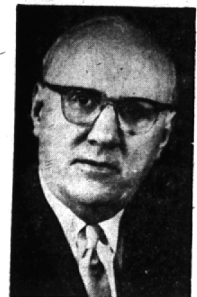


# Bigger & Better Values At . . . NORTHWOOD SHOPPING CENTER

## WOODWARD at 13-MILE ROAD



### MATTHEW CAMMARERI Cammareri Heads 1957 Easter Seal Campaign

Matthew Cammareri, one of Oakland county's most prominent civic leaders will head the 1957 Easter Seal Campaign to help crippled children in the county, according to L. C. Mege, president of the Oakland County Society for Crippled Children.

Named at a recent meeting of the board of directors, Cammareri will spearhead the annual appeal as campaign chairman, leading efforts to maintain and promote greater services for the crippled.

"Our goals have been set," Cammareri said, "Oakland county needs \$50,000 to really help its citizens who are crippled. These are the society's goals. They cannot be reached by one man nor by one committee, but with the helping hands of all persons interested in the well-being of crippled children and adults.

"Residents of Oakland county have made possible the purchase of wheel chairs, braces, crutches, doctor's examinations, x-rays, dental care for the physically handicapped child, a free cerebral palsy diagnostic clinic, a two week camping program and many other services provided by the society through generous contributions to previous Easter Seal appeals."

Approximately 50 percent of the funds raised during the annual Easter Seal campaign finances services within the state where raised. The remainder goes to help a national program of service, education and research.

### Elected Secretary

Peggy Hampson has been elected recording secretary of Chi Omega at Denison university. Peggy is the daughter of Mr. and Mrs. John C. Hampson, 1508 Cranbrook road.

**YOU'LL FIND IT AT FROMM'S**



**WROUGHT IRON MAILBOX**

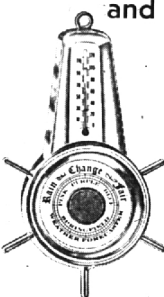
specially priced  
**AT ONLY \$5.99**  
Reg. \$7.50

Vertical model with brass design  
Reg. \$1.95 **\$3.99**

**FROMM'S HARDWARE**  
Northwood Shopping Center—Northland Shopping Center

**Weather Forecaster and Thermometer**

only **1.00** gift boxed



A handsome wall decoration (looks like polished ships brass) that will never tarnish or discolor . . . looks five times the price.

**MYER'S Jewelry Shop**  
NORTHWOOD SHOPPING CENTER

**NORTHWOOD CENTER IS LIKE ONE BIG STORE . . . WHERE PARKING IS CONVENIENT AND VALUES GALORE!**

This is the first in a series of ads for the Northwood Shopping Center. Look to the Eccentric for future values.

**SHOP WOOLWORTH'S FIRST**

**SEW and SAVE**  
3 1/2 yard  
80 x 80  
**Percale \$1.27**

**BIG VALUE**  
Poly Foam  
**Sponges 6 in pkg. 69¢**

**SELF SERVICE F.W. WOOLWORTH CO. SELF SERVICE**

**PATENTS ON PARADE**

Gleaming, sparkling, shining patents in a parade of the prettiest styles you ever wore and loved! Come in! See our new collection in your favorite Red Cross Shoes. They're all so refreshingly new . . . so flattering and fashionable . . . you'll want to wear your pair from the moment you try it on!

Largest selling brand of fine footwear in the world.

Styles from **\$9.95** to **\$13.95**



**RED CROSS SHOES SHOE BOX**

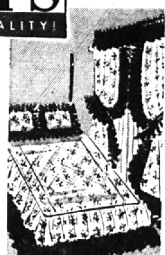
NORTHWOOD SHOPPING CENTER—3339 NORTH WOODWARD  
20106 W. Seven-Mile, Detroit 29 S. Telegraph, Pontiac

**PENNEY'S ALWAYS FIRST QUALITY**

**SPECIAL! CHINTZ ENSEMBLES**


Bedsprad, full or twin . . . \$7  
Matching Drapes . . . pair \$5  
Shams . . . each \$2.50

Gleaming white chintz, fresh with colorful flowers, edged with stand-out solid ruffles. Exciting values!



Shop Thursday, Friday, Saturday 9:30 A.M. till 9 P.M.  
During Penney's Annual Ladies' Day Event!

