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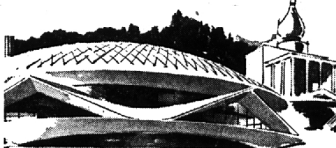
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WORLD'S FAIRING?




If you're going to be one of the seventy million visitors the New York World's Fair statisticians are predicting, we have some words of wisdom for you. Since this is a once-in-a-lifetime trip for many, take along a new camera and use it often!

Take pictures of the things you find interesting. Things you find exciting and worth remembering in pictures. These aren't always the same things everyone else is shooting. Be as different as you like.

If you aren't going to the Fair, you can still take pictures—travels, backyard fun and good times in the sun. Come in and stock up on film.

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- * We maintain an excellent film department which is well stocked with fresh Eastman Kodak film and inexpensive cameras.
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ALWAYS A PLACE TO PARK

4-BB THE BIRMINGHAM (MICH.) ECCENTRIC July 23, 1964

Movie, Stereo, TV Business Flying High

A personal entertainment system that will offer passengers motion pictures and live television as well as stereophonic musical programs and intransit pictures of the terrain, take-offs and landings, will be introduced by American Airlines within the next few weeks.

Marion Sadler, president of American, said the system was unique in the airline industry. He said a survey of passenger opinion had played a large part in American's decision to provide the new service.

The survey was conducted by the airline and the Opinion Research Corp. during an experiment in flight with the movie-stereo combination. The test airplane covered nearly 100,000 miles on various routes during a two-week period in May.

"A special feature of this equipment," Sadler pointed out, "is that its individual characteristics, including personalized closed circuit television monitors and earphone headsets, assure privacy for those passengers who wish to work or read."

All 45 of the airline's 707 and 720 Astrojets will be equipped with the system. Installation work has started at American's main manufacturing base at Tulsa, Okla., and will be completed by Sept. 26.

The first in-flight programs will be presented in the latter part of July on flights between Chicago and Los Angeles and will be added on other routes as the installation schedule permits.

Eventually all of the airline's 707 and 720 Astrojet trans-continental flights—as well as those between Cleveland and Los Angeles and Chicago and Los Angeles—will feature the system. This will include American's three daily Astrojets from Detroit Metropolitan to Los Angeles.

monitors. Aisle traffic will not obscure the picture and there will be no loudspeaker noise.

The motion pictures will be transmitted from tapes in a Sony Corp. videorecorder located in the cockpit. Sony is also providing the individual receivers.

Motion pictures, which will run for a two-week period—one title on westbound trips and another on eastbound flights—will be provided by movies en route.

THE REMOTE nose camera may be used for terrain observation. It can also be used to view approaches, landings and takeoffs. It will have a wide angle telescopic lens making a picture taken from 35,000 feet appear to be about 5,000 feet away.

Local television may be used on the ground and during holding operations as long as the airplane is in range of local television stations.

A control panel and television monitors will be installed on the forward cabin bulkhead. A stewardess will control the choice of a local television station or program from this point.

Stereophonic musical programs will be of four hours' duration.

Humanities Show Growth At College

This may be the age of science, but at the University of Michigan graduate studies in many humanistic fields are growing even faster than those in the sciences.

For example, the average enrollment figures in various areas of graduate studies during 1959-63, when compared with those for the 1954-58 period, show these increases:

- Languages and literatures by 53.5 per cent; engineering sciences, 48.1 per cent; arts and related areas, 46.3; health science, 28.7; physical science, 23.4; biological sciences, 16.7; and social sciences, except education, 16.6. Education decreased by 1 per cent.

OF THE 6,593 graduate students last fall, 1,509 studied arts and related areas and languages and literatures, while 1,242 took physical, biological and health sciences. Social sciences (including education), the largest of the seven broad divisions of graduate studies for many years, had an enrollment of 2,492, and engineering sciences drew 1,096 students last fall.

The Graduate School now awards more degrees annually than any other school or college of the University.

"This fact is noteworthy, for it reveals in simple arithmetic what we all have observed in the last decade or so; graduate education has become more wanted and more needed than ever before," Dean Ralph A. Sawyer says.

