

# Machus presents GOURMET CHRISTMAS GIFTS



Luscious Christmas  
Cookies & Candies  
Fruit Cake Petites  
Beautiful Marzipan

Recommended by  
Dessert House '51

### BUFFET FOODS

Planned and Prepared for Take-out  
Tea Sandwiches and Hot d'oeuvres

Restaurant

160 West Maple

8:30 a.m. to  
9:00 p.m.

Pastry Shop

MI 4-1016

## 17-jewel magnificence

**TAYLOR** Flair-of-Fashion Watch  
originally created in 14K gold,  
now at a pleasing Low Price.  
Fine Florentine effect in heavy  
gold or silver finish. Fully  
Guaranteed 17-Jewel Swiss  
movement. There's a large  
selection of beautiful, high-style,  
flair-of-fashion timepieces —

From  
**\$49.95**  
Plus Federal Tax



yours  
for the  
choosing at

## The Time Shop

MI 6-7377

151 South Bates, Birmingham  
(Behind Girard)—(Opposite Post Office)  
Open Until 9 P.M. Friday Nights

## Double Christmas Gift Offer!



For every  
member of  
the family

This Christmas give a Smith-Corona portable typewriter, like the Galisteo, and the Ten-Day Touch Typing Course on records... Here are the perfect gifts for the student... the whole family! What's more, in just ten days every member of your family can become an expert typist with Smith-Corona's exclusive Ten-Day Touch Typing Course... The Galisteo looks as good as it writes... four beautiful decorator colors... Just \$5.00 down, and it can go under your Christmas tree... For another \$3.95 you can give the Ten-Day Touch Typing Course. Get them both. Drop in and see us today.

**ONLY \$3.95**  
WITH ANY SMITH-CORONA PORTABLE

**LOW DOWN PAYMENT—EASY TERMS  
ADDING MACHINES**

ROYAL · OLYMPIA · SMITH-CORONA · REMINGTON  
**Birmingham Printing** & Office  
260 E. Maple — Midwest 4-4751 — Birmingham

## Tips Offered for Speedier Mailing of Christmas Cards

One of the most enjoyable things about the Christmas season is contacting friends and relatives with Christmas cards.

These tips on "refinements" and Christmas card mailing will help make it easier on you, and even more of a pleasure for those on the receiving end of the line.

1. When your name is not printed or engraved, always sign your complete name. It is proper for husband-and-wife cards to be signed "Jane and John Doe," or "Mr. and Mrs. John Doe," or "The John Does." It is also correct to add "and family" to your signature.
2. When the whole family is listed on the card, father's name comes first, followed by mother's and then the children according to age.
3. ADDRESS A card to both husband and wife, even if you know only one of them. The exception to this rule is a semi-business card that may be sent to one or the other at his or her office.
4. Address envelopes by hand, never by typewriter, and always include a return address.
5. It's both proper and thoughtful to send Christmas cards to people in mourning. It is a matter of courtesy and good taste to use "deceased" or "in memory of" on the envelope. The name is true of the deceased.
6. When sending cards to the clergy, always write "The Reverend Do." instead of simply "Reverend Do." However, the correct form for Protestant ministers with a doctor of divinity degree is "The Reverend Dr. Do." or "The Reverend Do, D. D." Initiates of a special order or rank should be added to the names of Catholic priests who are also addressed as "The Reverend Do."

**BOTH ETIQUETTE** and postal authorities agree that "first class friends deserve first class mail." Translated literally, this means four-cent stamps. It also means your Christmas cards will be forwarded with an honorary degree from Wayne State, is vice chairman of the convention.

Working on preliminary committees for Con-Con were Alfred M. Polham, University budget officer and political science staff member; Leonard Woodcock, chairman of Wayne's board of governors; Dr. Alfred Kelly, chairman of the history department; and Drs. Charles Schull and Louis Friedland of the political science department.

A fifth staff member, Sherman A. Wilson, director of the audio-visual production center, is coordinator of production on a documentary film of proceedings.

## WSU Alumni Serving in Con-Con Posts

Thirteen Wayne State University alumni and a former member of the board of governors are delegates to Michigan's Constitutional Convention.

Five faculty members and a member of the board of governors worked in the preliminary phases.

