BIRMINGHAM ECCENTRIC AD

consider this

You are about to invest money for an ad and you are entitled to get results. To accomplish this it is necessary for you to TELL ALL about the de-tails of your offer. Be sure you don't make any of the following errors that prevent results:

1. Don't Omit The Address

Many out-of-town readers will write you but will not spend money for a long dis-tance call.

2. Don't Omit The Phone Number

Many readers will call you but do not find it convenient to come to your home.

3. Don't Conceal The Price Desired

Surveys show that a high per-centage of readers will not answer an ad unless the price is given.

4. Don't Leave Home On The Days You

Advertise

Many good prospects will not call the second time if your phone is unanswered.

5. Don't Omit Important Words To Save Money

Readers can't guess on im-portant details. Remember, a well written informative ad will get results faster and cost much less in the long run.

6. Don't Overlook Our 3-Time Play Safe Plan You'll get the biggest parade of readers at the lowest price.

Your Needs Satisfied Thru THE ECCENTRIC Classified

> Call MI 4-1100 TODAYI

advantage of the on result record of tric Want-Ads.



AFTER BEING WOUNDED

Kennedy Lived Shortest Time Of Assassinated Presidents

town Dallas.

Abraham Lincoln lingered unconscious from 10:10 p.m. April 14,
1865, until 7:25 a.m. the next
morning.

Lincoln had been attending a
performance of "Our American
Cousin" at the Ford Theater in
Washington the night actor John
Wilkes Booth took his life.

Washington the night actor John Wilkes Booth took his life.

BOOTH slipped into the presidential box unnoticed, placed a small Derringer against Lincoln-head and placed as the second of the morning of July 2, 1881, in the Baltimore & Potomac Railroad Station in Washington, D. C. Garfield was about to begin attrip through New York and New England when Charles J. Guiteau citered the station. An unsuccessful of the second of the second

FOR THE first 10 days the President showed signs of improve-

FOR THE first 10 days the President showed signs of improvement and the governor of O hio suggested that a national day of thanksgiving be proclaimed.

Late in July the President suffered a relapse and for the next siw weeks lay near death in his siw weeks also man death in his died on Sept. 19, 1882. William McKinley, 25th president, died eight days after he was shot on Sept. 6, 1901, while attending the Pan-American Exposition, in Buffalo, N. Y.

Also in attendance at the exposition, in Buffalo, N. Y.

Also in attendance at the exposition was Leon Franz Czolgosz, a Octroit blacksmith. Czolgosz, looking like a respectable young man with a bandaged hand, stood in line for several hours waiting to shake hands with the President.

AS HE approached McKinley.

By LARRY EVOE
City Editor

John F. Kennedy's death last Friday marked the fourth time at U.S. president's life has could conditions and had fall-turn to an end at the hands of an assassing the first of the doctrines of an end at the hands of an assassing the first of the doctrines of an end at the hands of an assassing the first of the doctrines of an end at the hands of an assassing the first of the doctrines of an end at the hands of an assassing the first of the doctrines of an end at the hands of an assassing the first of the doctrines of an end at the hands of an assassing the first of the doctrines of an end at the hands of an assassing the first of the first of the first of the first of the doctrines of an end at the hands of an assassing the first of the

Seaholm

Sasholm

Minutes later, a few students were sitting on louinges in the halls. Pegzy Bragaw, 17, a senior, explained she first had heard results of the shouting between classes. "Kids were running all over the halls talking about it. It was going around like wildfire."

Harveline Banks, 17, a senior, asid, "It makes me shiver, That someone could kill the President." were injured.

collection . . . a whole new idea in things chosen for the sort of life you lead.
Good looking, unusual, fun! Not too many of a kind, but the sort of things you

like to browse through . . . choosing here and there to complement your own wardrobe concept. We think you'll like the things we've gathered for you!

SEASONAL SHOPS: BOYNE HIGHLANDS, HARBOR SPRINGS, MICHGAN

A Bloomfield Hills auto executive and leader of the Oskland Clater of the Oskland Comment of Manufacturers.

McGaughey, 181 Guilford, was formerly vice president in charge of communications for American Motors Corp. He will assume his new duties next week.

GUITEAU WAS hanged in the District of Columbia Jail on June 0, 1882.

IN ADDITION to serving as president of the non-partisan Oakland Citizens League he was active in the Boys Republic, Junior Achievement and the National Safety Council.

Achievements Safety Council. He has served on the staff of the Wall Street Journal and the public relations staff of Western leteric Co. He joined American Motors in 1952 and helped launch several new personnel and communications programs. land Hospital said the President was dead. Then came the confirmation.

Wm. H. McGaughey Auto Official

Accepts Post

With NAM

MINUTES PASSED. Someone told the principal, "People are calified that half-mast."

The custodian went out to lower flers, Hospital, People are sailed that mast."

The custodian went out to lower flers, Hospital, Peonlar, of injurithe flag. This coincided with "The Star-Spangled B a n are" "playing by died Sunday in St. Joseph struck Star-Spangled B a n are" "playing by died Township. over the radio and the announcer's violes: "The flag is being lowered at half-mast over the White Hard and the star of the

THE BIRMINGHAM (MICH.) ECCENTRIC 5-A

Parties
(Continued from 3-A)
merely went through the motions
of sorting papers—his heart was
not in it.



Crombie

From the Highland fleece to the final deft stitches, here is a topcoat loomed and tailored to gratify the man for whom the finest is customary.

From \$105.00

DOBBS HATS — CHRISTIAN DIOR NECKWEAR TROY SHIRT MAKERS GUILD

Higgins and Frank

OF 268 W. MAPLE RD. BIRMINGHAM, MICHIGAN

Visit Our Boys' Department—Lower Level Open Friday Evenings Park Free In Rear Of Store

porthaus

121700 WOODWARD, FERNDALE . 2934 FORT STREET, LINCOLN PARK

Casuals classic or contemporary ...fabulous! Impeccably detailed coordinates that will see you handsomely through so many busy days. Flawlessly tailored, beautifully planned in fine fabrics by Foxridge. Several colors. slim and stunning. 8-16; 17.98 Sweater of pure wool in a most inter-esting and unusual knit. S,M,L; 17.98 Round collar blouse in a striking print. 8-16; 10.98 Come see our fascinating casual

THE REPORT OF THE PERSON OF TH

Open every evening until 9:00 p.m. Charge accounts invited. Unlimited parking,



Display of Sorrow