



... JUST LIKE MAGIC

YOUR RUGS WILL HAVE THE SOFTNESS OF FLOATING ON AIR

We have one of the finest rug cleaning plants in Michigan, staffed with well trained, capable personnel, conveniently located right next door to you in Royal Oak

Give us a call for a free estimate; our work is fully insured and guaranteed.

- Free Pickup and Delivery Service
- Tacked-down Carpeting Cleaned on Your Floor

CRESCENT CARPET CLEANING CO.
123 CATALPA DRIVE LINCOLN 3-3552 ROYAL OAK, MICH.



In the tradition of elegance ...

the November Bride

To make her days of days everything she dreamed it would be ... radiantly lovely, remarkably elegant gowns from our bridal group.

Floor Length \$79.95 & up

- Brides Maids
- Flower Girl
- Mother of the Bride
- Cocktail Dresses

Hats Cleaned & Blocked

Custom Millinery Department

INGRID'S
LI 8-0010 2875 Woodward (2 Blocks South of 12 Mile)

American Modern

...revolutionary way to figure glamor

Skippies

a

formfit CREATION

Thanks to Skippies revolutionary way with light elastic, your figure is comfortably coaxed into lovely, natural line ... without laces or heavy fabric. For that naturally beautiful look ... come in, be fitted into in America's most popular shape-maker ... SKIPPIES.

Skippies Girdle No. 943. Nylon with Rattling front and back panels. Snowy White. (Also available in Pinks No. 843) S.M.L. \$7.50. L. & T. \$7.95. Shown with "Life Romance" Strapless Bra No. 282 in embroidered Nylon sheer. Wired underbust and new-shaping "cuddle-story." 32A to 38C. \$5.95



F. J. Mulholland
233 N. WOODWARD AVE.
Phone MI 4-9111 We Deliver

DOWN TO EARTH

Chrysanthemums Reign as Fall Queen

By ALICE WESSELS BURLINGAME
Special Writer for The Birmingham Eccentric

Chrysanthemums reign as queen in September and October and many of our local growers are disturbed because at least half of their crop do not have a chance to come into flower before the last killing frost.

It is possible to encourage earlier flowering for early, middle of the season and late flowering varieties by covering these plants with a dark cover from five p.m. until nearly noon the next day. This is the way to force buds into full flower.

An easy way to achieve this end would be through covering a plant with a corrugated box or a bushy basket.

Mums are a short day plant and favor a short period of daylight for full flowering. Here we go back to the well known premise that all flowers, I mean all flowers, throughout the entire gauntlet of the garden cycle came into flower at the correct date which is regulated due to the length of exposure to daylight and darkness.

WHILE WE are still on the subject of mums I want to emphasize that this plant needs a mulch around it more than any other plant in the garden due to the very shallow root structure.

Mulch will hold moisture which is needed close to the roots and using the mulch will make cultivation unnecessary. By the way, your chrysanthemums will give you the best results if you give them a slightly acid soil.

Again for 1957 the warning goes out, do not mulch your garden too soon or you will be building a grand apartment for eager beaver mice. If you mulch up your roses and other plants with straw, leaves, and other covers Mr. Mice will thank you for being a perfect landlord.

DO NOT MULCH UNTIL Nov. 15 due to this important reason as the mice love to nibble on the tender tidbits beneath the mulch surface if you tempt them too early in the season. By Nov. 15 they have chosen their winter abode and chances are that it isn't in your choice mulched plants.

Here is an important item: mice are allergic to sulphur dusted on roses in the fall to control leaf spot spores.

In the setting of our country in the early days the Dutch settlers found that land which grew elms, lindens and walnuts gave the best crops. They passed up areas when they had a choice where oaks and pines grew.

THINK THIS OVER, survey your own home area. Even on one acre of land you can have different sections of the lot which will be better than others for ornamental horticulture.

Those in the professional horticultural field are quite excited about the new Nickerson Color Fan which has just become available. It will establish a standard description for 202 colors of 40 hues. This will be invaluable for industry, designers, horticulturists and others who find color an important factor in the acceptance of their product. It has been accepted by the National Bureau of Standards and the Inter Society Color Council.

SELECTED GROUPS

NYLON HOSE

59¢ PR. 2 PR. \$1.00

F. J. MULHOLLAND'S
233 N. WOODWARD MI 4-9111

just what a BOY wants for SCHOOL or PLAY



GLOVES & MITTENS

We've a marvelous selection of warm winter wear to catch the eye of every boy.

- Woole in plains and patterns
- Woole in Stretchy sizes
- Leather Dress lined in wool and fur
- Wool with leather palm
- Buckskin and calf leather with elastic wrist

1.00 to 4.98

Warm CAPS—1.98 to 3.98
EAR MUFFS — STOCKING CAPS

MEN'S GLOVES

- Nylon with leather palm
- Wool with leather palm
- Leather calf with fur and wool lining

3.98 to 7.98

F. J. MULHOLLAND CO.
233 WOODWARD — BIRMINGHAM

WHY?



Why We Say "A Miss Is Good as a Mile"

This absurd English proverb persists in popular usage even though history reports no one missing any important objective by a mile. It may be corruption of the ancient "Amia as good as Amile."

Amia and Amile, reportedly, were bully-boys in Charlemagne's retinue, soldiers or palace guards, who were alike as Tweedledum and Tweedledee. Whatever the forceful work he wanted done, the last great ruler of the Roman empire could send either Amia or Amile and be certain his objective would be accomplished.

A U.S. government war loan to Britain of 88 million ounces of silver increased in value from \$62,480,000 when the loan was made to \$72,040,000, its current market price, when it was returned.

dated!
SUPER SIZE
SUPER CLEAR
SUPER BRIGHT
Supersnap PRINTS
Take Films to Camera
Counters Served by
HITE PHOTO, INC.



GREETINGS & GIFTS are brought to you from Friendly Neighbors & Civic & Social Welfare Leaders through

WELCOME WAGON
On the occasion of Change of residence

Arrivals of Newcomers to Birmingham

MRS. H. WALES PRICE
Midwest 4-0516
(No cost or obligation)

bright and early buys on

children's PARKAS and SNOW SUITS

Wonderful Winter Togs designed to keep the young fry snug and warm all winter. We've the colors and styles they like in durable fabrics that resist moisture.

Popular Button Front and Zipper **PARKAS**

These are wonderful all-weather parkas for the outdoor boy. Water-repellent and resistant to non-oily spots and stains. Dyed moustion lamb lined hood for added warmth. 100% processed wool interlining. Solid colors.

BOYS' SIZES 6-20 \$17.98 CHILDREN'S 4 to 12 \$13.98

Boys' red parkas \$18.98

Washable SNOW SUITS

You will quickly recognize these smart winter togs as nationally famous, quality children's wear. 100% Orion and pile. Toasty warm and feather light. Detachable hood zips open as a collar. Fluids, solid colors and combinations. Styles for boys and girls 4 to 12.

\$19.95

"We Deliver"

F. J. Mulholland

PHONE MI 4-9111 233 N. WOODWARD