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Thurs. Evening

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Friday Evening

Banquet Room
for 200 people

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1019 W. Maple Rd.—Clawson
(2 Miles east of the Heart of
Birmingham, just east of Krocks)

Boyd Appointed Marketing Manager By Ford Glass

R. S. Boyd has been named marketing manager for Ford Motor Co. Glass and Paint Products by H. G. Bleeker, sales manager.

A native of Pittsburgh, Penn., Boyd of 659 Puritan, Birmingham, attended grade and high schools in New York and graduated from Bethany College in West Virginia in 1949. Boyd had held sales promotion and advertising positions in the Ohio Valley and Detroit prior to joining the advertising department of Ford's Autolite Division last year. He was sales promotion manager of the Division's automotive and marine sales department prior to his new assignment.

As marketing manager for Ford Glass and Paint Products, Boyd will direct advertising and sales promotion activities and assist in the general sales operation of the office. Ford glass and paint products include Car Lite automotive replacement, industrial sheet, architectural plate glass and industrial paint.

Doctor Is Stabbed During Robbery

BLOOMFIELD TOWNSHIP—Dr. John E. Hubert, 51, of 4955 Standish Drive, was a slayer across the cheek last week as he attempted to get into his car, parked near the office building in Pontiac in which he has his office. He was treated for the wound at St. Joseph Mercy Hospital, Pontiac, and then discharged.

Pontiac police said the slashing occurred in a holdup at 7:45 p.m. on Sept. 26. The robber, described as about 28 or 30 years old, pulled a knife and tried to force his way into Hubert's car, police said.

The physician struggled with the man and both rolled out of the car and onto the ground, Hubert said. His wallet, containing about \$125, was grabbed during the struggle, the doctor said.

Good Packaging Important Says Local Executive

Firms ignoring packaging today in effect are ignoring profit margins, Bertrand N. Trombley, national sales manager, Birmingham product and packaging designer, declared last week in addressing the American Management Association's Chicago orientation seminar, on foams and expanded plastics for packaging.

Speaking at the LaSalle Hotel on the subject of "Design Aspects in Merchandising", Trombley, who is president of Trombley-Pisani-Trombley, Chicago, pointed out that with the advent of super-market techniques of mass selling, and the disappearance of salesmen, packaging now must do the entire job psychologically at the point of sale.

This means, he said, that the task of the package designer now goes beyond that of supplying graphic requirements. It means acquiring technical knowledge of new materials, like the forming methods of plastics, which now offer unlimited multi-dimensional possibilities.

PEOPLE BUY emotionally, he reminded the audience, therefore, it is necessary to induce the buyer to mentally look through, and beyond the package.

In his talk, Trombley, who also is a design consultant for Dow Chemical Co. in Midland, indicated how under-designing leads to sales loss, and over-designing reduces profit margin.

In citing elements that provide a measuring stick for good design, he pointed out that package design, to be effective, must be fluid—ready to change to keep step with current conditions.

Country Day Holds Pancake Supper

Detroit Country Day School's Parents' Association is sponsoring a Pancake Supper and Bake Sale at the school, Thirteen Mile and Lahser Roads, from 5:30 to 8 p.m. Tuesday, Oct. 9.

Menu includes pancakes, sausages, maple syrup, crackers and cheese and coffee. The "Eat all you can eat" sign is out, and friends and neighbors far and near, as well as patrons of the school are cordially invited.

Committee in charge of arrangements includes Norman Kreider, 28625 Millbrook Road, Franklin, and Charles Pullum, Detroit, co-chairmen. In charge of decorations, Mrs. William Mulcahy, Oak Park; of hostesses Mrs. Charles Pullum; of the bake sale Mrs. Barney Birmingham, 720 Ardmore Drive, Birmingham; of telephone arrangements Mrs. Gabriel Sittin, Detroit. Music will be furnished by the Country Day Trio.

Advertisig Exec Addresses Hi-12

Speaker before more than one hundred members of Birmingham's High 12 Club Monday evening at Birmingham Community House was William B. Bachman, Jr., senior vice president and general manager of MacManus, John & Adams, Inc., Bloomfield Hills advertising agency.

A graduate of Dartmouth College, Bachman, of 715 Oakleigh Drive, Bloomfield Hills, joined MacManus, John & Adams after serving as a Naval officer in the Pacific during World War II. As an adman he has served as copywriter, account executive and group supervisor on a wide range of consumer and industrial accounts.

