

**BUSINESS NEWS**

**HEAR**  
**Sen. BARRY GOLDWATER**  
**IN DETROIT**  
**THURSDAY, FEB. 15**  
**MASONIC AUDITORIUM**  
**8:20 P. M.**  
 Patron Seats \$15 or 2 for \$25  
 Others \$3 or \$1 Each  
 MAIL CHECK TO: Tickets for Goldwater, 216 Lakeland  
 Grasse Pointe 30, Mich.  
 Tickets also at Grinnell's  
 and your Republican Headquarters

**Ad Agencies**  
**Hold Confab**  
 John McKee Jr., 6072 Wing Lake, Bloomfield Township, will be the program chairman at the annual meeting of the Michigan Council, American Association of Advertising Agencies.  
 Four nationally known speakers will present divergent positions about advertising and TV programming.  
 Approximately 1,000 Michigan advertising men are expected at the session at 8 p.m. next Wednesday, in the Rackham Auditorium.  
**JACK L. MUSTARD**  
**Mustard Named Vice President By Ex-Cell-O Corp.**  
 Jack L. Mustard, 5865 Wingcroft, Birmingham, has been elected vice president of Ex-Cell-O Corp., according to an announcement by H. Glenn Bixby, Ex-Cell-O President.  
 Mustard joined Ex-Cell-O in 1930 soon after graduation from Ohio Northern University with an engineering degree. Ex-Cell-O is a manufacturing firm with headquarters in Detroit and plants in industrial areas of the United States, Canada and in several foreign countries.  
 Mustard was assigned to sales work at Ex-Cell-O in 1938 after experience in the Electrical and Engineering Departments. In 1941 he was given responsibilities in the sale of precision aircraft parts, of which Ex-Cell-O was one of the world's largest suppliers. He was subsequently assigned to various sales management positions in the Corporation, and in 1957 was made general sales manager of the industrial division, the title he held prior to his recent election as vice president.

**Canham Elected To New Position**  
 Donald T. Canham, 1535 Washington, Birmingham, has been elected vice president of C. A. Crussie & Co., Inc., manufacturers representatives in Detroit.  
 Canham, who has been with the firm for several years, will assume responsibility in the over all administration of sales activities.  
**Attends Conference**  
 Lawrence L. Angevine, 3879 Carnegie, Birmingham, is in Pittsburg attending a regional conference of sales representatives of the Parke, Davis & Company.

**New Interior At Himelboch Maple Store**  
 The complete renovation of the Himelboch Bros., store on Maple is almost finished.  
 A glittering new interior featuring modern metal sculptures, stained glass roundels and three-dimensional cuts will be unveiled to the public Feb. 19.  
 The store will be closed Feb. 12 to 17 to allow workmen to construct the new modern Gothic theme.  
 FOCAL POINT of the store will be the entirely new better dress salon which will feature a gold ceiling, plus gold carpeting and large crystal chandelier.  
 The first step of the renovation was completed in November when the new facade of black Italian tile and gold decor was finished.  
 Charles Himelboch, vice president of the company, said the new modern design technique will increase merchandise capacity up to 50 per cent.  
 Architect for the interior design is C. J. Breyer & Associates, Inc., of New York.

**Philco Elects B'ham Resident**  
 L. H. Hyde has been elected a vice president of Philco Corporation and has been named general manager of the Consumer Products Division.  
 He will replace Henry E. Bowes, who resigned to accept an executive position with the International Telephone and Telegraph Company.  
 Joining Ford Motor Co. in 1947, Mr. Hyde, 6185 Surrey, Birmingham, has held a number of executive positions since involving purchasing, product development and planning. In 1960, he was promoted to general purchasing agent for Ford International Staff, his most recent assignment.  
 To get general news printed in The Eccentric, call Midwest 4-1100 before 4:30 p.m. Tuesday.

**Manhattan Shirts**  
 Your choice of collar styles. In French Cuff or Convertible Cuff.  
**\$4.25 to \$7.95**  
 Gift Boxed Free If You Desire  
**Dickinson's**  
 Wabeek Building Birmingham Saginaw at Lawrence Pontiac

**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)

**Mann Joins Agency**  
 Edgar P. Mann has been appointed to the merchandising staff of Young & Rubicam, Inc., Mann, 1106 Henrietta, Birmingham, will be assigned to the Chrysler-Imperial account.

