

# shop 'til **9** p.m. friday night in **BIRMINGHAM**

A whole page full of choice offerings will await your pleasure in Birmingham tomorrow night from 6 to 9. And to some lucky person will go a \$100 gift certificate redeemable in any participating store. Come down, you'll enjoy shopping in Birmingham Friday nights.

**TOMORROW NIGHT YOU MAY BE THE LUCKY ONE TO WIN \$100 IN GIFT CERTIFICATES**

## mothers are queens

Next Sunday is Mother's Day. Honor her with something special from Himelchoch's—her favorite perfume, a luxurious handbag or perhaps a complete spring ensemble.

**Himelchoch's**

PRINCETON PREP  
3-HOUR SPECTACULAR  
Our Entire Stock of Swimwear  
Reduced by  
**20%**

Friday Evening Only  
**Princeton Prep**  
FOR YOUNG MEN

MI 6-6166  
237 PIERCE

Member of the American  
Institute of Men's and  
Boys' Wear



Come In and See  
Us For  
SPECIALIZED SERVICE  
**BOB FROST INC.**

Lincoln-Mercury Dealer 479 S. Woodward

Everybody Remembers Mom  
on Mother's Day, May 12th  
**WILL YOU?**  
Wonderful gift suggestions,  
beautifully gift wrapped free.

Open  
Fri. Eve.



Free  
Parking

STERLING SILVER  
BAR KNIFE

**\$4.00**  
Incl. Fed. Tax

**LAKES'**  
Jewelers

Woodward at Maple

**BOYS' ALL-AROUND COATS**  
Durable Waterproof Easy-to-clean

Trenchcoats and  
wash & wear Dacron **\$14.95 up**

**Higgins and Frank**

Wabeek Building—Birmingham

MOTHER'S DAY SPECIAL

**ALL BREAD BOXES  
and CANISTER SETS**  
Reduced **25%**

**McBRIDE HARDWARE CO.**

154 S. Woodward—Birmingham

**PURE SILK SHIRTS**

Tailored by a famous maker,  
Long sleeves, Solids and polka-dots

**Kaybaum**

**\$2.99**

162 W. Maple, Birmingham

**WHITE COTTON SOCKS**

Reinforced  
Toes and Heels  
Reg. 69c pr.  
Value

**2 PR.**  
**\$1.00**

**F. J. Mulholland Co.**

223 N. Woodward

MI 4-9111

NEW Brownie Starflash  
**CAMERA & FLASH OUTFIT \$9.95**

FREE—1 Roll Color Film with  
Each Set Purchased This Week Only



Serving the Birmingham Area for Over 34 Years

Ladies' and Girls'  
**SPORTS WEAR**

W. MAPLE AT HENRIETTA

**S. S. KRESGE COMPANY**

Mother's Day Special!

**LADIES' SPORT SHIRTS**

Stripes, Plaids  
and Plain Colors **20% off**

**MORTIMER'S**

MEN'S STYLE CENTER

123 W. Maple

MEN'S  
**INITIALED HANDKERCHIEFS**

Hand Rolled  
Box of 3  
Reg. \$2.50 Value

**1/2 OFF**

**Dickinson's**

WABEEK BUILDING

White Splendor  
**WRITING PAPER**

36 Large Sheets  
24 Envelopes  
Reg. \$1.00 Value

**49c**

**SHAIN'S**

RECALL  
DRUG STORE

MI 4-2121

105 W. Maple Ave.

Flint  
**EGG BEATER**

15 Year  
Guarantee  
Reg. \$4.95

**\$3.29**

**BIRMINGHAM HARDWARE**

152 N. Woodward

MI 4-7524

You are cordially invited to come in and see  
our complete New Selection of fine imported  
Spring and Summer suitings and Topcoatings.

All garments Custom Tailored to your  
complete satisfaction

**McCOY TAILORS Inc.**

148 Pierce Street  
Midwest 4-7602

**\$400 YET TO GO**

... And You May Be The Lucky One  
To Steal The Show

Special bargains in every store  
How on earth  
Could you ask for more.

**THE BIRMINGHAM ECCENTRIC**

**Free Shoe Shine Kit**

(Reg. \$1.50 Value)

Given with the Purchase of \$10  
or more Friday evening.

**Williams Boot Shop**

115 W. Maple

'57 BUICK SPECIAL  
Hardtop

Delivered Complete

**\$2877**

Includes radio, heater,  
Dynaflow, white side walls,  
windshield wipers,  
directional signals,  
all taxes and license.

ONLY at

**SUMNER MOTOR SALES, Inc.**  
908 S. WOODWARD BIRMINGHAM  
MI 4-9100 OPEN 'TIL 9

CLEARANCE  
Entire Stocks of  
**SPRING & EARLY SUMMER  
DRESSES**

**UP TO 1/2 OFF**



**EGGLESTON'S**

Department Store, Birmingham

FRIDAY NIGHT SPECIAL!

**48" DRAPERY**

Reg. \$1.39 Yd.  
Prints - Solids

Special at 99c yd.

**Le Bas de Beaute**

Exquisite hosiery is exclusive,  
available in Limited Edition

Seamless Value \$1.95 6 to 9 Friday \$1.35

**HERBERT BURR**

255 North Woodward

Birmingham

FRIDAY NIGHT ONLY

Regular 1.50 Nylon Seamless Hose

Limit 3 pair to a customer

**\$1.00 per pair**

**KAY COOLEY**

Sport & Travel Clothes

190 W. Maple

PAINTED ALUMINUM  
**TOILET BRUSH HOLDER**

Sanitary, easy to clean, guar-  
anteed against rust. Two shelves  
for soaps and powders. Remov-  
able drip pan, plastic bristle  
brush and painted decorations.

Reg. \$4.49

**\$2.98**

**HUSTON HARDWARE CO.**

205 N. WOODWARD

MI 4-7330