

The Birmingham Eccentric

December 3, 1964

BIRMINGHAM, MICHIGAN

SEC. BB

B'ham Firms Utilizing Eye-Catching New Tile

It has been said that the spilled heel of a woman's shoe is among the most persistent enemies ever to bear down in tile, wood, carpet or steel plate.

If so, a new tile available in the Birmingham area has conquered this nemesis—spiked heels don't even phase it. And the usually fatal tile wood, carpet, tile or steel plate of a cigaret can be removed easily by scouring with a steel pad, restoring the tile to brand-new lustre in seconds.

Called Cipeo Jewel Stone tile, the tile is a formulation of organic resins and other elements which the manufacturer contends achieve: hardness, durability, translucence and permanent cohesion.

In tests by a private research laboratory, it was proved virtually impervious to dents, stains, water, cigaret burns and scratches. Common impact won't crack it and it isn't slippery when wet, providing an additional safety factor for the home.

A COMPOSITE of polished marble, granite and other exotic stone-bonded by Paragran, the tile is available in an artistic array of 23 patterns for floors and walls.

Applied as a floor tile, the surface is smooth; recessed, it exposes a textured pattern of sparkling stone chips, polished to a brilliant lustre, for application as a striking, decorative textured wall in light-weight squares. Its translucence is also put to colorful effect as a vivid, light-catching room divider and the tile has been adapted by a manufacturer for use in such things as luxurious tables and fire-proof smoking stands. The tile provides many opportunities for indirect lighting—when used as a top for a vanity, for instance—and

is an easy-to-clean work surface for the kitchen. Cipeo floor tile offers a feature with particular appeal to families with children who insist on going barefoot indoors in the winter—it stays within five degrees of room temperature, thus cutting down on cold feet in the bedroom and bath and helping to hold wintertime cools to a minimum.

HOUSEWIVES ARE especially pleased by the easy care and maintenance. Waxing is strictly optional and the surface can be wiped clean without scrubbing, using either clear water, soap or detergent.

Resistant to stains that discolor many tiles, Cipeo sometimes dulls on contact with solutions not common to most households. On these occasions, lustre can be restored quickly by polishing with a steel pad.

Cipeo compares favorably in price with other floor tiles and can be handled easily by home handymen. The method of application is similar to that used to lay ceramic tile, with a few specific differences, and it can be applied in a minimum of time.

THE 2 1/2" WALL and floor tiles come in colors ranging from white pearl to gold pearl, through several distinctively-hued marble and granite patterns, to a nebula effect, and a range of pastel-colored sea shells.

Terrazzo and Cipeo installations in Birmingham have been made in the new law firm of Emory, Parsons, Hogan, Tennent and Bahr on Adams Road.

Terrazzo installations have also been made at Greenfield's and Monahan's restaurants, and Savon Drags on Telegraph at West Main

Broomfield Seeks End to Federal Auto Excise Tax

An end to \$2 billion in Federal auto excise taxes will be sought in January by Cong. William S. Broomfield of Oakland County, he announced this week.

Broomfield said he will sponsor a bill to remove the excise taxes on passenger cars, parts and accessories and will ask Chairman Wilbur Mills of the House Ways and Means Committee to include them in the "tax cut package" to be presented to Congress early next year.

The tax on new cars yielded \$1,745,500,000 the last fiscal year. Taxes on parts and accessories amounted to \$228,762,000.

BROOMFIELD SAID the excise taxes have "forced up the cost of new cars and parts to the consumer and have acted as a genuine brake upon our Nation's economy in the past."

"If we should suffer another business setback, one of the main reasons would be because these unfair and crippling taxes on automobiles have continued long past their usefulness."

Auto excise taxes originally were enacted during war time to discourage the purchase of new cars. "These taxes long ago outlived their usefulness," he said, "but we haven't been able to get them removed."

Travel Club Presents Film on the Philippines

Twenty-three years ago on Dec. 7, Japan sprung her surprise attack on Hawaii, followed closely by an assault on the Philippine Islands.

On Dec. 7, this year, The Detroit News Travel Club film program visits the new Philippines—re-built and modern. The programs are presented each month, October to May, at 6:15 and repeated at 8:15 p.m. In the main auditorium of the Rackham Educational Memorial, Farnsworth at Woodward. Each month the settings, the entire business section of Manila is a cross section of ultra modern and ancient Oriental with both English and Chinese spoken by most Filipinos.

Luxurious, modern hotels welcome visitors to the islands. One of the most intriguing sights is the jeepney for public transportation. Jeeps, left over from World War II, have been made into decorated jeeps to transport people around the city.

Manila is located on the Island of Luzon at Manila Bay and standing as a sentinel at the entrance to the bay is the great historic rock known as the Island of Corregidor.

In the rural areas of the island the cameras find rich rice paddies, terraced on the sides of steep mountains. Coming into one of these areas one would think the mountains were giant steps. The farmers have so carefully terraced the slopes to make each "step" a rice paddy.

Mountain climbing is popular in the islands, and at the southern tip of Luzon stands Mayon volcano, walled against invasion in the early days, and now a golf course with unusual color and interest to the tourists. Some of the ruins of World War II still remain to tell the tragic story.

one of the still active volcanos of the area. Filipinos are famous for pearl diving from outrigger canoes and visitors are fascinated by the feats of these men.

The oldest city of the Philippine chain is Cebu, on the Island of Cebu, southwest of Luzon. In the city of Cebu stands the Cross of Magellan, brought to the island when he made his first expedition. Throughout the entire city fabulous Oriental architecture still stands to enthral western tourists.