**TORRENCE OIL COMPANY**  
Phone MI 4-9000  
"We Serve the Suburbs"




**It's Like Shopping In ONE BIG STORE bursting with bargains . . . when you come to NORTHWOOD CENTER**

So MANY different kinds of merchandise and services . . . so CLOSE together . . . that it's just like shopping ONE big store. Only a few steps to everything you need . . . from foods to furniture . . . from carpets to cosmetics. Make ONE stop do the work of MANY by shopping here regularly!

**NO PARKING PROBLEMS . . .** Free Parking for all customers right on the premises.

**VARIETY . . .** is the spice of our shopping center. You name it! Complete assortments in every kind of merchandise.

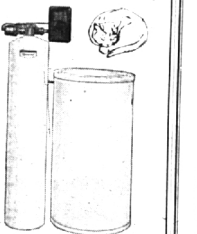
**VALUES here challenge comparison.** We all know that in order to get and hold customers we MUST offer thrifty buys on everything.

**FRIENDLY, courteous service is the rule here.** Northwood is a pleasant place to shop.

Why shop around in circles? Make a BEE-line to NORTHWOOD CENTER.

**EVERY STORE OPEN MONDAY, THURSDAY FRIDAY AND SATURDAY TILL 9**

**The Amazing NEW ALL-O-MATIC WATER SOFTENER works while you sleep!**



At least a fully automatic water softener that can service itself while you sleep and give you all the cloud-soft water your home can use—all the time!

- Completely and fully automatic operation—no even a switch to flip
- Simple control valve—only 2 moving parts
- Very large neoprene coated brine tank holds 2 to 8 months salt supply
- Automatic electric interval timer (calendar clock) can be set for any service interval
- Ten year warranty on complete unit and all controls
- Absolutely no work to do

And All of this for **\$249.00**

**Water Softener Supply Company**  
243 Briggs Bldg., Farmington, Mich.  
Midwest 4-4337  
4-4334

**KROGER'S OPEN EVERY NIGHT TILL 9 P.M. CLOSED SUNDAY**

HYGRADE'S & OTHER POPULAR BRANDS  
**FRESH OR SMOKED HAMS**

KROGER GRADE "A" LARGE, MIXED  
**FRESH EGGS**

Buy these lean, choice hams at Kroger's low, low price and save.

**FULL SHANK HALF Lb. 43¢**

Big golden yolks, thick creamy whites. Kroger eggs are always fresh.

**Doz. 43¢**

**SHEER DACRON CURTAINS THAT WASH LIKE MAGIC AND NEED LITTLE IRONING**

For sheer beauty, long wear and easy care nothing can equal Dacron curtains, and what a happy surprise to find them now so low priced! It means you can have them on every window of your home for fresh newness. Hurry and save now!

Ruffled	Panel
50" x 15" . . . 3.98 pair	41" x 36" . . . 1.99 panel
50" x 31" . . . 3.98 pair	41" x 36" . . . 1.19 panel
50" x 63" . . . 4.49 pair	41" x 45" . . . 1.29 panel
50" x 72" . . . 1.98 pair	41" x 51" . . . 1.39 panel
50" x 81" . . . 3.49 pair	41" x 63" . . . 1.49 panel
50" x 90" . . . 5.98 pair	41" x 72" . . . 1.59 panel
95" x 81" . . . 8.98 pair	41" x 81" . . . 1.89 panel
95" x 81" . . . 12.98 pair	41" x 90" . . . 1.89 panel

**FABRIC CENTER**

**TOPPERS . . .** wonderful selection of all-nylon pastel toppers. Pink, White, Blue, Mint.

Sizes 7-14  
**\$8.95 - \$10.95**

**SPRING COATS**

Some with matching hats and bags. Pastels, Solids, Checks, Tweeds, Failles.

Sizes 9-24 mo.,  
**\$6.95 - \$8.95**

2-4, 3-6x, **\$8.95 - \$13.95**

7-14, **\$13.95 - \$16.95**



**SHOP AT YOUTH CENTER STORES**

**NORTHWOOD SHOPPING CENTER**  
411 S. Main and 122 E. Fourth, Royal Oak  
Belmont Shopping Center

**FREE PARKING FOR 2,000 CARS**