

The open admission that you have made a mistake is not an admission of weakness. Indeed, it is evidence of an inner strength, of personal courage and sincere humility. Further, it is admitted proof that you have learned better than to try to defend a mistake... usually, how can one successfully defend a negative condition, anyway? Admitting your mistake may cause others to do likewise, too.

# The Birmingham Eccentric

BIRMINGHAM, MICHIGAN

Thursday, July 20, 1961

SECTION  
B

## Bates New Boss Of Ford Marketing

The appointment of Robert E. Bates, 285 Larches, Birmingham, as manager of the marketing plans department, marketing office, Ford international staff, has been announced.

Prior to his present appointment Bates was market representation manager, Ford central marketing staff. He joined Ford Motor Co. in 1958 in the Lincoln-Mercury division district sales office in St. Louis.

He subsequently held a number of marketing posts in the Chicago district and midwestern regional sales offices and at the time of his appointment in 1957 as market representation manager, he was assistant district sales manager in Buffalo.

# BUSINESS NEWS

## Behind The Store Fronts

With  
ANGUS  
MCKELLAR



If you want to catch a bad case of wanderlust, chat a few minutes with Mr. and Mrs. John Fawcett, of J. Fawcett & Company (Hardware), who have just returned from a two-week visit into the far reaches of Northwest Ontario to Red Lake, which marks the end of the road, for now.

We say for now because the Fawcetts tell us of vast untapped recreational areas which our northern neighbor is rushing to open up with new roads both for their own convenience and for the enjoyment of city-locked Americans.

The Fawcetts also visited Manitoba. They report motel rates about the same as in the U.S. One difference is that most motels were provided with completely equipped kitchens. This is particularly true, they said, of the well known Lake-of-the-Woods recreational area which extends from Ontario into Manitoba.

MRS. FAWCETT'S parents homesteaded on the vast prairie reaches of Manitoba, not far north of the North Dakota international boundary line.

But like so many childhood scenes and memories, the prairie too has changed. Where once the prairies stretched as far as the eye could see, much of it today is covered with small brush, the product of modern fire control methods. Formerly, Mrs. Fawcett said, great prairie fires were started by sparks from railroad engines.

Our mention of the Fawcett family would not be complete without a word of son Allen (Bob) Fawcett spending his two weeks of training with the National Guard at Camp Grayling.

**BIRMINGHAM BONUS** Days are coming to town again Thursday, Friday and Saturday, July 27, 28, and 29. Area shoppers can count on a great many exceptional buys, as merchants plan to go all out in creating a holiday mood for the three day selling jamboree, according to Martin Frank (of Higgins & Frank) who is in charge of promotion for the event, which is sponsored by the retail division of the Birmingham Chamber of Commerce.

The Bonus Days bargains were first staged in Birmingham in

## Webb Appoints Dave Clark

David C. Clark, 381 Wellesly, Birmingham, has been appointed manager of the merchandise sales division of the Jervis E. Webb Co., Detroit conveyor manufacturer.

Immediately prior to this appointment, Clark was sales manager of the Webb Forging Co.—a position he held since 1958.

His background includes over thirteen years of engineering and sales experience with the Webb organization.

In addition to his sales duties, Clark will assume the administrative responsibility of treasurer and a directorship of the Webb Co.

## Bodette Selected By Florists' Group

John L. Bodette, 869 Lakeview, Birmingham, general manager of Florists' Telegraph Delivery Association headquartered in Detroit, has been re-elected secretary and Treasurer of Interflora, Inc., the international flowers-by-wire network.

Bodette was re-elected in Chicago at a recent three-day meeting of the board of directors of Interflora, which is composed of FTD and two flowers-by-wire groups operating overseas, Fleurport and British Unit Interflora.

Through Interflora, florist members of Fleurport, British Unit Interflora and FTD can send flowers to 188 countries in the world.

## Finlay New Director

Bliss R. Finlay, 3612 Roland, Birmingham, has been appointed a director of the Detroit chapter, National Association of Accountants,

for the year commencing July, 1961. Finlay will direct employment activities for the chapter. Finlay is employed in an executive capacity at Ernst & Ernst.

# BIG REDUCTIONS

Store-Wide  
July  
Clearance

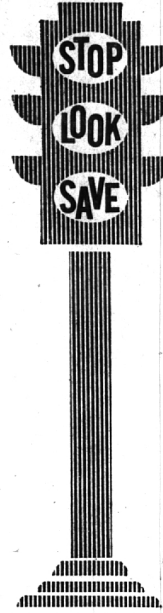
We Deliver — Charge Accounts Invited

F. J. Mulholland Co.

BIRMINGHAM

233 North Woodward

MI 4-9111



# July Clearance


summer apparel

savings up to 1/2 Off

Dresses Skirts  
Co-ordinates  
Bermudas Blouses

Kay Baum  
BIRMINGHAM

166 W. Maple  
Daily 'til 6:30, Fri. 'til 9



# UNCLE JOHN IS HERE

Aunt Sonya, too!



**Bontex**  
room darkening  
WINDOW SHADES  
Keep sunlight out  
Keep lamp light in

You get longer, deeper sleep in the daytime... no more "shad out movies" on your window shades at bedtime. Bontex room-darkening shade cloth is close-woven fabric, fused with high quality plastic. Light stays in or out.

- Scrubbable with soap, water & brush
- Won't pinch, fade, crack or fray.

Ask for Bessenger's Bontex Shades

Priced From \$2.99  
(on your roller)

THERE'S EVERYTHING FOR WINDOWS AT...

**BESSENGER'S**  
(Family owned and operated for over 34 years)

**CHARGE ACCOUNT**  
Special

TWO STORES

Northland Center Store  
(Facing Stouffer's)  
Enter Lot H  
EL 6-0831

FERDALE STORE  
2355 Woodward  
at Oakridge  
LI 1-4936

...extending you a great big welcome to...

Uncle John's

has come right into the heart of greater Birmingham

And whenever Uncle John hangs up his sign and beats up his griddle, the happy pancake lovers gather.

For what's better than a good blueberry pancake... unless it's a stack of them?

Or some Iowa Corn Cake with boysenberry syrup, French pancakes, Manhattans, African Bananas, or Date-nut. Uncle John has translated his pancakes into 39 languages including the Scandinavian.

He makes 'em into goodies that are slashed for breakfast, luncheon, dinner or snacks.

And there's astonishing variety like Chicken 'n'it Waffles and Old Fashionable Creamed Tuna on Waffles and even Eggs "Uncle" Benedict!

Don't wait. Get acquainted today with Uncle John and his 39 varieties of world famous pancakes.

Open Today 6 A.M.

'til Wee Hours of the Morning.



PANCAKE HOUSE

WORLD FAMOUS PANCAKES

1360 South Woodward

(Between 14 Mile Rd. & Maple Rd., MI 4-2727)

- 39 Old Fashioned BUCKWHEAT PANCAKES
- CHOCOLATE PANCAKES
- STRAWBERRY PANCAKES
- AFRICAN BANANA PANCAKES
- GINGER BREAD PANCAKES
- POTATO PANCAKES
- DATE-NUT PANCAKES
- BLUEBERRY WAFFLE

- MANHATTAN PANCAKES
- SWEDISH PANCAKES
- IOWA CORN PANCAKES
- BLUEBERRY BUTTERMILK PANCAKES
- FRENCH PANCAKES
- WHOLE WHEAT PANCAKES
- APPLE PANCAKES
- ONION STRAWBERRY WAFFLE