

THE WHOLE TOWN'S TALKING ABOUT THE TREASURE BOOK



OVER \$65.00 WORTH OF FREE SERVICES, VALUES & ENTERTAINMENT FOR ONLY \$3.95. NOTHING MORE TO PAY. YOU MAY BE CALLED TODAY??



This Offer Is Brought To You By The Following Progressive Businessmen

MY CLEANERS
"Custom Cleaning Done By Us"
Northwestern at 12 Mile Rd., Birmingham, Mich. EL 6-6013

You Will Receive
\$6.00 WORTH OF DRY CLEANING
Free Minor Repairs—Brand New Equipment Throughout
Our Plant—Dresses Hand Finished

These offers expire Dec. 31-56

OHRT BEAUTY SALON
"Distinctive Hair Styling at Its Best"
266 E. Maple, Birmingham Phone MI 4-6109

You Will Receive
ONE PERSONALIZED STYLED HAIR CUT—(VAL. \$2)

Please phone in advance for your appointment
Or this voucher may be used for \$5.00 credit on
any \$15.00 permanent
This offer expires January 31, 1957

PERKINS MARATHON SERVICE
"Road Service—Tune Up—Light Repairs"
1775 S. Woodward, Birmingham, Mich. Phone MI 4-7823

You Will Receive
1 CHECK ON GENERATOR, DISTRIBUTOR & BATTERY
(Parts or extended labor extra)

Good Mon. thru Sat. This offer expires January 31, 1957

AXLER'S JEWELERS & GIFTS
"A Wonderful Display of Fine Imported China"
181 S. Woodward Ave., Birmingham, Mich. MI 4-4231

You Will Receive
ONE NEW WATCH CRYSTAL—(VALUE \$1.00)

You Will Receive
1 WATCH BAND—MEN'S OR LADIES'—(VAL. \$1)
Or this coupon worth \$1.00 on any higher priced
Watch Band

This offer expires January 31, 1957

KINSEL'S CORNER SERVICE GARAGE
"Lubrication—Service—Tires—Wheel Alignment
Motor Tune-up—Brake Relining—Sunoco Products"
24915 Telegraph at 10 Mile Rd. Phone EL 6-9742

You Will Receive
1 FRONT-END WHEEL ALIGNMENT CHECK OF ANY PASSENGER CAR—(VALUE \$2.50)
(Parts or labor not included)

Good Monday thru Thursday only. This offer expires January 31, 1957

EIGHT MILE & BEECH SERVICE
"Where the Service to You Is Tops"
25775 W. 8 Mile at Beech Rd., Detroit, Mich.
Phone RE 4-9536

You Will Receive
ONE BATTERY CHARGE—6 or 12 VOLT
(VALUE \$1.50)

You Will Receive
1 COIL & CONDENSER CHECK ON PASSENGER CAR
(VALUE \$1.00)

Good Monday thru Thursday only. This offer expires January 31, 1957

ITALIAN SINGING SAM'S
"Our Menu Includes Over 75 Varieties of Food"
5649 E. 8 Mile Rd., 2 Blocks West of Mound Rd.

You Will Receive
ONE ITALIAN SPAGHETTI PLATE
(Plain Sauce, Meat Sauce, or Meat Balls)

Drive-In Service—Open 24 hours a day. Take Out Service—We serve
Coke—We specialize in Banquets, Weddings, Private Parties. Visit our
new fabulous Private Dining Room—Good Monday, Tuesdays and
Wednesdays (Holidays excluded).
This offer expires January 31, 1957

MERLE NORMAN COSMETIC SALON
"Your Beauty Is Our Business"
233 E. Maple, Birmingham, Mich. Phone MI 4-2236

You Will Receive
1 FREE PERSONAL DEMONSTRATION (no obligation)
30-45 Minutes of Instruction in Cosmetics Make and Shikare.
A GIFT PACK OF COSMETICS FOR YOU

Please phone for appointment (adults only)
This offer expires January 31, 1957

IRENE'S HEALTH MASSAGE
"For Perfect Relaxation"
603 W. 11 Mile Rd., Royal Oak, Mich. Phone LI 1-7330

You Will Receive
ONE STEAM BATH—(VALUE \$1.00)

—By appointment only—Ladies Only
This offer expires January 31, 1957

DETROIT KIDDLIAND
"Tony Rides—Safety Approved Kiddies' Rides"
8 Mile Rd. Near Scheaffer Oak Park, Mich.

You Will Receive
9 FREE KIDDIE RIDES
3 FREE PONY RIDES
(Total Value \$1.86)

These offers expire September 30, 1956

NORTHWESTERN & LAHSER GOLF RANGE
"A Good Way to Keep Fit—Through Golf"
26550 Northwestern at Lahser Rd., Southfield Twp.
Phone EL 6-9762

You Will Receive
THREE BUCKETS OF BALLS FOR YOUR DRIVING PLEASURE—(VALUE \$2.25)

These Offers Expire September 30, 1956

THE TREASURE BOOK ADVERTISING CO., together with Twenty-two business firms in this area are sponsoring this advertising campaign. We have no connection with any charitable institution, local Chamber of Commerce or The Birmingham Eccentric. The above certificates are bona fide offers, backed by legal contracts, and the TREASURE BOOK COMPANY assumes full responsibility for complete satisfaction of any individual purchasing our Treasure Book.

