

SATURDAY—NOV. 20th

All day
Saturday
at our store



FREE DEMONSTRATION
of new
Reynolds "DO-IT-YOURSELF" Aluminum

Come in— see how easy it is to make home projects with this new miracle metal—better your living, better your home. See actual demonstrations with standard hand and power wood working tools. You can make a plane, a drill, a file, a joint, a joint and bend it with tools found in the average home.

See how easily you can make

- Trays
- Tables
- Chairs
- Coasters
- House Numbers
- Screen Socks
- Spinners
- Mail Boxes

Designed in England to use forms, Reynolds Do-It-Yourself Aluminum comes in sheets, half-gal. rods, bars, angles, slats, rods, screens, sections, hand-glassers, and Reynolds plastic film.

FREE,

"How to" booklet of instructions showing things you can make with Reynolds Do-It-Yourself Aluminum.



the
McBRIDE HARDWARE
COMPANY

Use Our Easy Layaway Plan for Your Christmas Toys!

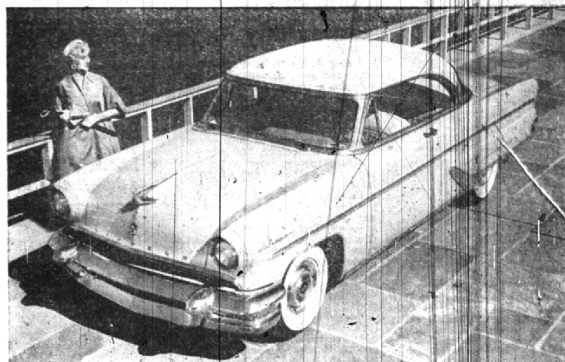
151 S. Woodward

MI 4-3010

**Unveil Six New 1955 Models
In Motordom's Production Race**



THE 1955 CADILLAC Series 62 Coupe de Ville offers distinctive styling that includes the use of several interior-exterior color schemes and three optional interiors combining leather and fabric. This model is powered by a 250 horsepower V-8 Cadillac engine. The newly-styled models will go on display today, Thursday, at Wilson, Pontiac-Cadillac, Inc., 1350 N. Woodward.



AN ALL-NEW and exclusive Turbo-Drive automatic transmission with a specially designed throttle kickdown is featured in the 1955 Lincoln and Lincoln Capri. Engine power has been increased to 225 horsepower. Styling refinements include a newly designed front end and a longer rear quarter panel. The new line may be seen at Bob Frost, Inc., 850 S. Woodward, November 23.

House Organs ---- ?

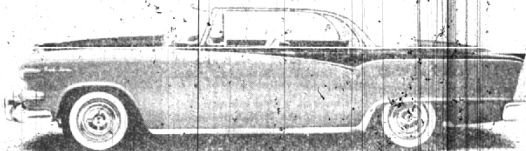
YES... WE PRINT MORE PUBLICATIONS THAN ANY PRINTER IN MICHIGAN

Three Detroit Salesmen... TR 5-2629... Plant MI 6-2000

The **AVERILL PRESS INC.** of Birmingham

A COMPLETE PRINTING SERVICE FROM TYPESETTING TO MAILING

FORMERLY THE BIRMINGHAM ECCENTRIC PRINTING DEPARTMENT



THE 1955 DODGE line will offer over 100 structural and mechanical innovations in the longer, lower and wider models. Presented in three series—Custom Royal, Royal and Coronet—the new cars will be powered by any one of four engines developing from 123 horsepower to 193 h.p. The Laperre hardtop pictured will be among models on display here this week at Jess McNeal, Inc., 260 S. Woodward.

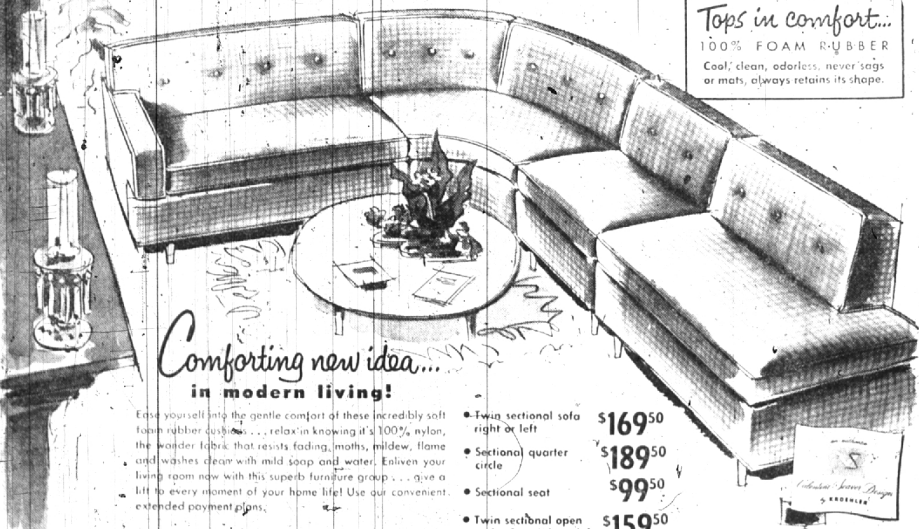
Valentine Seaver Designs by at **EDWARD'S**

