

There is much of beauty to be enjoyed by human beings, if they would train themselves to seek it out for their own cultural development. In the worlds of art and music, in the reading of good books, inspired poems are deep and supporting foundations for happiness. Too, there also are always at hand the opportunities to say and do kindly thoughts and acts for others. Beauty is limited only by self-erected barriers.

The Birmingham Eccentric

Thursday, June 29, 1961

BIRMINGHAM, MICHIGAN

SECTION
B

BUSINESS NEWS



Patio Style Dining

Believe it or not, this Maple St., running through the heart of Birmingham — not a patio somewhere in California. Kay Baums, 166 W. Maple, in cooperation with Machus Restaurant, 160 W. Maple, devised the sidewalk dining idea as part of the Arts Festival. And, by golly, it added to the gala atmosphere of the festival.

Behind The Store Fronts

With
ANGUS
McKELLAR

"I believe I'd rather help people with their shoe problems," smiled Les Lunsky, of Julliard's Bloomfield Plaza store, "than to make Army life a career."

Les is just back from a six-month Army indoctrination tour of duty at Fort Bliss, El Paso, Tex. And as a side note to those veterans who may be wondering about this six months business, there is more to come.

Under this program, Les is obliged to train part time with the Michigan National Guard for five years.

OUR CONGRATULATIONS to the John M. Russels (of the Birmingham Lumber Co. on the arrival of a son, John Harvey Russell, the 2nd, at 12:30 a.m. July 21.

And speaking of newcomers, David E. Davis (a master joiner), who specializes in the reproduction and restoration of antique furniture pieces and other custom work at his newly established shop on 12 1/2 E. Bowers, will be closed all day Tuesday, July 4. If, some 20 years from now, the young man perhaps decides to choose army life, he should have a distinguished career — if his name is any indication. For his name is Matthew Phil Sheridan Davis, with the famous Gen. Phil

Sheridan of Civil War fame in mind. (Need we add that his father is a serious student of that tragic period of the war between the states?) The younger Davis's have two other children, Margaret Jane and David E., the 7th, interestingly, the first son of this Davis family for the past seven generations has been named Davis E.

GENERAL BO BORST, who counts more than 15 years in the automobile business, is Birmingham's new owner of the Lincoln-Corner Mercury dealership at 479 S. Woodward.

THE PEOPLE at Harold Turner, Inc., are all mighty proud of their Distinguished Achievement Award recently received from the Ford Motor Co. The new award system stresses high quality standards of service to the public through modern sales and service facilities, with that little bit of extra service which makes the difference between a prize winner and an also ran. Only one other Ford dealer received the award in Ford Motor Co.'s zone "B" according to Ward McDonald, general manager at Turner's.

Incidentally, Ward McDonald is handy man to have around. He did the conversion job himself on the interior of his Ford Econ-Bus, turning it into a camper's delight, complete with bunks, stove, ice chest, and other conveniences.

... AND HOWARD COE, manager of Mills Pharmacy, invites you in to enjoy the new business emanating from the store's brand new air conditioning system.

McLeese to Head New Corporation

R. R. McLeese, 5843 Millerway, Bloomfield Township, will head the newly formed research facilities of the General Automotive Corp.

The new firm produces diamond drilling bits and machines, and special automated machinery and equipment. Portomag and Di-Cor will operate as divisions of the company at the Troy plant.

Other principle officers are R. S. Ebbert, 6090 Castle, Bloomfield Township, vice president, marketing, and H. C. Ovshtinsky, Oak Park, vice president, engineering and manufacturing.

Eccentric Closed July 4; Early Deadlines Set

Because of the Fourth of July holiday, all news and advertising copy for the July 6 issue of The Birmingham Eccentric must be in our offices by 4 p.m. Monday, July 3. Our offices, at 1225 E. Bowers, will be closed all day Tuesday, July 4.

Randall Exec Gives Speech

Hugh R. Mack, Jr., 671 Pilgrim, Birmingham, secretary-treasurer of the Fred M. Randall Co. of Detroit, addressed the Advertising Club of Grand Rapids at its monthly meeting Friday.

Mack's topic was "Public Relations Role in the Advertising Agency". He talked to 125 advertising agency people, corporate advertising managers, sales promotion men and various media and graphic arts representatives. Mack has been with Randall since 1948 joining the agency as a copy writer. Now an account executive, he was elected treasurer in 1953 and secretary in 1959. As a board member he participated in the development of the agency's public relations department.



Greenfield's Birmingham Restaurant announces A SERIES OF THREE DAY EXHIBITS

Exhibit Number Four . . . Thursday, June 29 Through Saturday, July 1

A DISPLAY OF YARNCRAFT AND NEEDLEWORK

Conducted by: YARNCRAFT

1820 S. Woodward, Birmingham 343 Fisher—Grosse Pointe

You are cordially invited to visit this and future exhibits to inspect the displays and discuss your interests with the attendants. A different display will be featured each week.