In the southern part of the Philippines live an ancient Mohammedan, Malayan people called Moors or Moors. They are dark, stately and often quite handsome in their unusual garb. The early Moors were pirates who came to plunder and destroy but instead remained to call this their home.

The visitors tour the city, enjoying the many variations of food to be found in Chinatown, at the Japanese Tea Gardens and other unusual places. It is said that in this city of a thousand contrasts one can dine in any manner and in any language.

The tour goes outside the city to see the fabulous Redwood forests where the wood from a single tree will build a house with lumber to spare.

Travel Club programs are a public service of The Detroit News in cooperation with the University of Michigan Extension Service. The general public is invited, the programs are free and tickets are not required.



my list is all made out and I'm on my way to

JACOBSON'S MEN'S NIGHT

Monday, Dec. 7th
7 to 10 P.M.

No women allowed. Everything arranged to assist the man in solving those "what-to-give-her" problems. Gift wrapping on the spot. Leisurely shopping.

Jacobson's

Birmingham

Community College Tells Appointments

Four appointments have been announced by the offices of the president, John E. Tirrell, of Oakland Community College.

Dr. Albert A. Canfield, director of university and scientific relations for the Bendix Corp., has been named vice president for its new position January 1.

The board of trustees appointed Dr. Joseph L. Davenport of Rochester, N. Y., to the position of dean of the campus. Irving Levinson was chosen associate dean—technical education.

During a presentation to the Friends of the Baldwin Library Nov. 25, President Tirrell introduced the first librarian at Oakland Community College, Lynn D. Bartlett.

DR. CANFIELD, native of Nebraska, received his Ph.D. in psychology from the University of Southern California after service in World War II. He has served on the faculty of Northwestern University and in the School of Business Administration at Wayne State University. For the last five years he has

had the responsibility of maintaining liaison with university administrators, faculty and placement officers and with scientific and engineering societies at the national, regional and local levels.

Dr. Davenport has been responsible for the development of technical programs at Monroe Community College in Rochester, N. Y. He has worked with business and industry in the establishment of nursing, engineering, technology and 10 other specialized programs.

Earlier, Dr. Davenport was director of technical and manpower education in the Colorado Department of Education and served on the faculty of Colorado State University.

LEVINSON has been professor of mechanical engineering at Lawrence Institute of Technology since 1947. He will work with the dean of the campus in the development of technical educational programs. Bartlett is currently librarian at the University of Michigan, Dearborn Center, and has carried a major responsibility in building the library at that new campus.

World's Finest Travel Service

Personal Accident Insurance

Motor News Magazine

Road Service

Bail Bonds

ALL THESE GIFTS

IN ONE POCKET-SIZE PACKAGE

Give the drivers on your Christmas list twelve full months of the Service, Savings and Protection of the Auto Club.

Emergency Road Service
Broad Personal Accident Insurance
Worldwide Travel Service, including routings, reservations, Tour Books, maps and guides
\$5,000 Bail Bond Protection
Monthly issue of Motor News Magazine

A Gift Membership costs just \$16; Gift Associate Membership (spouse, unmarried son or daughter living at home) costs just \$9.

GIFT MEMBERSHIPS PACKAGED IN GIFT BOXES.

Birmingham Division
275 S. Hunter Blvd.
Phone: 348-8400 or 348-1729
Douglas Brown, Manager

STEREO

OPENS A NEW WORLD OF SOUND AND STYLE

GE CUSTOM BUILT AUTOMATIC CHANGER — 11" Turntable; Low Mass Tonal I Tone Arm; Retractable Studia-Touch C-500 Ceramic Stereo Cartridge; Man-Made Diamond Stylus; 3 Gram Stylus Pressure.

MAN-MADE DIAMOND STYLUS WITH LIFETIME WARRANTY
General Electric warrants the GE Man-Made Diamond Stylus for the life of the phonograph and will, upon request, repair or replace the GE Man-Made Diamond Stylus upon return of stylus and registration card with a \$100 service and handling charge.

SYNCO-FINE FM STEREO TUNER WITH STEREO STAR. Automatic Drift Control (ADC) locks in FM stations. Power Pack solid state circuitry eliminates warm-up periods.

LOW MASS TONAL 1 TONE ARM with retractable stereo cartridge — true reproduction, maximum record protection.

The Wynwood
Italian Provincial - Mediterranean

STUDIO TONE SOUND CHAMBERS. Fully enclosed speaker chambers lined in absorbent acoustical material. Eliminates "echo effect" and cabinet resonance. True Fidelity. Life-like reproduction of total sound range.

SPEAKER SYSTEMS. Up to 12" Alnico V magnet super woofers, 3" tweeters. All high compliance speakers for full range reproduction of sound spectrum.

Add up all these features, the beauty of the cabinet, the one hundred watt peak power solid state components, and the quality name of General Electric — and you'll probably visualize about a one thousand dollar price ticket. But, the truth is, you can cut that figure right in half. We can't advertise our low selling price on this set, but it's actually well under \$500.

Come in soon and see this model, plus countless other exciting new stereos by General Electric. Feature for feature, and dollar for dollar, we think they have competition beat a mile. It won't cost a cent to look and listen, and maybe we can save you a few hundred dollars.

nawthorne

GENERAL ELECTRIC SALES CENTER

ELECTRICAL COMPANY

MI 4-2200

Open Until 9 p.m. every week night until Christmas

MEMI
COME IN AND SIT DOWN
FOR A RELAXING LISTEN
ON MEN'S NIGHT