

# THIS SPECIAL ENVELOPE

CONTAINS YOUR 'Quiet Doorbell Insurance'!

Starting June 19 — and continuing through July 29, several dozen area high school students will be soliciting new subscriptions to The Birmingham Eccentric.

These students will be vying for top awards of two \$500 college scholarships or a travel-education trip to historical Bermuda.

So that these students can identify you as a REGULAR SUBSCRIBER, we are supplying you this special sticker. Put it above or below your front doorbell. Students going through your neighborhood will see it — and not ring YOUR doorbell.

TO USE THE STICKER: peel the protective paper from the back, exposing the adhesive surface. (It can be easily removed later.) It's now ready to apply ABOVE or BELOW your front doorbell. Keep it there until July 15. It's your "QUIET DOORBELL INSURANCE"!

## ANNOUNCING A REMODELED, MODERNIZED, & CHALLENGING MINIATURE GOLF COURSE

If you like a challenge, here's one. This course is about the toughest around — and the most fun. We'll give you a Free game if you make a Hole-in-one on No. 17 the "Whirlbridge."



**SPECIAL OFFER**  
This coupon good for Special Price of 35 cents for you and your guests (up to 3 Guests). Good thru July 15, 1961.  
Name \_\_\_\_\_  
Address \_\_\_\_\_  
Limit: One Per Person

**MAPLE GOLF RANGE**  
A Jim Robbins Co. Enterprise  
1550 E. MAPLE AT STEPHENSON  
Across from Troy Drive-In Theater

### The Birmingham Eccentric

Thursday, June 22, 1961

## BIRMINGHAM, MICHIGAN SECTION B BUSINESS NEWS

### Cole Emphasizes Role of Auto Service Man

The key role of the automotive service man in customer satisfaction was emphasized recently by Edward N. Cole, 1971 Kirkway, Bloomfield Township, general manager of Chevrolet.

Appearing before some service managers brought to Detroit to equip them for new and broader responsibilities under the company's owner relations program, the executive declared: "In the past the wholesale service representative was the fellow who knew how to fix cars. He was the doctor summoned for critical mechanical operations.

"This is true today, but in the rough competitive market that lies ahead he must command far more than a back shop knowledge. He must be able to relate the importance of the service department to the overall success of the dealership. Only if he is familiar with all retail problems can he promote effectively the cause of his service and the development of the dealer service to its full potential."

### Barnett Promoted To Field Manager

John J. Barnett of 3656 Bradford, Bloomfield Township, has been promoted to manager of field operations in the eastern half of the United States for the Chevrolet Motor Division.

Until his present appointment, Barnett was car distribution manager of the Detroit region. His new position, with headquarters in the Chevrolet Central Office, Detroit, will involve coordination of field procedures and operation in 23 zones of the Chevrolet field organization.

He also has held posts of warehouse supervisor, assistant parts and accessories manager, district and zone manager in the Chevrolet field organization.

### Fisher Gives Speech

Ray Fisher, 31223 Pierce Ave., Beverly Hills, sales training manager for Hirschbach Corp., was principal speaker at a convention of the National Society of Sales Training Executives held Saturday through today at Williamsburg, Va. Fisher, a member of the society since 1957, will discuss "Intelligent Planning to Control Expenses."

## Behind The Store Fronts

With ANGUS McKELLAR

One of Birmingham's oldest flower shops, Bany Flowers, on Willett — just off Woodward — was founded 22 years ago by brothers Bob and Russell (Bill) Bany. The shop's wood paneling and attached greenhouse combine to form a pleasant atmosphere. Very few florists raise their own flowers anymore, commented Bob Bany. Fast air transportation now make it possible for a florist to telephone California around 9 p.m. and receive delivery about 8:20 a.m. the next morning at Willow Run airport.

**NOTES ON recent Birmingham Lion's Club election:** Harold Kaibfleisch (Birmingham Cleaners) is the president; Eugene Farmer (Farmer Florists) to first vice president; Ralph Alexander (Oakland Monument Co.) to second vice president.

**CHUVA VIEIRA** (Jacobson's Toyland) to Lion Tamer; Frank Whitson (Birmingham Insurance Co.) tall order; Don Cummings (Wilson Drug Co.) was re-elected secretary-treasurer.

The following were elected to the Lion's board of directors: Claude Kidd (F. J. Mulholland Co.); Dave Gibb (Birmingham Eccentric); Fred Jeffers (DBS); and Chuck Patterson (North Furniture Co.) The immediate past president, Dominic Caputo (Birmingham Community Market), sits on the board.

**FRANK MULHOLLAND**, of the F. J. Mulholland Co., has been elected for a 3-year term to the board of directors of the Michigan Apparel Association Division, for District since 1957, will discuss.

**FRENCH-GI Valet Cleaners**, has opened a branch store in Birmingham at 332 N. Woodward, the location formerly occupied by Beck Cleaners, Inc. The firm specializes in the total process of cleaning, excepting fine clothing and home furnishings, according to owner Sam Simon. A rather unusual service is the firm's separate bridal department which features cleaning, conditioning, and boxing bridal gowns for heirloom storage.

**THE ATTRACTIVE Japanese lady**, who is being native elegance and graciously greets you at the door, is the Triangle Birmingham Gallery's international fashion show. The Arts Festival. While visiting the Gallery you are invited to enjoy a cup of coffee, a cup of tea.



## SPECIAL PURCHASE FACTORY DIRECT SHIPMENT OF CUSTOM STEREO

DUE TO \$25,000 DIRECT FACTORY PURCHASE OF STEREO AND TV, MILKS WAS ABLE TO COMPLETELY ELIMINATE DISTRIBUTOR COSTS. WE ARE PASSING THIS EXTRA 25% SAVING ON TO OUR CUSTOMERS AND STILL MAINTAIN ALL FACTORY WARRANTIES AND SERVICE POLICIES. "ANOTHER MILKS FIRST!"

