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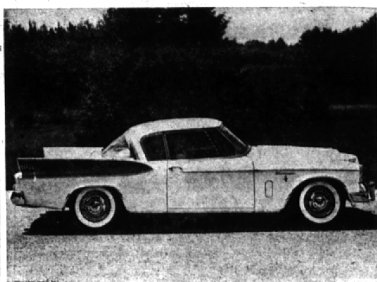
Wabeek Building
Birmingham

Saginaw at Lawrence
Pontiac

BUSINESS BRIEFS



EMBODYING SWEEPING model changes, Oldsmobile's 1957 Starfire "98" Holiday sedan has all new styling from front to rear bumper. The twin strutted rear windows include three glass areas. The car is more than two inches lower and four inches longer than last year. Mechanical improvements include a new 277-h.p. Rocket engine; better front and rear suspension, 15-inch wheels and a more efficient dual-range heater. Suburban Motor Sales, 565 S. Woodward, Birmingham, will show the new car starting this week. Showroom will be open from 7:30 to 9 p.m.



THE 1957 GOLDEN HAWK, lead model in Studebaker's line of sports-type cars, will be demonstrated this week in dealerships across the country. The five-passenger, family size hardtop is only 56 inches high, but 17 feet long. It has a 275-horsepower, 289-cubic inch V-8 engine equipped with a supercharger as standard equipment.



THESE TWO four-year-old Birmingham youngsters are "helping daddy" to encourage Ford tractor and implement dealers to use scale model tractors, wagons and plows as promotion tools in selling full-size farm equipment. This picture of Eric Fresh (on the tractor), son of Mr. and Mrs. J. W. Fresh, 1539 Emmons, and Brian Desautels, son of Mr. and Mrs. D. K. Desautels, 2551 Derby, will appear in the next issue of the Ford Tractor and Implement Dealer magazine. Eric's father is supervisor of visual aids and Brian's is a photographer at the Tractor and Implement Division of Ford Motor Company in Troy.



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HAROLD C. COLLIER

**Collier Named
Kresge Asst Mgr.**

Harold C. Collier, 439 Frank, Birmingham, has recently arrived in the city, assuming the position of assistant manager of the S. S. Kresge Co. store, 223 W. Maple. He formerly served as assistant store manager in Richmond, Indiana. Collier's stay will be brief since he is with Kresge's manager training program. He has been with the company for eight years.

Nov. 1.

They are: Dr. Marjorie L. Howlett, 18870 Riverside Dr.; Dr. J. Maurice Howlett, 18870 Riverside Dr.; and Dr. and Mrs. M. Melvin Gentile, 31883 Carl Elder Rd. All three physicians attended the educational sessions of the anesthesiologists.

Local Physicians Attend Clinic

Three Birmingham, Mich. physicians attended the 29th annual clinical assembly of the American College of Osteopathic Surgeons, which was held at the Sheraton-Cadillac hotel here, Oct. 28 through

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When Pleasure Shared is Doubled - A

'FAMILY HOLIDAY'

is Travel - At Its Best



by *Cindy Haines*

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Larry and I recently spent a weekend in Northern Michigan. (Larry is my travel loving husband). Our friends had warned us to take along an ice pick if we expected to go swimming. From that sage advice, we deduced that it was cold there—brilliant thinking, don't you agree?

Had it not been for the CLINTON WOOLEN MILLS RETAIL STORE, we never would have been able to take that trip without freezing. In true wifely fashion, I had neglected to send Larry's best wool shirt—the one that makes him look like a fugitive from Paul Bunyan—to have a huge three cornered tear repaired. So I had an irate husband on my hands. "I have nothing to wear!" he bellowed. Inwardly, I cringed. "Watch the budget, dear," I thought. Then it hit—my brilliant idea. CLINTON WOOLEN MILLS RETAIL STORE. I bundled my still fuming spouse into the family car and headed for Clinton. And he muttered and grumbled and crabbed the whole blessed way of that short and lovely trip. "Clinton Woolen Mills—never heard of it—my best shirt! Ruined!" He perked up considerably once I prodded him through the door, however and I can't say I blame him. That place is fantastic. I have never seen so many shirts, skirts yard goods and yards of woolen material, coats, jackets, blankets—back in the days when I was enthused with fifty-cent words, I would have called it a phantasmagoria. But no matter, how you spell it, it's a wonderful store.

We found a shirt that suited my husband with no trouble whatsoever. A very luxuriant red and black plaid. Soft and warm—wouldn't mind one myself. But he still wasn't through. I thought I was a shopper—he had to look at everything. "Look, honey, Sweaters," came booming across the room at me. I looked. And I looked again—at the price tags this time. Never had I seen such beautiful sweaters at such amazingly low prices. Beautiful wool cardigans and slippers, both long-sleeved and short-sleeved. In all sizes, and all colors. The prices on their cashmere sweaters are especially amazing—

..for the coming holidays

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I saw a beautiful beige cardigan for \$22.95. Their wool cardigans from \$4 to \$5 and the slippers are about \$3.40. And mind you these sweaters are of the finest possible quality. You can't beat their prices anywhere. I was equally impressed by their fur lamb sweaters—soft beige, pinks and blues. Their lambs wool sweaters at \$11 are marvelous buys, and such beautiful shades. Well, we spent a good half hour poring over their sweater collections. Larry was enthused about their crew necks, and v-necked pullovers for men. In fact, he bought two of them.

We then inspected their skirt collection — all wool skirts for only \$12.95. And they are gorgeous skirts. Every possible color — vibrant plaids. From there we re-did the shirt section. Again we were impressed by the price tags — they were so small. Unfortunately we weren't in the market for coats that day, or we would have snapped one of their Bavarians, luxuriant gray wool with the cute wool fasteners so popular with the college crowd. Their "Pocahontas" is another attractive style—a plaid jacket with a fringed yoke.

Unfortunately, I am not a seamstress. But if I were I would have left that store laden down with some of their yard goods. They have an orlon and wool material, so soft and so warm. It would make a beautiful suit. They also have a pattern department. We had to literally tear ourselves away from that store!

Amazing - Fact - About - The - Clinton - Woolen - Mills - Retail - Store - No. 1,098: THEY pay the sales tax! Yes, Clinton pays the sales tax. Never had anything surprised or pleased us so much. You pay exactly what the price tag says, and prices are low, and no sales tax added.

So our weekend up north was an unqualified success. And the compliments on Larry's shirt and sweater, and my sweater too! I don't know why he waited so long to investigate the CLINTON WOOLEN MILLS RETAIL STORE, but I'm so glad we finally got around to it. They'll be seeing a lot more of us.

See and hear Cindy Haines forthcoming TV program, "FAMILY HOLIDAY."