

HERE'S LA MEASURES' **SPECIAL!**
WINTER SHIRTS
 Beautifully Laundered
 Finished to Perfection
15¢ EACH
 CASH & CARRY.
 WITH ANY \$1.99 DRY CLEANING ORDER

4529 WOODWARD 1184 WOODWARD 142 WOODWARD
 Blocks South 14 Mile 1 Block South Lincoln 1 Block South Maple
 (Start by Birmingham Highway)

Learn to Remember Names Practice On Ours **LA MEASURE BROS. INC.**

Want Ads cannot be accepted after 5 p.m. each Tuesday

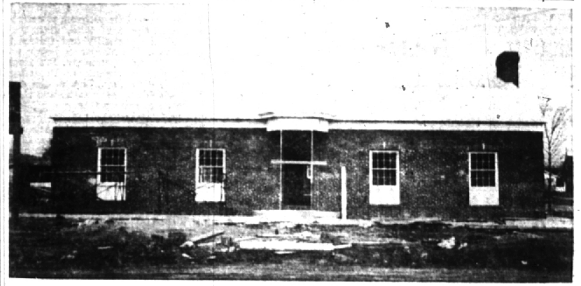
BUSINESS BRIEFS



MEETING IN DETROIT to select the recipient of advertising's greatest individual honor, the Printers' Ink Annual Advertising Award were these advertising executives: (From left, seated) Walter C. Kutz, advertising manager, Chicago Tribune; John B. Adams, president of MacMunn, John & Adams, chairman of the jury; Joseph J. Hartigan, vice-president of Campbell-Ewald Co.; Stanley Wesley L. Nunn, advertising mgr., General Mills Inc.; Henry Schaefer, advertising vice-pres., Lever Bros. Co.; Harold E. Green and Robert E. Konon, Jr., Editors' Ink magazine; J. H. S. Ellis, president, Kullner Agency, Inc.; and Albert R. Stevens, advertising mgr., American Tobacco Co. Selection of the jury will be made during Advertising Week, Feb. 15-25.



EXCAVATION WORK is completed on the addition to Jacobson's Home Decorative shop on North Woodward, Birmingham. The addition is scheduled for completion in April 1956. Work will start in the near future on the chain store's new children's shop across the street.

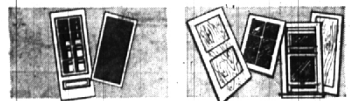


PROFESSIONAL BUILDING on 14 Mile road and Croft, east of Woodward, is rapidly nearing completion. The building will supply office space to doctors, dentists and optometrists. It will be ready for occupancy around March 1, 1956.



Home Comfort MAKES GOOD CHRISTMAS GIVING
Storm Door
 GIVES YOU MORE COMFORT CUTS YOUR FUEL BILLS TOO!

Durable, snug fitting storm door prevents cold from entering and heat from escaping around window sills... Does away with steaming windows and dampness resulting from moisture condensation. We will be glad to measure your windows and give you a Free Estimate.



Comb. **STORM-SCREEN DOOR** TOP-QUALITY MILLWORK
 Beautifully styled interior and exterior doors in choice of woods. All insert glass panels to \$17.50. Styles, stock size windows, others custom-built.

Birmingham Lumber AND SUPPLY COMPANY, INC.
 1025 HAYNES STREET
 PHONE MI 4-3636
 Between Hunter & Adams — 5 Blocks South of Maple
 Hours 7:30 to 5:00, Mon. thru Fri.; 7:30 to 1:00 Sat.

★ Smile A Minute
 Excited female voice: "Wait a minute! Don't start this street car until I get my clothes on!" The passengers grained their necks expectantly. "Was only a howler on her way to the main terminal."