THERESA'S COLONY HOUSE
"No Problem Too Great at the Colony House"
4864 W. Maple at Telegraph, Birmingham, Mich.
Phone MI 6-4940

You Will Receive
ONE CONDITIONING SHAMPOO—(VALUE \$1.50)

Important—by appointment only. Please phone MI 6-4940
This offer expires January 31, 1957

JULIE'S LAUNDRETTE
"Shirts and Dry Cleaning"
17731 W. 8 Mile Rd. Near Southfield, Detroit, Mich.
Phone KE 2-5333

You Will Receive
TWO 10-LB. LOADS OF WASH
Dried and Folded (Value \$2.40)

These offers expire November 30, 1956
Good only Monday — Tuesday — Wednesday

ARTHUR MURRAY SCHOOL OF DANCING
136 N. Woodward, Birmingham, Mich. Phone MI 6-0500

You Will Receive
TWO INTRODUCTORY DANCE LESSONS

Please phone for appointment. Adults only.
Or this coupon good for \$25.00 credit on a basic course
This offer expires January 31, 1957

WALLED LAKE CASINO BALLROOM
"Good Music and Good Dancing"
WALLED LAKE, MICH. Phone MA 4-1881

You Will Receive
TWO ADMISSIONS TO OUR BALLROOM
(Value \$3.00)

These offers expire August 31, 1956

AMBASSADOR ROLLER SKATING CLUB
"For Health's Sake, Roller Skate"
96 W. 14 Mile Rd., Clawson, Mich. Phone LI 1-9574

You Will Receive
FOUR ADMISSIONS TO OUR ROLLER RINK
(Value \$2.00)

These offers expire November 30, 1956

WILL-O-WAY PLAYHOUSE
"The Best Summer Fun in Michigan"—Air Conditioned
West Long Lake Rd. at Telegraph, Bloomfield Hills, Mich.
Phone MI 6-2222

You Will Receive
TWO ADMISSIONS (Value \$5.00)

Important: You must make advance reservations and you
must exchange this coupon for a reserved seat.
Good only Tuesday—Wednesday—Thursday Nites
Coming Plays: (The Happy Time) (For Love or Money)
(Bernadine).
This offer expires September 9, 1956

BIRMINGHAM TELEVISION CO.
"Television and Radio Service"
1842 S. Woodward, N. of 14 Mile Rd., Birmingham, Mich.
Phone MI 6-2035

You Will Receive
ONE TV SERVICE CALL—(VALUE \$5.00)
(Parts and extended labor extra)

You Will Receive
ONE MINOR RADIO OR PORTABLE REPAIR—(VALUE \$1.50)
(Brought into Shop) — (Parts and Extra Labor not included)
Good Monday thru Friday only. This offer expires January 31, 1957

PATTON'S SHELL SERVICE
"Shell Oil Products—Complete Service at All Times"
27670 Telegraph Rd. at Northwestern Phone EL 6-9749

You Will Receive
ONE CHASSIS LUBRICATION ON PASSENGER CAR
(VALUE \$1.50)

You Will Receive
One Tire Rotation on Passenger Car—Includes Spare
(VALUE \$2.00)

Good Monday thru Thursday only. This offer expires January 31, 1957

19th HOLE MINIATURE GOLF COURSE
"A Lot of Fun—Keeps You Young"
4001 N. Woodward at 13 1/2 Mile Rd., Royal Oak

You Will Receive
THREE ROUNDS OF GOLF
(Value \$1.50)

These offers expire September 30, 1956

FLAT ROCK SPEEDWAY
Telegraph Rd. One Mile South at Flat Rock
Flat Rock, Michigan

You Will Receive
ONE FREE ADMISSION—(VALUE \$1.25)
(Good any Wednesday night during month of September)

Offer expires September 30, 1956

SORRENTO APPLIANCE
"Sales—Vacuum Cleaners—Washers—Service—TV—Dryers"
25025 Telegraph Rd. at 10 Mile Rd., Southfield Twp.
Phone EL 6-3111

YOU WILL RECEIVE
ONE WASHING MACHINE SERVICE—ANY MAKE—CALL
(Does not include parts or extended labor)

YOU WILL RECEIVE
ONE CLEANING—LUBRICATION OF ANY RECORD PLAYER BROUGHT INTO SHOP—(VALUE \$1.50)

YOU WILL RECEIVE
SERVICE CALL ON ANY MAKE VACUUM CLEANER
(VALUE \$2.50)—(Costs of parts and labor not included)

Good Monday thru Thursday. This offer expires January 31, 1957

These Businessmen Are Co-operating
To Bring You OVER \$65.00
worth of FREE Service, Values \$3.95
and Entertainment for only

3.95 Covers the Cost of Printing
and Delivering The
"TREASURE BOOK"
Right to Your Door
TREASURE BOOK ADV.
109 E. 9 Mile Rd., Ferndale

A LIMITED NUMBER of people from the Elgin and Midwest Telephone Exchanges will be called by TELEPHONE to receive this GET-ACQUAINTED advertising offer. If one of our courteous operators calls you, she will arrange delivery of the TREASURE BOOK if you so desire. TOTAL COST, \$3.95.