During 1963-64 Michigan's Graduate School awarded a total of 2,330 degrees, including 1,911 master's degrees and 399 doctor's degrees.

The underground chamber known as the "Big Room" is probably the greatest cave within a cave in the world. It is nearly 4,000 feet long, 625 feet wide and, at its highest point, rises to the tremendous height of 350 feet above floor level.

Mayfair telephone customers will hear a NEW DIAL TONE starting Sunday July 26

When you lift your receiver—starting Sunday, July 26—your dial tone will sound differently—lower in pitch.

That's because we've modified the equipment that switches your calls between telephones. This change is necessary so we can introduce the optional new Touch-Tone service for Mayfair telephone customers next week.

You'll want to know more about the new Touch-Tone phones. They have push buttons instead of dials. You just touch talk! Electronic musical notes will put through your calls with space-age speed.

For more information on Touch-Tone, just call our Business Office—or ask your Telephone Man.

Michigan Bell Telephone Company

Dental Research Growing Fast On U-M Campus

ANN ARBOR—Dental research appears to be one of the fastest growing programs on the campus, says Dr. William R. Mann, dean of the University of Michigan School of Dentistry.

In his annual report to the University president, Dr. Mann predicts a "pronounced increase" in dental research at Ann Arbor when the school's planned new facilities are completed.

The report notes that current research programs total \$681,449 and that applications are pending for an additional \$104,864.

DEAN MANN said expansion of the research program had nearly halted because of crowded conditions in the present dental building. But use of a temporary classroom building during the past year enabled the most urgent projects to get under way.

In the area of teaching, the report states that a four-year \$98,272 grant from the W. K. Kellogg Foundation was received during the past year "to help prepare a cadre of teachers for the many schools of dental hygiene" being established around the nation.

The past year also saw a marked increase in clinical resources. For teaching the dental care of handicapped children, the U-M began an affiliation with the Plymouth (Mich.) State Home and Training School. A similar affiliation is being negotiated with Wayne General Hospital in the field of oral surgery.

Giraffe flesh is highly prized as food in many parts of Africa.

Have You Met

Mr. and Mrs. Gale M. Fox (Gail McKinley) and their three-year-old daughter, Shelley, who have moved back to Birmingham from Saginaw? They are at home at 2155 Windomere. Mr. Fox is with the Charmin Paper Division of Proctor and Gamble, and both he and his wife enjoy golf and bridge.

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FOURTEENTH ANNIVERSARY EXHIBITION

Joseph De Francesco
Lura Lawler
Edward Draczkowski
Martha Slaymaker
Kenneth Wynsma

EXTENDED THROUGH July 25th—LITTLE GALLERY
915 East Maple, Birmingham, MI 4-5566
Tuesday through Saturday from 9-6

Antique Auction
Botsford Inn,
Friday, July 24, 7-11 p.m.

Commodore, tea cart, stained glass, chairs, lamps, clocks, etc.

Auction starts promptly at 7

Bob Dudley, Auctioneer

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The Permanent Hair color that you can SHAMPOO. Easy to do—just shampoo.

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LANOLIN-PLUS HAIR SPRAY
20 oz.
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SPECIAL SALE 88¢
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BRECK SHAMPOO
Large Pint Size
Sale **65¢**
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3 Days-Values to 98¢ SCHOOL COTTONS
Wash 'n wear, prints **3 for 99¢**

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Professional types, all-weather hair spray at savings! **61¢**

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12¢ a roll
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Limit 3 to a customer

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Save 26¢ a pound on delicious candy coated chocolate. **43¢**

3-Day Sale - Reg. 1.39 CEILING FIXTURE
Plastic crystal - cut, crystal clear screw-in fixture. **88¢**

3-Day Sale-Reg. 10.99 9 TRANS. RADIO
9 Powerful transistors. With case, ear-phones, battery. **7.99**

VO-5 HAIR SPRAY—Large Can \$1.84 — Reg. \$2.35
BAN ROLL ON DEODORANT—Discount Price 68¢
Plus Federal Tax—1 1/2 oz. size

LISTERINE ANTISEPTIC—Large 14 oz. size—Low Price 63¢
Large 1 lb. jar VASOLINE 58¢—Reg. Price 69¢

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Reg. or Super
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