**Join the Auto Club**  
**SAMPLE THE SAVINGS**  
**AUTOMOBILE CLUB of Michigan**  
 VISIT OR PHONE YOUR NEAREST OFFICE  
**BIRMINGHAM DIVISION**  
 275 S. Hunter Blvd.  
 PHONE: 646-4400 or 566-4729  
 Douglas Brown, Manager  
 See first page of local phone books for office in state cities

**HOLD IT**  
 Don't lose your head if your water heater keeps running cold.  
**CALL US**  
 for a free estimate on the only water heater that's performance-rated to supply all the hot water you need—even on busiest washdays.  
**ASK TO SEE AN AMERICAN-Standard WATER HEATER**  
 ● Easy terms  
 ● Standard and De Luxe models  
 ● Gas or electrically heated  
 ● Thick Fiberglass insulation  
 Call for an estimate today  
**G. C. JOHNSTON**  
 Service—Repair  
**Plumbing and Heating**  
 PHONE MIDWEST 4-5540  
 Birmingham—1691 Big Beaver Rd.

**SAVINGS STACK UP FASTER HERE!**  
**SAVINGS IN BY THE 10th OF THE MONTH EARN FROM THE 1st AT... 4% CURRENT RATE**  
 Compounded and Paid Quarterly... or you can purchase  
**ADVANCED PAYMENT SHARES CERTIFICATES**  
 IF HELD TO MATURITY AVAILABLE IN UNITS OF \$800 PER SHARE  
 \*Established in 1930—Never missed paying a dividend. Over 72 years of sound management—your assurance of security. Assets now over seventy million dollars.  
**CAPITOL SAVINGS & LOAN ASSOCIATION**  
 27215 Southfield Rd at 11 Mile Rd. EL 6-7770  
 KE 7-6125  
 "Home Office—Lansing, Mich."  
 Member Federal Home Loan Bank System

**Valentine Gifts For The One You Love!**  
**NECKWEAR**  
 From \$2.50  
**Mr. John Ties**  
 \$5 to \$6.50  
**Initial Handkerchiefs**  
 Beautifully Boxed  
 3 For \$1.50 3 For \$3  
**Manhattan Shirts**  
 Your choice of collar styles. In French Cuff or Convertible Cuff.  
**\$4.25 to \$7.95**  
 Gift Boxed Free If You Desire  
**Dickinson's**  
 Wabeek Building Birmingham Saginaw at Lawrence Pontiac

**Cadillac**  
**Ten reasons why ladies love Cadillacs!**  
 1. Cadillacs are beautiful.  
 2. They are easy to drive and park. With the featherlight touch of its power steering and its seemingly instinctive sense of the road, the car gives a lady a unique feeling of confidence and mastery at the wheel.  
 3. They are easy to get in and out of. The doors are wide and high—and they open all the way.  
 4. Cadillacs are quiet. The car is so meticulously crafted that, even at the full legal limit, a lady can speak in a whisper and be heard.  
 5. Cadillacs are roomy and comfortable.  
 6. They go a long way without stopping for gas.  
 7. They are safe and dependable. Every Cadillac undergoes more than 1400 inspections in the course of its manufacture.  
 8. They hold their value. A Cadillac historically returns its owner a greater share of its original cost than any other car in the land.  
 9. Cadillacs are so personal. When she chooses from 13 models, 23 colors, 139 interior combinations and a host of accessories, a lady has a car that is uniquely her own.  
 10. Cadillacs are easy to find. The car is so distinctively styled that it is instantly recognizable in even the largest parking lot.  
 Confidentially, there are many other reasons why ladies love Cadillacs. Your dealer will be happy to help you discover them at any time.  
**VISIT YOUR LOCAL AUTHORIZED CADILLAC DEALER**  
**WILSON PONTIAC - CADILLAC, INC.**  
 1350 NORTH WOODWARD AVENUE, BIRMINGHAM, MICHIGAN  
 FOR SIXTY YEARS THE STANDARD OF THE WORLD