



Fashion leaders for 30 years

142 W. MAPLE — BIRMINGHAM
Branches in Royal Oak — Ferndale — Mt. Clemens

"apple-of-your-eye"
CROMPTON CORDUROY
coordinales by Wardrobe-Maker

Named for the red apple print of the cotton shirt . . . and certainly your favorite go-togethers for Fall. Wide wale corduroy in glowing shades of red, antelope, or green. Sizes 10-16.



- BLAZER \$14.98
- SKIRT \$9.98
- SLACKS \$7.98
- BERMUDAS \$6.98
- SHIRT \$5.98



ANNUAL EVENT!
GIRDLES and PANTIE GIRDLES

famous-maker sample group

\$4.99

Reg. \$6.50 to \$8.95

All first quality! Terrific savings in this salesman's sample group of famous-maker styles. Girdles and pantie girdles in nylon elastic net with satin elastic panels. No bones to bind! Small, medium, large.

BUSINESS BRIEFS

Wheelwright Fellowship Award Won By J. Haro

Harvard University's graduate school of architecture and design has announced that John Haro, 235 N. Eton, Birmingham, A.I.A., designer for and associate of Albert Kahn associated architects and engineers, Inc., has been chosen to receive its internationally-recognized Arthur W. Wheelwright Fellowship for 1956-1960.

New Assistant

A. W. Golling, 3650 Larkwood, Bloomfield Hills, has joined the Chrysler and Imperial division as administrative assistant to the general manager. Golling attended Hilldale College and Michigan State University, majoring in marketing and economics. For six years he held a supervisory position in the customer research staff of another automobile company. From 1955 until taking over his new assignment, Golling was manager of Chrysler corporation's consumer research staff.

Announces New Insurance Plan

A new guaranteed purchase option providing "insurance insurability" for amounts up to \$50,000 has been announced by James H. Moorecroft, 2215 Norchester, Southfield township, general agent in Detroit for the Midland Mutual life insurance company, 2021 Greenfield.

According to Moorecroft, Midland Mutual's guaranteed purchase option guarantees a policyowner the right to purchase as much as \$10,000 of additional life insurance at each of specified future dates, regardless of future health or other factors affecting insurability.

Promote Jeffers At Burroughs

International division of Burroughs corporation has announced the appointment of Richard L. Jeffers to the new position of supervisor of direct advertising. Jeffers comes to Burroughs from the Detroit office of J. Walter Thompson company where he has been responsible for administering and supervising international advertising for two companies including Burroughs overseas dealer cooperative programs.

A former resident of Birmingham for many years, Jeffers graduated from Ohio university at Athens. He also attended the University of Michigan and Mexico City college in Mexico City. He recently moved to Clawson with his wife and daughter.

12 Attend Accountants' Conference

Five Birmingham area couples and two area residents attended the 40th international conference of the National Association of Accountants held recently at the Waldorf Astoria in New York.

Attending the conference were Mr. and Mrs. George Troost, 1524 Maryland; Mr. and Mrs. Arthur Kaufman, 1810 Graefield; Mr. and Mrs. Philip Wheelan, 497 Coolidge; Verne D. Hanna, 2234 Avon, and Eugene J. Kempf, 501 E. Southlawn, all of Birmingham. Also at the conference were Mr. and Mrs. John J. Fox, 22061 Woodworth Way, Lathrup village, and Mr. and Mrs. Ivan E. Strand, 31733 Nixon, Southfield township.

Beresford-Thompson Agency

Phone MI 4-8930

55 W. Maple Ave.

Corner of Woodward

BIRMINGHAM, MICHIGAN



"We Insure Everything" But Yesterday!

Special SALE on

SUMMER, SHORT SLEEVE

Sport Shirts

Regular \$5.95 **\$4.45**
Batiste Shirts Now

Regular \$7.50 **\$5.95**
\$8.95
\$9.95

Values

While They Last

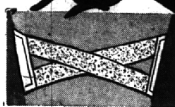
Young's of Birmingham

203 Pierce Street

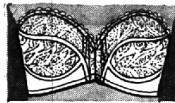
good news™ by warner's®

Kay baum
162 W. MAPLE BIRMINGHAM

A strapless that stays up at \$3.95!



THIS BRA STAYS UP BETTER THAN ANY OTHER STRAPLESS AT THIS PRICE (Clinging latex back is new! Criss-cross bands of latex cling lightly, firmly to your back—adjusts to your every movement.



THIS BRA INTRODUCES A COMPLETELY NEW KIND OF CONTOUR CUP Embroidered cups are new!

The cups will never lose their shape, thanks to a revolutionary new fabric—cotton with a foam inner lining! You've never seen such a light contour cup—or such a pretty shape. Plus the easy hook-eye front you love.



10-37 in. white. ALL THIS AT \$3.95! INCREDIBLE BUT TRUE! So marvelous you'll want to rush right down for yours today!

SUMMER Clearance

OUR ENTIRE STOCK OF **BETTER DRESSES** **1/3 OFF MARKED PRICES**

Including 100% Nylon Jerseys, Voiles, Fine Cottons and Summer Tweeds

Regularly Priced **\$8.95 UP**

LADIES' SPORTSWEAR

Bermudas Slacks Skirts **Jamaicas Shorts Pedal Pushers**

Some matching tops

1/3 Off Marked Prices

REGULARLY PRICED 2.98 to 10.98

Girls Sportwear

Skirts, Bermudas, Shorts Knitted tops

1/3 off marked price

Reg. \$1.50 to \$5.98

ONE LOT OF **LADIES' BLOUSES**

Sleeveless & Regular Styles

1/3 OFF

\$2.98 to \$5.98 Vals.

BE SURE TO SEE OUR **SPECIAL BARGAIN TABLES**

SUPER SPECIALS FROM OUR LADIES' DEPARTMENT

\$1.00 & \$2.00

OUR ENTIRE STOCK OF **MEN'S and BOYS' SPORT SHIRTS**

Both Tailored and Knit Styles in Wide Color Selections.

20% OFF

Boy's Values to \$3.98 Men's Values to \$5.98

ONE LOT BOYS' **BERMUDAS**

Sizes 6 to 20

\$2.98 & \$3.98

BATES PERCALE

Discontinued patterns

Reg. \$1.49 yd. NOW **89¢ yd.**

MANY OTHER ITEMS ON SALE DURING THIS ANNUAL **SUMMER BARGAIN EVENT**

Holland company
633 N. WOODWARD AVE.
Charge Accounts Welcomed We Deliver