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Main Floor, 45, 114, Balcony, 11, 17, 19 (Sorry, No Phone Orders)
On Sale at Masonic Temple and Grinnell's Donations

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ALL THE CHICKEN YOU CAN EAT...
FRIED CHICKEN
"Family Style"
Mashed Potatoes, Home-made Gravy, Honey, Hot Biscuits, Salad, choice of Beverage

Wednesday \$1.95
Thursday (Children under 12) \$1.45
Saturday 4:30 to 8:30 p.m. 12 \$1.45

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Fresh Pressed Cider and Donuts
School Tours Invited
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The first of our
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Featuring Laverne
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LI 1-2577

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POWER SHOP IN ACTION
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Seaholm High PTA To Host Parents

The Seaholm High School PTA has announced meetings for the parents of senior class students at 8 p.m. Tuesday. Parents of sophomores will meet Oct. 16 and of juniors on Oct. 24 at 8 p.m.

The meetings have been decided into grade levels so the parents of each class may become better acquainted with teachers, counselors and procedures at Seaholm High School.

From Dusk to Dawn

The new metropolitan area telephone service that became available for residential customers in this area last week is in effect from 6 p.m. to 9 a.m. Monday through Saturday, all day Sunday and three holidays—Thanksgiving, Christmas and New Year's, a Michigan Bell spokesman said today. An article in last week's Eccentric listed the hours as from 6 p.m. to 9 p.m.

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\$1.30
CHICKEN DRUM-STICKS
Whipped Potatoes & Gravy
Choice of Salads
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FOOTBALL GAME BOX LUNCHEONS from Machus—Order Early

Restaurant 160 West Maple We are Open Thurs. & Fri. Nights Till 9 p.m. Pastry Shop MI 4-1016 8:30 a.m. to 8:00 p.m.

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OPEN 7 DAYS A WEEK
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LUNCHEONS 75c up
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FAMILY DINNERS Chinatown Style Welcomed
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- ★ Sunday Breakfast Buffet, 9 A.M. 'til 12 Noon
- ★ 100 Station Car Service—We're the World's Largest Electronic Car Service
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- ★ And of Course, Quality Food and Service at Moderate Prices—True Value in Dining Enjoyment

Drop in soon—we're sure you'll be pleased!

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WOODWARD at SQUARE LAKE ROAD — FE 4-6630

Save Up to 35% SEASON ALL 7 COURSE TICKETS \$8 \$12 \$16 \$20 500 Temple — FE 2-6648

CONCERT SERIES 62-63

ROYAL BALLET OF ENGLAND
VAN CLIBURN
ROBERT SHAW CHORALE
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BIRMINGHAM

Birmingham, Mich.—Midwest 4-3533—A United Detroit Theatre

LAST 3 DAYS—THURS., FRI., SAT.

How did they ever make a movie of
LOLITA

FOR PERIODS OVER 10 YEARS OF AGE

Starring JAMES MASON-SHELLEY WINTERS
PETER SELLERS and SUE LYON

Love and fun in the suburbs!
with BOB HOPE-ANA TURNER
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production **BACHELOR IN PARADISE** LANS PAISE JIM HUTTON PAULA PRENTISS
—CINEMASCOPE and MEGACOLOR

BIG! SATURDAY MATINEE—LAFF-A-THON
JERRY LEWIS—2 FEATURES
"SAD SACK" ALSO "DELICATE DELINQUENT"
STARTS 1:00 P.M. OUT AT 4:30 P.M.
Starting Sunday
JERRY LEWIS "DELICATE DELINQUENT" and "SAD SACK"

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Invites you to a Special Showing of the new Fall & Winter Fashions

FASHION SHOW and LUNCHEON Presented by HILDA'S BOUTIQUE of Birmingham Wed., Oct. 10 at noon "Call for Reservations"

Every Sunday—English Type Buffet Lunch 10 a.m. to 2 p.m.
Dinners Served from Noon to 11 p.m.
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EDDIE HODGES • PAUL FORD
GEORGE BRIZZARD • RINGA SWENSON

ADVISE & CONSENT

BIG! EXCITING SATURDAY MATINEE
"THE ADVENTURES OF HUCKLEBERRY FINN"
1-HOUR CARTOONS—LITTLE RASCAL COMEDY
STARTING 1:00 P.M. OUT AT 4:25 P.M.