

Quarter Million Paychecks!

Besides performing its basic job of serving the transportation needs of Michigan's farmers, industrialists, businessmen and general consumers, our Motor Transport Industry plays a most important part in providing employment for a major percentage of Michigan's breadwinners—a quarter of a million, as a matter of fact.

Yes, Michigan's trucks are responsible for one out of every ten Wolverine paychecks—and the total of all these paychecks amounts to well over one billion dollars annually!

That's a lot of money—and it provides those on trucking's payroll with an enormous purchasing power that benefits every phase of Michigan's economy.

Motor transport's paychecks are substantial and they buy lots of food, clothing, appliances, cars and other products whose sales mean paychecks for others.

So, you see . . . Michigan's motor transport industry not only serves all other business activities—it is one of the most important customers for the products of all these other businesses.

Michigan Trucking Association
Fort Shelby Hotel • Detroit



BUSINESS BRIEFS



NEW LOOK in the Thunderbird for 1957 is achieved with sculptured metal treatment of the rear deck and rear quarter panels, and a new front end design. The car has 15 per cent more luggage space, and five inches greater body length. Ride and handling are improved with a lower center of gravity, new design of springs and shock absorbers, plus redistribution of the car's weight. Bigger brakes and up to 20 per cent more horsepower are offered. The 1957 Thunderbird is available now through Ford dealers.



DISTINCTIVELY styled from its jet-flow bumpers and forward-thrust fender hoods, its sculptured steel body with projectile treatment on the rear fender, the Mercury for 1957 represents one of the most extensive model changes in history. Despite its low silhouette, it has two inches more headroom. Its bigger bodies are five inches longer and three inches wider. The 1957 Mercury offers a unique new floating ride with a multitude of new chassis suspension features. A choice of two mighty V-8 engines, 255 or 290 hp, provide extra power, performance and durability. Shown is a Mercury Montclair Phaeton Sedan.

McCulloch Promoted At American Motors

American Motors announced the change of Nash. promotion of Ronald McCulloch. McCulloch has been in charge of 1592 Bates, Birmingham, as assistant dealer-merchandising programs for ant merchandising manager in Nash for the past year. He joined

Nash in 1948 as a special representative in the Philadelphia zone. He later served as zone district manager, district manager and sales promotion manager before being transferred to the Detroit Central Office last year.

Temprite Purchases EverHot Heater Co.

Temprite Products Corporation, 2345 Maple, Birmingham, has purchased the EverHot Water Heater Company, a Detroit manufacturer of home water heaters since 1919, which will now operate as the EverHot Heater Division of Temprite.

Temprite, founded in 1929, is a nationally known manufacturer of drinking water coolers, carbonators, liquid cooling devices and refrigeration accessory items.

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Smith, Tarapata, MacMahon Awarded

EAST LANSING — A citation for class D schools was given for design of the Farmington Junior high school, Farmington, to Smith, Tarapata, MacMahon, Inc., 894 S. Adams, Birmingham, architects in the School Design Award Exhibition at the eighth annual Michigan School Board Conference, Oct. 17, at Michigan State University.

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Crowning touch OF DISTINCTION

STETSON Hats

Top off your new fall outfit with one of these face-flattering hats. All of the smartest versions of the latest styles are here in a wide range of the most popular colors.

proclaims your
good taste



THE
VARSITY
by STETSON

Distinctively handsome, the Varsity sets the pace of good hat style. The tapered crown, back bow and the fashionable curl of the back of the brim quickly proclaim the good taste of the man who wears it. And you'll appreciate its look of relaxed dignity. Available in the season's popular dark tones. Come in and try it on today.

\$12.95

flattering
darker tones



The Ivy League
by STETSON

In the vanguard of style with those immensely flattering darker tones is the Ivy League by Stetson. Notice the narrow brim, tapered crown and subtly striped band that give it a wide-awake, youthful look. This is every inch and every ounce a hat for men who are going places. Stop in and see it today.

\$10.95

worn off
the face



The Sovereign
STETSON
SUSSEX

There is crisp distinction—an air of to-the-manner-born—to the Stetson Sussex. It features, of course, the famous Meda Edge, and presents the many unmistakable advantages that handcraftsmanship always confers upon a hat. Not the least of these is versatility in manner of wearing—as in this off-the-face fashion.

\$20

the casually



Tyrolean
by STETSON

Looking for a hat to go with your casual outfits? . . . you'll find it in our selection of dashing Stetson Tyroleans. Narrow brims and tapered crowns set the season's trend of informality. Combining high style with comfort a Tyrolean will give you the "casually correct look" in sports and your other fall activities. Come in and try one on today.

\$12.95

'Round The Clock

by

Pat
Perkins



Here's Pat Perkins' contribution for the busy days ahead . . . An exceptionally smart dress in a silky blend of combed cotton and rayon by COHAMA—adorned with neat nail-head trim. Guaranteed washable, crease-resistant and color-fast. In this season's best colors.

\$8.98

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The newest in style and fabric in suits, topcoats and mix 'n match slacks and sports coats for boys of all ages. You'll find the finest bargains in everything your boy wears at MULHOLLAND'S.

TOPCOATS

Snubby tweeds in all wool coats with zip-in linings. Grays and browns in light and dark colors. Raglan sleeves with bal collars.

Sizes 6 to 22

\$27.98 to \$39.98



SUITS

All wool worsteds and flannels and rayon gabardines in smart single breasted models. Light and dark colors of the new season. Tailored in the spirit of youth.

Sizes 6 to 22

\$24.98 to \$35.00

BOYS' SPORT COATS & SLACKS, TOO!

Dickinson's

Wabek Building
Birmingham

Saginaw at Lawrence
Pontiac