

BEAUTIFUL FORMICA DINETTES

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Lifetime Guarantee On All Chrome
26 Styles — 26 Colors — All Stores



Size 30x48 with Formica Top and Formica Edges



ROOM DIVIDERS MADE TO ORDER

Open Daily 10-8:30

Beautiful FORMICA BUFFETS Made To Order

METALMASTERS MFG. CO.

4600 N. WOODWARD, Near 14-Mile Road

Liberty 9-3011

BUSINESS BRIEFS



THE QUEEN of the fleet is DeSoto's 1957 Fireflite. Pictured here is the 2-door hardtop model with the new 14-inch-wheels and the exciting new low silhouette depicting the real ground-hugging lowness of a car that stands only four feet, seven inches high. This brilliantly inspired design continues to show DeSoto's new look of motion. Schutz Motors, Inc., Birmingham's DeSoto-Plymouth dealer will have both the 1957 DeSoto and Plymouth on display this week at 912 S. Woodward. Showroom will be open from 8:30 a.m. until the last visitor leaves.



BENJAMIN F. ZIMMER, president of Goldhar-Zimmer, Chrysler dealer, and Frank Sturtz, general manager of the new Birmingham location, look over the renovation work now being done at their building at 360 S. Woodward. Opening date of the agency and introduction of the 1957 Chrysler will be held October 30.

Grant Promotes Floyd Sease, Jr.

Promotion of Floyd G. Sease, Jr., to assistant director of field operations for Grant Advertising, Inc., Detroit, was announced by L. E. McIntosh, executive vice president and manager of Grant-Detroit.

In his new post, Sease will assist in coordinating and administering regional advertising activities for Grant clients. Before joining Grant in 1954 as regional account executive covering the mid-western states, he was associated with several other advertising agencies in the Detroit area.

A graduate of the University of Michigan, Sease served with the U. S. Army in Korea and was awarded the Bronze Star.

Lawrence E. Smith
Landscape Design and Construction
135 N. WOODWARD
in the Wilson Building
Phone MI 4-2936

Droege Appointed C-E Copywriter

Paul Droege has been appointed & Adams, Droege also worked as a copywriter in the creative department of the Campbell-Ewald Company, Detroit. Formerly an assistant account supervisor with MacManus, John

with the Fred M. Randall Company of Detroit. He lives at 7330 Jackson Park, Bloomfield town-ship.

REWEAVING

ALL METHODS—CLOTHING & SWEATERS
We do our own work; (Precision Weavers)
ALL WORK GUARANTEED

LI 1-8580 **F. J. Smith** Open Fri. until 9 P.M.
Other days until 8

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Royal Oak

STORE HOURS

9:30 - 5 Mon. thru Sat.
11 - 4 Sunday

"Buy at The Mill - and Save"

Who Says Men Don't Like A Bargain?

Half Our Customers Are

MEN

—and they are just as appreciative as the ladies.

They are among the best dressed men in the world. Come in and see the wonderful shirts, jackets, sweaters — for men!

Christmas now—every woman should have at least one cashmere sweater!

CLINTON

WOOLEN MILL

On U.S. 112 Clinton, Michigan

SEE THE NEW PONTIAC

NOV. 9

THE *Surprise Package* of '57

AT

WILSON PONTIAC-CADILLAC, Inc.

1350 N. Woodward Ave.

Phone MI 4-1930, JO 4-6655

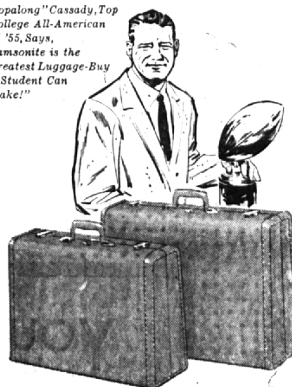
The Greatest Names on Campus choose **Samsonite!**

"Samsonite is Best For School!" Says Kathleen Rodgers, National College Beauty Queen.



Samsonite Streamline **LADIES' THREE-PIECE SET \$57.50 ONLY**
Trunk Case, \$17.50
Wardrobe, \$25.00
Hat Box, \$15.00

"Hopalong" Cassidy, Top College All-American of '55, Says, "Samsonite is the Greatest Luggage-Buy a Student Can Make!"



It's smart as a high IQ! Samsonite lets you pack more clothes in less space—without worrying about wrinkles...lasts through semester after semester. Its rich "better-than-leather" finish wards off scuffing and wipes clean with a damp cloth. Bright non-tarnishing drawbolts open and close as easily as a textbook! Come in today and choose your set from our wide range of cases and colors.

Samsonite Streamline **MEN'S TWO PIECE SET \$44.50 ONLY**
Quick Tripper, \$19.50
Two-Suiter, \$25.00
prices subject to existing taxes

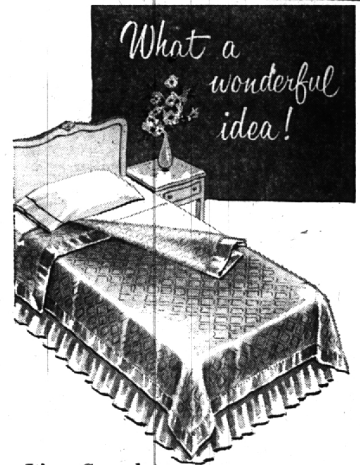
STORE HOURS:

Daily 9 to 5:30

Open Till 9:00 p.m. on Fridays



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What a wonderful idea!

It's a Coverlet... It's a Blanket
"Coverquilt" by Chatham

Get double beauty and double duty in "Coverquilt", the newest type of bed covering. "Coverquilt" by famous Chatham serves as a glamorous coverlet by day, a blanket by night... because it's a shimmering, quilted cover on one side and a soft, warm blanket on the other.

Be the first to own handsome "Coverquilt"... to dress up your bedroom, to save so much bed-making time! Lovely new colors, 72" x 99" (extra long), gift-boxed. **\$24.95**

San Faller Yellow, Nassau Pink, Grosvenor Green, Emeralds Blue, Jamaica Green, Trinidad Red.

Other **BLANKETS** Priced from \$4.98 to \$50.00



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