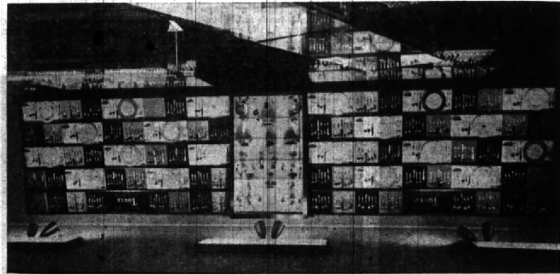


BUSINESS BRIEFS



LAKES' JEWELERS opened the doors to their new home at the corner of Maple and Woodward last week. The enlarged store has been completely renovated and redecorated with the accent on a bright, cheerful interior. In the new location, Lakes have tripled their floor space featuring greater display areas where outstanding sterling, china, crystal and jewelry may be seen. This corner section was formerly the offices of Birmingham Federal.



Lakes' Jewelers In New Store

Offering one of the largest display rooms with the most complete selection of merchandise to be seen in a local store, Lakes' Jewelers recently greeted customers to their new store at Woodward and Maple, Birmingham.

The recently renovated and redecorated building is distinguished by white facing and large display windows. Bright, well lighted interior makes inspection of the handsomely designed showcases and display counters a pleasant experience.

FOR 11-YEARS Lakes has been serving Birmingham patrons. The firm is headed by a father and son partnership, Lloyd L. Lake, the father with 43 years business experience in Oakland county and his son, Arthur J. Lake.

Credit for the interior design goes to Arthur Lake who designed the showcase and window display settings.

Lakes have doubled their former inventory adding full lines in china and crystal, as well as expanding

their selection in nationally advertised silverware.

One of the featured services of the store is their bridal consultant, allowing the bride to select her entire table setting at the same time from the one store.

The store will be open from 9 a.m. until 5:30 p.m. Monday through Saturday.

Midwest Tree Co. Moves to W. Maple

Midwest Tree Co. has moved to a new building and location at 3299 W. Maple, west of Orchard Lake road. The building will provide the former Birmingham concern with new offices and 24,000 sq.ft. of floor space.

Rollin G. Olin, 1456 Santly, president, announces they will continue to have complete landscape servicing: tree surgery, spraying. A full line of nursery stock is maintained as well as other gardening supplies.

Mrs. Alma Bricker Manages Store

The 71st Fred Sanders retail outlet will open in the new National Market, 48075 Van Dyke, at Norse road, Utica, Tuesday, November 27.

Mrs. Alma Bricker of 1205 Boyd, Birmingham, who has been in a supervisory position in the market department of the Rochester road-13 Mile store, will be the manager of the new Utica unit. Mrs. Bricker began her service with the Fred Sanders organization in candy-bakery sales five years ago.

Donald H. Goldsmith, 998 Brookwood, Birmingham, Sanders architect and vice president for purchasing, is the designer of the new Utica plant.

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When you do call remember that Saunders System is starting their 41st year of serving the public with quality, convenience, economy, and courtesy. 1957 cars with radios and heaters are yours for an hour, a day, a week, or a month, and your rental charge is only for the time and mileage you actually use. The one low rental rate includes public liability and property damage insurance to protect you in excess limits, fire, theft, and comprehensive insurance so that you have no liability for losses of this nature and \$100.00 deductible collision insurance is available to every customer, for every rental.

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For further information or "free local delivery" call the "Saunders System" Branch Agency at the Colonial Standard Service Station, corner of Maple and Adams Streets.

1008 EAST MAPLE

MIDWEST 6-5434

Movie by B'ham Travel Service

Mrs. Grace Riley of the Birmingham Travel Service, 379 Hamilton, announces the showing of new all color movie, "Europe in 1957" on Wednesday, Dec. 5 at 8 p.m. at the Birmingham Community House.

The film is shown in association with the Olson Travel Organization. Narrating the movie will be Roger T. Hynes.

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Only Paul Mago of Copenhagen could have designed these intricate patterns, selected these brilliant color combinations! Each color is individually locked in for the life of the sweater, won't fade or wash out. Robert Bruce knits them in bulky, be-man fashion.

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Sizes: 6 to 20

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BOY'S DRESS SHIRTS

Ivy League button downs, white, checks and blue oxford. Sizes: 6 to 20.

\$1.98-\$3.50

BOY'S FLANNEL SHIRTS

Warm washable cotton flannels in bright plaids and stripes. Sizes: 6 to 20.

\$2.98 to \$3.98

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Boys' Department

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