### Beautiful Solid Walnut Stereo WITH AM & FM RADIO

Danish modern cabinet; 4 speed changer; diamond stylus high fidelity FM with 2 FC radio full fidelity AM radio; 8 speakers; 2-8", 2-8", 2-4" to give you the maximum in sound reproduction; provision for multi-plex in set. Matching bookcase available. Must see to appreciate. Model 2121.

\$199.95

### Deluxe TV Stereo Combination

AM & FM stereo radio with magic eye tuner; 6 speakers 2-12", 2-8", 2-8" diameter of undistorted sound. Separate bass and treble controls, 4-speed automatic stereo changer with diamond stylus, 21" hand wired TV in genuine oiled walnut hand rubbed Danish modern cabinet.

\$399.95

### 3-Piece Arm Chair Model Stereo

Solid Oak, Mahogany-walnut cabinet, 4-speed stereo changer; 60 watt undistorted output; separate pre-amplifier for maximum sound quality. White they last.

\$199.95

### Combination TV Stereo

AM-FM radio; 4-speed changer; diamond stylus; with 21" hand wired TV; 20,000 volt chassis; separate bass and treble; separate balance control; in custom cabinet of oiled walnut. Model 2123, W.T.

\$319.95

### Deluxe Custom Stereo AM & FM

With electric tuning eye and multi-plex setting; 48" custom cabinet of oiled walnut; 6 speakers 2-12", 2-8", 2-8"; 4 speed changer; 40 watts of undistorted power; deluxe model 2125.

\$299.95

### 23" Low Boy TV

Walnut or mahogany hand wired chassis with power transformer. A quality set at a substantial savings. Note the big screen.

\$199.95

### Solid Cherry 23" TV

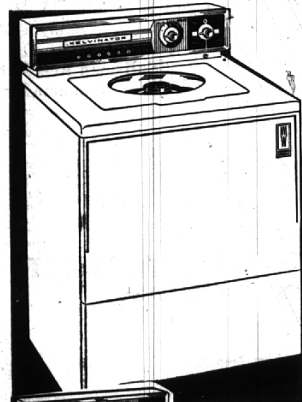
With high fidelity sound system; 3 speakers; all hand wired TV chassis. This set has doors to close off picture tube and enhance beauty of home with custom crafted furniture. At a fantastic low price of only

\$289.95

### FREE Capitol Stereo Record

Receive a FREE \$4.98 Capitol Stereo record with demonstration of Custom Caporal Stereo. Listen and hear the difference or Milks "New House of Stereo." — No obligation.

## new KELVINATOR THE AUTOMATIC WASHER WITH EXCLUSIVE

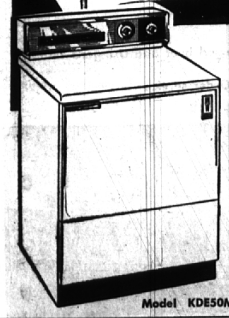


### Deep Turbulent Washing Action

Instead of beating or jerking the clothes, Kelvinator energizes the wash water to provide the cleaning action! It's actually so safe it won't even tear a paper napkin!

Model KW71M

\$209.95 WT



### Dries Clothes as Fast as You Can Wash Them!

## NEW KELVINATOR ELECTRIC DRYER

You get fast, efficient and safe drying with Kelvinator on either 115 or 230 volt current. High air flow at moderate temperature dries clothes with super-speed, at lowest cost!

\$149.95 WT

## MILKS APPLIANCES

THE AREA'S LARGEST DEALER "THE AREAS LARGEST LAUNDRY DEALER" 1493 South Woodward (a block North of 14 Mile Rd.) Mon.-Fri. 9:30-6:30 P.M. MI 6-1300

No Money Down | Lowest Price Ever! | 24-Months To Pay! | Phone Orders Accepted

Tuesday wasn't a real payday. But the money was. It was the first dividend check from an investment program this man started just a few months back.

The man isn't rich. He isn't a stock expert. But he is an investor, one of 12,000,000 who are sharing in the nation's industrial growth through investments. Most of them are in the \$5,000 to \$10,000 income bracket, and many of them systematically set aside a portion of their regular paychecks to invest in income producing securities. The result: extra paydays . . . regularly throughout the year.

## The Day PAYDAY CAME ON TUESDAY



### Watling, Lerchen & Co.

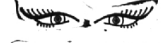
Members New York Stock Exchange  
CRESON BLDG., W. MAPLE & CRANBROOK RD., BIRMINGHAM, MICHIGAN • PHONE: MI 6-9100

Please send free booklet "Dividends Over The Years."

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

If you would like to know how to introduce extra paydays into your future, now is the time to discuss an investment program with a Watling, Lerchen & Co. representative. Call or visit us today.

### Eye Growth



Q. Are the eyes the only body structures that remain the same size through life?

A. The statement that the eye remains the same size through life is not strictly true. During the first few years after birth the eye reaches almost its full size, although growth does not entirely cease until about age 10.

**Food Fictions**  
Q. Does dark bread contain fewer calories than white bread, or is this pure fiction?

A. It's fiction. And here are some other food fictions. It is NOT true that:  
• Garlic cures high blood pressure.  
• Foods cooked in aluminum vessels cause cancer.  
• Wine makes blood.  
• Crapfruit is reducing.  
• Margarine contains fewer calories than butter.  
• Milk is harmful to a person with fever.  
• Oysters and raw eggs increase sexual potency.



ALWAYS A PLACE TO PARK

## THE S.P. SERVICE

1740 West Maple Ave. Phone: Midwest 4-5060