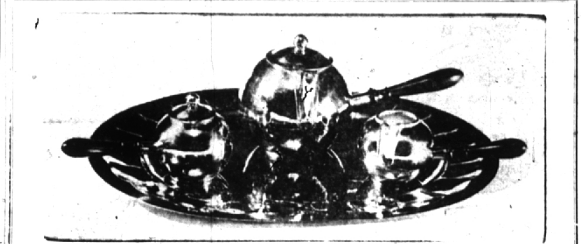
Blake To Attend Sales Convention
 Thomas F. Blake of 1213 E. Ma., chairman of the board, president of Birmingham, will attend and other officers and executives four-day meeting of the firm and of ABE will present details of the full razor and blade sale program company's 1956 expansion program starting December 17 to 20 at the at the sales meeting, West Virginia. The shortest distance between a Monday trip to the new Amer. buyer and seller... employer plant at Sains and employee... landlord and son, Va., will be included. The tenant... is a Want Ad!

NOW! **FILL YOUR TANK MOBILHEAT FUEL OIL**
 Distributed in S. O. C. by **BERKLEY OIL CO.**
 LI 3-1100

"HOME"
 TO YOUR OLDSMOBILE WHEN YOU NEED **SERVICE**

Our Service Department is almost in the "dead center" of Detroit—Woodward and Clairmont, just 5 minutes above Grand Boulevard. It's the handiest location in town. But, that's only part of the story.
 In the mechanical section, there's room for 34 cars at one time. The body shop accommodates 15 more, at one time. As many as 99 cars a day move through Wagner Service. So, we can serve you promptly.
 Our service equipment is so unusually complete that we never have to send outside to get any work done. For instance, our Dynamometer "road tests" your car — in five minutes. Our Visual Wheel Aligner permits "proving ground" accuracy in checking and adjusting front wheel alignment... quickly. We can serve you completely. Probably best of all, our 40-man service staff knows its business. That means that you'll get your car when it's promised — what needed fixing is fixed — and there won't be any charges on your bill that you haven't approved. You'll be satisfied.
 Nowhere in America is there a more complete Oldsmobile "home." Since it's also easy to reach, why not let your Oldsmobile come "home"?

Wagner
 DETROIT'S Oldsmobile CENTER
 9001 WOODWARD AVENUE
 TRINITY 4-1200



From Mexico... **SOLID COPPER TEA SERVICE**
 WITH SILVER PLATE LINING
 A beautiful gift item, this gorgeous service measures 21 x 16 inches. It is unusually heavy copper beautifully wrought and it will add beauty and charm to any home. **\$75.00—other sets \$65 to \$95**
 MANY OTHER FINE COPPER GIFT ITEMS ON DISPLAY—Also Oberammergau Carvings
 160 S. Woodward **The TREASURE CHEST** Phone MI 7-0008

Custom Tailoring & Men's Fine Attire
 112 S. Woodward
 Next to the Sportsman
 Phone MI 4-7060
Gwynn's

A New Idea in Christmas Giving
 A CUSTOM SUIT FROM GWYNN'S



This is the time of the year when quality gift giving sometimes presents a problem. Why not surprise him by putting a suit, cut of the finest material, under his tree... to be later styled and tailored for him? It will be a gift he will always remember.

We Will Furnish a **GIFT CERTIFICATE** Complete with a Swatch from our Finest Fabrics

YOUR WINDOWS
 WILL SHOW THIS HOLIDAY SEASON!
 Choose Your SHADES from our large selection of Colors in Cloth WOVEN WOOD and PLASTIC FINISHES.
 — Excellent Service —
 LI 1-4936

Ask about **ROOM DARKENING SHADES**
 Available in 2 grades \$2.79 and \$3.95 (Rollers Extra)

SEE BESSENGER'S COMPLETE LINE OF...

Bamboo Drapes Venetian Blinds Cleaning and Repairing
KIRSCH DRAPERY HARDWARE
 TRAVERSE RODS for corners, bays, etc.
 CAFE RODS Solid rods and tubular brass rods

SEE OUR ADVERTISEMENTS IN THE YELLOW PAGES FOR DRAPES & WINDOW SHADES
 23535 Woodward Ave. Est. 1927
 Near 9 1/2 Mile Rd. — **BESSENGER'S** — LI 1-1936