725 South Hunter Blvd. Just North of 14 Mile Road at Woodward-Hunter
Open 7 Days—11 a.m.—9 p.m.
TABLE SERVICE • CAFETERIA • CARRY-OUT PANTRY

HAMILTON



America's First Family of Cooler Chests and Picnic Jugs

Perfect for picnics, parties, motoring, camping, boating and fishing.

★ JUGS ★ COOLERS ★ GRILLS ★ COOLER BAGS ★ SKETCH ICE

Plus Complete Selection of Coleman and Little Brown Jug Coolers and Thermo Jugs

Member of the Birmingham Credit Plate Association

Village Sport & Hobby Shop Inc.

154 So. Woodward MI 4-3010

POTTER Moving & Storage Co.



no. 1 specialist in long-distance moving!

agent of



POTTER Moving & Storage Co.

2253 COLE MI 4-612 No. 1 on U.S. Highways No. 1 to Border No. 1 in Your Community

Face and Feature Corrections Face Peeling
Carolyn Nilson,
Stockholm graduate
Her corrective Cosmetics are World Famous and Endorsed by Hollywood Stars.
772 E. Maple MI 6-7373



GREETINGS & GIFTS

are brought to you from Friendly Neighbors & Civic & Social Welfare Leaders through

WELCOME WAGON

On the occasion of Change of residence Arrivals of Newcomers to Birmingham

MRS. H. WALES PRICE Midwest 4-0516 (No cost or obligation)

Window Shades

• All Sizes
• All Colors
• All Kinds
\$1.69, \$1.98, \$3.18
on your roller, up to 36" wide

Picture Window Sizes . . . start at \$9.11 on your roller

Ask for Cancelite Shades Completely Opaque for Early Morning Sun. Priced from \$3.52—Includes Heavy Duty Rollers.

Use Your Security Charge

THERE'S EVERYTHING FOR WINDOWS AT . . .

BESSENGER'S

(Family owned and operated for over 34 years) TWO STORES

FERDALE STORE 23535 Woodward at Oakridge LI 1-4936

Northland Center Store (Facing Stouffer's) Enter Lot H EL 6-0331

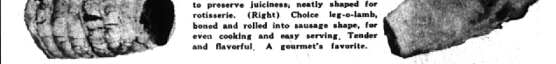
Olsen's Market

Suddenly, it's happy COOK-OUT TIME

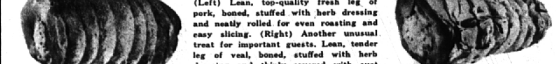
Proud ranch-house chefs favor Olsen's fancy aged beef, for its consistent flavor and tenderness. Their first choice is our New York Strip—the boneless, juicy heart of the T-bone (seen at the right.) Also T-bone, with its heart intact, and the old favorite, Sirloin . . . Rolled Rib or Sirloin Tip . . . Ground Beef . . . Etc.



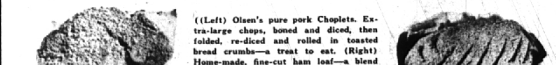
(Left) Old Fashioned Pork Spare Ribs, cut from the saddle, with tender, juicy meat dominating the bones. (Right) Olsen's special Roast Ribs of pork; extra-thick chops stuffed with herb dressing; weigh close to 1 lb. each. Serve individually to guests for a happy dinner surprise. Inexpensive, too!



(Left) Boneless prime Sirloin Tip roast of beef; rolled with a thin sheet of suet to preserve juiciness, neatly shaped for roasting. (Right) Choice leg-of-lamb, boned and rolled into sausage shape, for even cooking and easy serving. Tender and flavorful. A gourmet's favorite.



(Left) Lean, top-quality fresh leg of pork, boned, stuffed with herb dressing and neatly rolled for even roasting and easy slicing. (Right) Another unusual treat for important guests. Lean, tender leg of veal, boned, stuffed with herb dressing and thinly covered with suet



(Left) Olsen's pure pork Choplets. Extra-large chops, boned and diced, then folded, re-diced and rolled in toasted bread crumbs—a treat to eat. (Right) Home-made, fine-cut ham loaf—a blend of ham, pork, eggs, milk and bread crumbs. Bake and serve with plum sauce.

CHICKENS DUCKS TURKEYS

Plain, or stuffed with herb dressing, for roasting . . . halved or quartered for grilling.

MICHIGAN'S FINE FRUITS and VEGETABLES Arriving daily from nearby produce farms. Nothing better under the sun than Michigan's own at this time of year. Top-grade only.

FANCY AND STAPLE GROCERIES Including many exotic food importations of international renown

See a ceiling full of hand-woven baskets from various parts of the world, in a great variety of delightful patterns, at this village-type market.

WHERE CUSTOMER CONSIDERATION COMES FIRST

Shop in comfort, in your home. Obey that impulse, telephone MI 4-1916

At your service: Merritt and Harold and Phil and Bob and Pat.

407 Brown at Chester "We Deliver" Established 1924