THE Balmoral GROUP

Fabrics of 100% nylon . . . foam rubber cushions



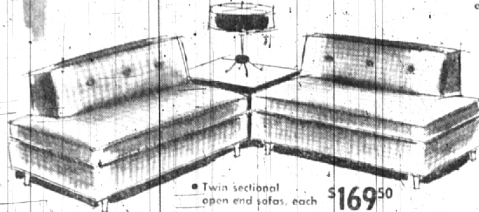
Tops in comfort...
100% FOAM RUBBER
Cool, clean, odorless, never sags or mats, always retains its shape.



Comforting new ideas...
in modern living!

Ease yourself into the gentle comfort of these incredibly soft foam rubber cushions . . . relax in knowing it's 100% nylon, the wonder fabric that resists fading, moths, mildew, flame and washes clean with mild soap and water. Enliven your living room now with this superb furniture group . . . give a lift to every moment of your home life! Use our convenient, extended payment plans.

- Twin sectional sofa right or left **\$169.50**
- Sectional quarter circle **\$189.50**
- Sectional seat **\$99.50**
- Twin sectional open end sofas, right or left **\$159.50**



• Twin sectional open end sofas, each **\$169.50**



• Sofa **\$239.50**
• Lounge chair **\$139.50**

As Always — Finer Things for **BETTER LIVING**

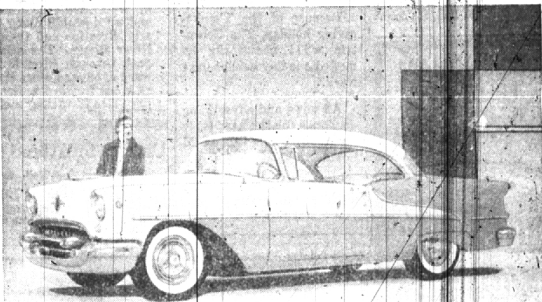
• Use Our Personalized Budget Account or **CHRISTMAS LAYAWAY**

EDWARD'S

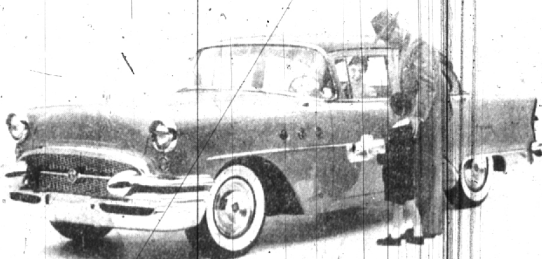
furniture Company Inc.
916-NORTH MAIN ST. ROYAL OAK MICH.
• Only 10 Minutes From Birmingham •

We Give
S & H GREEN STAMPS.

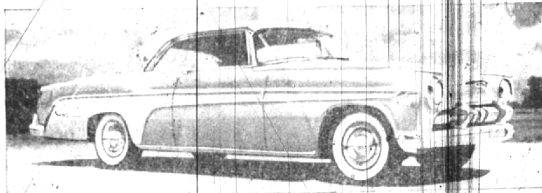
OPEN EVENINGS
Thurs., Fri. and Sat.
Lincoln 1-3850



OLDSMOBILE'S 1955 SUPER "88" Holiday Coupe combines colorful styling with luxurious upholstery and many motor refinements. Front end design has been restyled, with recessed headlights and new bumper contour in Oldsmobile's three series and 10 body styles. Horsepower has also been raised in the models which will be displayed Friday at Suburban Motors, 565 S. Woodward.



SLEEK NEW STYLING and record-high horsepower are featured in Buick's Special four-door sedan, the firm's entry in the lower priced field. A side-screen grille and roll-over bumper is part of the car's new design look. The 1955 line comes in 15 six-passenger models which will go on display Friday, Nov. 19, at Sumner Motor Sales, Inc., 808 S. Woodward.



INTRODUCED FOR THE first time in 1955 is the new DeSoto Fireflight Sportsman hardtop pictured above. The two DeSoto lines have been completely restyled and are powered by new hemispherical combustion chamber V-8 engines. Heavier and more rigid chassis frames coupled with suspension changes add to the cars' performance. They went on display at Schutz Motors, Inc., 912 S. Woodward, Wednesday.