

Herbert Fisher, 487 Arlington, Birmingham, has been named advertising and sales promotion manager for Lincoln-Mercury division. Fisher formerly was marketing research manager for Lincoln-Mercury. He now will direct the division's advertising, sales promotion and display and exhibits activities. Fisher joined Ford Motor Co. in

June, 1959. Previously, he had been director of consumer research for Chrysler Corp.; associate director of market research for the J. Walter Thompson Co., New York; and a member of the Leo Burnett advertising agency staff in Chicago. 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.



Peck's Men's Wear
108 South Woodward
Midwest 4-7724

JEAN KERR KETCHUM

Republican Candidate for
Constitutional Convention Delegate
3rd Representative District, Oakland County

- Has specialized in state constitutional revision
- Has served on state governmental commissions
- Represents no special interest group
- Can give FULL TIME to convention duties



SEND KETCHUM TO CON-CON
VOTE TUESDAY, JULY 25



"Uncle" John Dahl, owner of the chain of Pancake Houses across the country, is shown flipping over his new Pancake House at 1360 Woodward, Birmingham. The colonial-style restaurant can accommodate 180 guests.

**Uncle John
Opens New
'Cake' House**

A \$200,000 Uncle John's Pancake House opened Monday at 1360 Woodward, Birmingham.

The 4,600 square foot building is decorated in red and white Early American design, following the same decor used in 31 other Uncle John pancake houses in the U. S. The restaurant, which can accommodate 180 guests, features 29 pancake specialties.

"UNCLE" JOHN DAHL, originator of the chain, has helped to bring about a revival of the long-time favorite American food.

"The old version of the pancake surry has changed," Dahl said. Herb Applegate, president of Uncle John's of Michigan, expects to open seven more pancake houses in Michigan by 1962.

Applegate is vice president of the Food Services Executive Association and is owner of the Prime Reef House, Dearborn.

Applegate said that Uncle John's Pancake House is employing 48 Birmingham area people.

**Agency Awarded
Tape Account**

MacManus, John and Adams has been awarded complete advertising responsibility for the retail tape and ribbon division of Minnesota Mining & Manufacturing Co., according to Ernest A. Jones, 290 Cranbrook, Bloomfield Hills, president of the advertising agency.

The new business, effective January 1, 1962, includes Scotch Brand Tape and Sashen Brand Ribbons, Jones said. The agency already handles advertising for several other 3-M divisions.

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.

**SATURDAY
BANKING
for your
CONVENIENCE**

In a suburban community, the man in the family is often away at work during weekday banking hours. Personal and family banking needs are put off 'til the weekend. It's the natural time to attend to errands which accumulate during the week, and it's the convenient time to do your family banking. That's why we're open every Saturday morning from 9:00 to 12:00. It carries out the spirit of the "village bank"—and is an example of community service tailored to your personal financial needs. Come in this Saturday!

3%
**PAID ON
SAVINGS**

**DOWNTOWN
DRIVE-IN
WALK-UP
FACILITIES**

Your local bank offers you the further convenience of a drive-in window and a walk-up window in the heart of downtown. You'll like banking here!



**BIRMINGHAM-BLOOMFIELD
BANK**

250 MARTIN ST. (½ Block East of Post Office) BIRMINGHAM • Midwest 7-2500
OPEN: MONDAYS THRU THURSDAYS—9:30 A.M. to 4 P.M.
FRIDAYS - 9:30 to 6 P.M. • SATURDAYS - 9 A.M. to NOON

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

DIRECTORS:

- Martin L. Butzel
- F. Douglas Campbell
- Edwin O. George
- C. Allen Harlan
- Merritt D. Hill
- Stephen C. Miller
- Donald H. Parsons
- W. Calvin Patterson
- Kenneth C. Tiffany
- Robert VanderKloot
- Charles D. White
- G. Bretnell Williams

**EXCLUSIVE
NEW '61 FORD "X-100"
Available Only At
HAROLD TURNER**

You'll Love the Styling
and Look at the
Price



*Includes Standard Factory Equipment
Includes All Federal Taxes
Does Not Include State Sales Tax



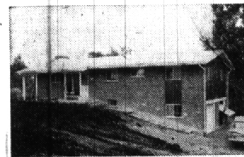
OVER 100 CARS ON DISPLAY
Winner of Ford Distinguished Achievement Award

HAROLD TURNER FORD

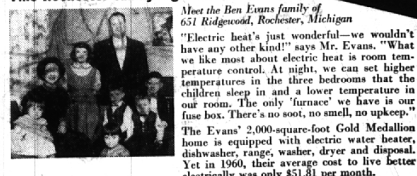
464 So. Woodward

MI 4-7500

**NEW HOME?
CHOOSE FLAMELESS
ELECTRIC
HEAT...**



This Rochester family's glad it did!



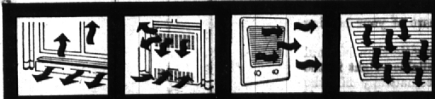
Meet the Ben Evans family of 651 Ridgewood, Rochester, Michigan

"Electric heat's just wonderful—we wouldn't have any other kind!" says Mr. Evans. "What we like most about electric heat is room temperature control. At night, we can set higher temperatures in the three bedrooms that the children sleep in and a lower temperature in our room. The only 'furnace' we have is our fuse box. There's no soot, no smell, no upkeep." The Evans' 2,000-square-foot Gold Medalion home is equipped with electric water heater, dishwasher, range, washer, dryer and disposal. Yet in 1960, their average cost to live better electrically was only \$51.81 per month.

Only electric heat offers so many advantages

This family knows you can't heat electric heat for a new home. Because it's flameless, electric heat is the cleanest method there is—walls and furnishings stay clean with less care. And with electric heat, you get uniform warmth and comfort at a turn of a dial. There's no need to start up an entire system to get extra warmth in one room. Electric heat may cost more, but Edison's Budget Billing Plan equalizes heating costs over the year.

If you're buying, building or remodeling, you'll find it worth while to check the many exclusive advantages of built-in electric heat. For all the facts, fill out and mail coupon below. We'll send you a copy of the free illustrated booklet "ELECTRIC HOME HEATING."



Flexible electric units meet every heating need: Built-in electric heating systems may be baseboards; forced air units or radiant panels set in walls; cable embedded in ceilings.

**DETROIT
EDISON**

Detroit Edison
Room 350
2000 Second Avenue
Detroit 26, Michigan
Please send free
illustrated booklet
"ELECTRIC HOME
HEATING."

Name _____ (please print)
Address _____
City _____