appliances all in one! Interchangeable Mixer, Blender, Juicer, Knife Sharpener, and Coffee Grinder—all powered by one compact control base. \$19.95



**STEAM-AND-DRY IRON**  
Exclusive new construction makes this the only steam-and-dry iron in the world that provides perfect steam at all heat settings, for all fabrics! \$12.95



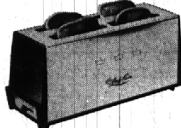
**SPRINKLE-SPRAY IRON**  
Sprinkles, steams, dry-irons! Steams vertically for drapes, upholstery, clothes on hangers. Uses plain tap water. \$17.95



**TWO SLICE TOASTER**  
Wonderfully fast, efficient! Toasts a single slice as well as two-at-a-time—to your choice of toastness. \$16.95



**DELUXE TWO-SLICE TOASTER**  
This completely automatic toaster lowers the bread, raises it in seconds—toasted to your preference. \$18.95



**FOUR SLICE TOASTER**  
Toasts one, two, three or four slices—quickly, evenly! Perfect family size toasters. \$17.95



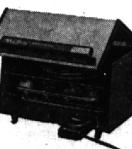
**AUTOMATIC COFFEE MAKER**  
Makes 2 to 9 cups of perfect coffee—quickly! Contoured of gleaming stainless steel. Completely immersible. \$18.95



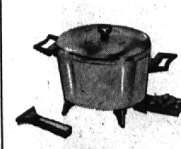
**AUTOMATIC FRY PAN**  
Table cookery at its finest and most beautiful! 11" pan—\$16.95, cover—\$2.95 12" pan—\$18.95, cover—\$3.45 Detachable long handle—\$1.95



**GRIDDLE/WARMER TRAY**  
It's a table griddle! It's a table server! Unique self-storing warmer tray gives you two appliances in one! \$15.95



**PORTOVEN**  
Plug it in anywhere! This automatic portable oven bakes, roasts, cooks, warms—to perfection. Fully insulated. \$21.95



**FIVE QUART COOKER**  
Dutch oven, stew pot, pot-roaster, deep fryer! Serves soup, stew, at the table—beautifully! With basket and cover. \$14.95 Detachable long handle \$1.95



**MASTER KEY CONTROL UNIT** FITS ALL LADY CASCO AUTOMATIC APPLIANCES. PLUGS IN TO COOK FOODS AUTOMATICALLY, PERFECTLY—DETACHES TO LET YOU WASH APPLIANCES COMPLETELY. \$4.95



DESIGNER MATCH-MATES FASHION-COORDINATED PORTABLE APPLIANCES WITH... A NEW LOOK OF MODERN LUXURY... A NEW CONCEPT OF MODERN PERFORMANCE

Among the happiest of people are those who have developed a fairly constant habit of "listening". So often, during conversation with another, one is inclined to interrupt... or to allow his thoughts to wander off... thus preventing himself from getting the whole of another's audible statements. Just as you may disapprove being interrupted, perhaps the one speaking to you feels likewise. Being a good listener is a valuable habit.

## BUSINESS NEWS

### Volkhardt Joins Diehl as Analyst

William T. Volkhardt, 31920 and Co., a management consulting firm in New York City. He was joined the Diehl Manufacturing Company, Somerville, N.J., as a marketing analyst. His work will be in the field of marketing research for the company's product lines.

His work there was in the field of diesel engines, gas turbines, and reinforced plastics.



CURTIS SWOYER

### Gerick Retires From Mobil Oil

Walter J. Gerick of 23101 Sager Court, Bingham Farms, has retired after 32 years of service with Mobil Oil Co. He was controller for the company's Detroit marketing division.

Gerick will be retiring exactly 45 years to the day after his arrival here in Detroit, July 1, 1916. Prior to joining Mobil Oil Co. in 1929, he worked for Ernst & Ernst as a public accountant and in the financial office of Hagan Real Estate Exchange.

He was recently honored for his 25 years as a member of the A.P.I.M. Tax Advisory Committee at a testimonial luncheon. John D. Clancy of Standard Oil Co. presented Gerick with the first service plaque ever given by the committee to a member.

### J. Thompson Promotes Two Area Ad Men

Two Birmingham area members of the Detroit office of J. Walter Thompson Advertising Agency have been promoted to vice presidents.

The new vice presidents are: Lester R. Curtis, 10069 Buckingham, Beverly Hills, manager of the company's Detroit office editorial department, and Joseph D. Swoyer, 354 N. Reading, Bloomfield township, account supervisor, Ford Dealer Advertising Association.

Both men will serve on the company's Detroit office operations committee.

CURTIS JOINED J. Walter Thompson in 1945. In 1946 he transferred to the Detroit office editorial department where he served as copy and promotion writer, senior copywriter and copy supervisor.

He was assigned to his present position in 1950. Swoyer joined the company in 1954. He has served as field representative in the Chicago and Los Angeles field offices before coming to the Detroit office as an account representative in 1958.

### Seven Area Men Upped At Bell Co.

Seven Birmingham area men last week received top-level promotions at the Bell Telephone Co.

Henry W. Goodman, 18712 N. dol, Southfield, vice president-revenue since 1956, was advanced to the new post of vice president-planning.

Donald E. McGaw, 755 Redding, Birmingham, was named to replace Goodman as vice president-revenues. Charles K. Esler, 745 Robinhood, Bloomfield Township, was selected assistant vice president of the long lines department of the American Telephone and Telegraph Co. at New York.

New department heads named include Lloyd J. Haynes, 208 N. Williamsbury, Bloomfield Township, general traffic manager; Edward L. King, 3828 Top View, Bloomfield Township, general plant manager; Arthur J. Dunn, 1561 Tully, Bloomfield Hills, assistant vice president-public relations; and Merle W. Slack, 367 Puritan, Birmingham, assistant vice president-revenues.

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

## DUBUC Sales & Service

Floor and Carpet Care Equipment IS HAPPY TO ANNOUNCE A NEW IDEA IN VACUUM CLEANERS WHICH WILL ENABLE YOU TO ELIMINATE THE BROOM, DUST MOP, AND CARPET SWEEPER FOR THOSE QUICK, EASY PICK UPS.

See the NEW **HOOVER Lark**

Only 7 pounds... away go the crumbs on the dining room rug or the dust on the bare floor. Handy throw-away bags. Gets under low furniture. Can be hung on a hook. Only \$39.88

**HOOVER POLISHER**  
Scrubs, waxes, polishes only \$29.95

**HOOVER Constellation**  
The famous cleaner that "Walks on Air" only \$49.95

IDEAL FOR THE COTTAGE OR CABIN

MI 4-3044

1287 S. Woodward Between Lincoln & 14 Mile Rd. YOUR FACTORY AUTHORIZED HOOVER REPAIR SERVICE

For Carefree Comfort **HEAT with natural GAS**

★ DEPENDABLE  
★ THRIFTY  
★ CLEAN

**GAS HEAT** provides you with thrifty, clean, dependable heat with no delivery or storage problems. Thrifty, low-cost natural gas heat means a more comfortable, cleaner home no smoke, no soot. You will be in for additional savings when you install air conditioning for your whole house because the same circulating system works for both heating and cooling. This is only one of the many ways modern gas service can bring automatic, modern living into your home. Call your Natural Gas Heating Dealer or Consumers Power Company today and learn how easy it is to convert to Modern Gas Heat and enjoy real comfort this winter!

Today 5 out of 10 new homes are heated by Gas—AMERICA'S MOST DEPENDABLE FUEL.

**CONSUMERS POWER COMPANY**