Search Your Home Today
For Lots Of...

![B U R I E D T R E A S U R E!](image)

![S E L L N O W!](image)

- Articles long forgotten can be sold quickly for cash, to families who need them.
- Modernizing your kitchen? Unwanted items to you may be wanted by others.
- Families are always watching for living room furniture. You'll be surprised at the quick response you receive.
- Want new bedroom furniture? Sell present pieces and apply cash on smart new designs.
- Most garages, attics, store-rooms contain treasure that will turn to much sought cash.

What better time than right now to clean the home from top to bottom of buried treasure, which when disposed of could bring you substantial amounts to apply to all those new things you and your family desire.

The quickest, most effective and least expensive method to turn idle goods to cash is to use a medium which takes expensive in the aggregate and reaches them fast...The Birmingham Eccentric.

birmingham's greatest want ad bargain!

now you can run 3 consecutive weeks for only $2.70*

*15-word minimum—No change in copy as multiple insertions

PHONE MI 4-1100

AN EXPERIENCED AD WRITER WILL HELP YOU WRITE YOUR AD!

The Birmingham Eccentric

Classified Ads

Reginald Carey

Joins New Firm

Reginald Carey, who has been president and general secretary of the General Electric International, as executive manager, was announced by Stanley Bischler, general manager of the department store, that the company has appointed him as general manager of its European operations.

Carey's experience includes many years in the automotive replacement parts and original equipment field as well as a wide variety of product areas within the agency. In addition, he managed a major European account for Caterpillar Tractor Company in Chicago for three years. He also sold for Montgomery Ward in Chicago as a manufacturer's representative and later was a national buyer-commissionaire for Ward until April 1963.

LeFevre Gets New IBM Assignment

John M. LeFevre, ETL Pacific, Birmingham, has been appointed manager of IBM's downtown branch. He joined IBM in 1961 and has held positions of sales representative, special representation sales, IBM branch manager, sales manager, operating manager, supervisor of sales, manager publicity sales, special departments, general manager, national sales manager, and general manager.

Prior to his appointment, LeFevre was branch manager of IBM's downtown branch. He joined IBM in 1964 and has held positions of sales representative, special representation sales, IBM branch manager, sales manager, operating manager, supervisor of sales, manager publicity sales, special departments, general manager, national sales manager, and general manager.

Johnson Receives Nafti Sales Award

James L. Johnson, IBM execu- tive vice president and general manager of the Detroit Districts, is a recipient of the 1964 National Association of Factory Relations, award. Johnson has been with IBM since 1951.

The award was presented at a ceremony at the Hotel New Yorker.

Ad Agency Names 3 New Executives

Three new executives have been added to the sales staff of Hincman's advertising agency. The agency was incorporated in 1928 by Paul Hincman and is now headed by Paul Hincman, Jr. and Robert Hincman, Jr.

Robert Hincman has been appointed director of the agency, and Alex O. Folk is a new group manager.

Behind The Storefronts

Seeing that there is a home need, and an adequate supply of the same type of coverings in the varied line area around the world, a firm offers a wide range of products that is better, cheaper, and more roomy. These are turned out from a single line, the frontispiece to a moderately sized building. The firm offers a wide range of products that is better, cheaper, and more roomy. These are turned out from a single line, the frontispiece to a moderately sized building.

Birmingham's recent acquisitions of automobiles will take an active part in the Detroit International Races of Speed, to be held at the Detroit World's Fair, for the first time since 1914. All racing activities are centered in the Detroit Artillery Armes.

The most important feature of the automobile industry to any community is often much more than its first appearance. We are aware of the visible advantages, but sometimes we do not realize what it is to have an automobile industry which is staffed with many specialists of trained experience.

The night Birminghamshares the image of a great city, and the shows are the most important that are ever held in the city. There are many prominent personalities and the festival runs from Saturday night to Sunday night.

The Birmingham News, Inc., 428 E. Woodruff, employs 100 people. Their offices are on the street level, and they are the headquarters for the city's newspapers.

HINHORSFISH has closed its office at 712 W. Main St., Birmingham, 11, and will move to a new location.

THE ECONOMIC TIMES

Our Invitation to You . . . VISIT OUR PILOT ROOM!

SEE — HEAR

PILOT COMPONENT SYSTEMS . . . in "engineered" cabinets.

- 1. Custom-engineered finished cardboard and veneer cabinets respectively "engineered" for stereo.
- 2. Ganged automatic record changers.
- 3. Carefully matched Jensen speaker systems.
- 4. Eight furniture suited to choose from.

LIBERAL TRADE-IN ALLOWANCE. EASY TERMS.

Buy with Confidence

McCallum & Dean

RADIO—TELEVISION—HOME FURNITURE COMPONENTS

"Serving the Birmingham Area Since 1945" band

Close at 5 P.M. Saturdays — Open Friday Evenings till 9 P.M.

409-11 East Main

Between Woodruff and Bessemer Rd.

Call 4-5239

Come in for a demonstration!