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FAR SIGHTED MEN AND WOMEN LOOK PLEASANTLY TO RETIREMENT. THEY LIST A CAREFREE RETIRE-MENT-AS ONE OF LIFE'S PRIME AIMS.

Coordinated Planning NOW will guarantee not only your immediate security objectives but your retirement ambi-

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The STAR-HOST Process provides a more THOR-OUGH CLEANING because it takes the dirt OUT. It eliminates shrinkage, rust spots, odors, change of texture. And because it DRY CLEANS your carpets, they are READY FOR USE IMMEDIATE-LY AFTER CLEANING.

We will STAR-HOST your wall-to-wall carpeting right on your floors, or we will rent you the easy-to-use equipment and you can DO IT YOURSELF (and save 50%). We supply the wonderful STAR-HOST Cleaning Compound, and deliver and pick up the unique STAR-HOST Electric Brush. Phone us TODAY for an appointment.



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Rug and Carpet Cleaning EXCLUSIVELY For 65 Years

## BUSINESS BRIEFS



### Establishes Design Studio In Birmingham



With Ad Agency

#### Herzberg Work Displayed at New Barbershop

Vetti Barderstop
Carl Honkanen, 1936 Holland, Birmingham, is getting
an assist from his brother-inlaw in the opening of his new
Eton barbershop, 505 S. Eton,
near the Grand Trunk depot.
Arfist Robert A. Herzberg
is Honkanen's brother-in-law
and his paintings are on display at the new barbershop,
which opened last week.



#### **Chrysler Promotes** Westwood Resident

BORN IN DETROIT in 1907 leyer attended Wayne State uni

sity and Lawrence institute of nology. He lives at 21805 Greentric Classified Ads. Sor Greentric Classified Ads. Sor member, if you want to sell that a member of the Society of hard-to-ret-rid-of article, advertion of The tin in the Want Ad section of The



\* Downs Industrial Illustrators

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ALL EXPENSE TOURS

1 — New York Theatre Tour		 	 		 	\$119.55
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5 — Scandinavian Cruise						
Europe—11 Countries			 	٠.	 	\$808.00

Consult Delphine Michaels

## Be Prepared!

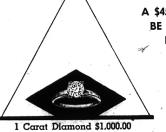
for Camp needs . . . shop at Peck's.





PECK'S

# The Carat Weights Balance...But!



A \$450 DIAMOND CAN NEVER BE THE EQUAL OF A \$1,000 DIAMOND WHEN PURCHASED FROM A RELIABLE DEALER



1 Carat Diamond \$450.00

Claims to that effect can be made. But, given equal carat weights and different prices, the lower priced diamond automatically has less of the desired qualities that characterize the other diamond. Obviously, this does not-apply only to the prices used as examples above.

Know your dealer. In him must be placed your trust for

value received. The reliable dealer is one who has pride in his profession, whose integrity is a matter of public knowledge. Aside from his integrity, he will never give less than fullest value because his living depends on your future puchases. If he appraises your "bargain" diamond as value less than paid for, it is not sour grapes, but the judgment of one who knows diamonds.

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## Know The 4 C's Of Diamond Value

Know that every diamond has four characteristics that determine its value - Carat weight, Color, Clarity and Cut. A \$100 diamond san have as perfect a combination of these as a \$1,000 diamond. The differences will be size. The individual investing in a diamond. mond should ask himself whether it's size alone or the best combination of the four C's he wants in his diamond. A reliable dealer will give the latter.

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