







Jacqueline Cochran's

FLOWING VELVET

The modern flowing formula that has given new hope to countless women! Women like you who watched helplessly while drying sensi-tive skin robbed them of that soft young bloom. What could be done?

Jacqueline Cochron finds the answer . . . Hydrolini For the first time, exclusive Hydrolin can and does transfer beneficial moisture into the deep tissues of the skin. Phanks to Hydrolin, blended with other rich components, Jacqueline Cochran created an entirely new kind of 3-way beauty formula.

Unique Flowing Velvet acts 3 ways:

It furnishes moisture that actually sinks into the skin. It provides necessary oils for essential lubrication. It maintains the normal balance of oils and moisture.

One touch mirrors the beautiful changel Tiny lines soften, years acens to melt away. To speed results, use Flowing Velvet day and night. It's hormone-free, greaseless, won't amear your make-up or smudge your pillow.

Our specially trained Jacqueline Cochran expert will be happy to show you how Flowing Velvet actually works! Come in and see for yourself!



Cranbrook Drugs

2511 W. Maple



MRS. BRUCE E. SMILEY

Exchange Rings and Vows In Saturday Evening Rites

Dr. Arnold Runkel solemnized the double-ring rites Saturday evening at First Methodist church, Birmingham, uniting in marriage Maxine Willer and Bruce Elisworth Smiley, son of the Merlynn Smileys of Park street, Birmingham. The Markine was secorted to the alter by her bother, Richard Miller of Pontiac and the Maxine was secorted to the alter by her bother, Richard Miller, of Pontiac.

SHE CHOSE a princess style gown of parchment taffeta and chantilly lace for her wedding day.

The lace bodice was designed seleves and the taffeta shire terminated in a chapel train and the second shaped bouquets were minated in a chapel train and the second shaped bouquets were minated in a chapel train. A Chantilly lace and segment of stephanoits, baby pom poms and an orchid. Mrs. William Cartier of Pontiac and arrangement of stephanoits, baby pom poms and an orchid. Mrs. William Cartier of Pontiac and a stephanoits, baby pom poms and an orchid. Mrs. William Cartier of Pontiac and Mrs. Millam Cartie

BEER • WINE • CHAMPAGNE

MA 6-2583

GOLFDALE



32770 FRANKLIN ROAD FRANKLIN VILLAGE

CHOICE MEATS

FRESH FRUITS, VEGETABLES DAILY



TRENCH SHRINER MEN'S Extra Quality SHOES

• Matchless styling and meticulous construction make them a "better" buy. They're completely comfortable, long wearing . . . made by French Shriner, craftsme who have the faculty of building extra quality into shoes at your price!

YOUNG'S OF BIRMINGHAM

203 PIERCE STREET

DOWN TO EARTH

Frontdoor Flowers Add Warmth

By ALICE WESSELS BURLINGAME
Special Writer for The Birmingham Eccentric

Special Writer for The Birmingham Eccentric

This week I could still detain you in Cleveland as I did last week to give you some fine ideas I observed there. It is common practice in CleveIt is common practice in Cleveland to incorporate well chosen the countries of the cou effect objectively on be on the side of or a with foundary of the color wit

THE PRACTICE of using flow ers in the front of a home certainly follows the contemporary trend as visitors to California will

clifornia will
Cleveland has
beautiful Garbeautiful Garbeautif

BIRMINGHAM

CAMERA SHOP

168 So. Woodward Phone Midwest 4-0510 You Don't Know Cameras --Know Your Dealer 19TH YEAR SERVING BIRMINGHAM

THE FALL coloring of the leaves is its outstanding attribute. But during the summer months it will give you the same effect as a purple leaf plum. This selection would give you a fine dense boundaries. The purple of the purple

RENTAL & SALES

MICHIGAN FIRST AID Invalid needs—si supplies

LI 2-3027 JO 4-6847 1621 S. Woodward, R.O. 3 doors north of 10 Mile

• HOSPITAL BEDS
• BED SIDES
• WHEEL CHAIRS • WALKERS • CRUTCHES

COUNTER TOP MATERIALS

FOR REPLACEMENT OR NEW INSTALLATION FREE ESTIMATES



• FORMICA o VINYL

LINOLEUM

T. E. HOGAN CO.

the magnificent

high-fidelity television • radio-phonographs

McCallum and Dean

409-411 E. Maple

MIdwest 4-5230



THIS **LEBOW** LABEL

LABELS

YOU as a man unafraid of the new, the different, the advanced . . . in fabric and design

As an individual who doesn't buy merely for replacement, but wears what is fashion right.

As a man headed for-if not already arrived at-succes

The Lebow label says the suit is meticulously, skillfully, handtailored and imaginatively designed.

It says he has a good sense of value-because he appreciates that a little more money expended for Lebow quality is repaid many times over in better fit. You can pay more . . . but you can't buy finer.

See the new Lebow Clothes, newly arrived at YOUNG'S and see if a Lebow Suit doesn't do something for you.

Priced from \$95.00

Dress right . . . you can't afford not to.

YOUNG'S of Birmingham