Alumni serving as delegates are Frank A. Balcer Jr., Sidney Barthwell and Don Binkowski, all of Detroit; and Lee Boothby, Niles.

Others are Mrs. Katherine M. Cushman, Dearborn; and Malcolm Dade, Jack Faxen, Robert G. Hodges and Paul R. Mahniske, all of Detroit.

Still others are John E. McCaul, Wyandotte; Melvin Nord, and Weldon O. Yeager, Detroit.

FORMER University Governor Roscoe O. Bonifant of Ann Arbor is also a delegate. George Romney, Bloomfield Hills, who was conferred with an honorary degree from Wayne State, is vice chairman of the convention.

MARK WESSEL  
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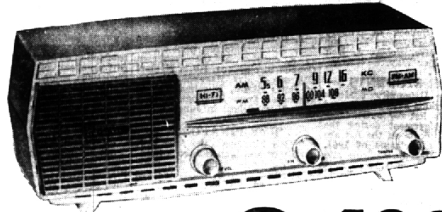
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## Now... At Kresge's for Christmas Savings

SEE and HEAR THE NEW  
STATIC-FREE LONG-DISTANCE

# FM and AM

HI-FI RADIO



We suggest that you see this wonderfully performing set soon, as the quantity is limited. Many high quality specifications.

# 2188

West Maple at Henrietta—Birmingham

Open Til 9 p.m. Monday thru Saturday Until Christmas

Kay's "CHARGE IT at KRESGE'S"

## 'Bang-Up' Winter Season Predicted for Michigan

On the heels of the state's "most successful" autumn travel season estimated \$15 million during the record, the Michigan Tourist Council has announced that its winter promotion campaign is well under way.

Scattered reports from across the state indicate that the volume of fall travelers was at an all-time high, said Robert J. Furlong, council director.

"There has been a steady rise in interest in Michigan autumn vacations since the council began its first full-scale advertising of what used to be called the "off-season" some six years ago," Furlong said.

This interest coupled with excellent fall weather brought out color tourists, camera fans, sightseers and sportsmen to swell Michigan's 1951 recreational travel business.

"NOW WE'RE looking forward to a bang-up winter season," he said. "Providing of course that we get plenty of snow. Already there are 84 winter sports centers in Michigan gearing for action, the largest number of any state in the nation."

Skiing has zoomed into a top-ranking Michigan recreational attraction during the last seven years, he said, with spending on the sport in the state jumping from six million dollars in 1954 to an estimated \$15 million during the 1955-56 season. At the same time the number of Michigan winter sports centers has more than doubled.

The tourist council in mid-November released the seventh annual edition of its statewide ski-map detailing the winter recreational facilities offered by the 84 areas covering the two peninsulas.

Some 50,000 copies of the publication are being distributed to winter sports enthusiasts and winter travel prospects throughout the midwest, Michigan's prime winter travel market.

"CORE OF the tourist council's winter campaign is a direct advertising program designed to enhance Michigan's "image" as a great vacation state and to promote winter travel," Furlong said.

"Full page ads will run in regional and national magazines and smaller ads will appear in three other magazines as well as in newspapers in Michigan, Illinois and Ohio."

A nationwide program of winter sports publicity, a field agent contact campaign among out-of-state prospects and ski-show participation supplement the council's direct advertising, the director said.

## POTTER Moving & Storage Co.



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long-distance  
moving!  
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## POTTER Moving & Storage Co.

2253 COLE MI 4-4612  
No. 1 on U.S. Highways  
No. 1 to Border  
No. 1 in Your Community

## Traffic Deaths Still Declining

With 134 traffic deaths in November, Michigan's road toll at the end of 11 months continued to show a reduction, the total of 1,406 being 38 or almost three per cent less than 1,443 in the corresponding period last year, according to provisional State Police figures.

Reports of delayed deaths will raise the 11-month count slightly.

November fatalities were 17, or 11 per cent, under 151 in the same month a year ago. This was the sixth month and the third in a row showing decreases compared with the corresponding 1950 months.

November's average was 148 for the last five years of 1956-60.

THE REDUCTION at the end of 11 months though small, is nevertheless encouraging and provides an opportunity with a road toll below the 1,500 recorded in 1950, said Commissioner Joseph A. Childs.

"To achieve this, however, drivers and pedestrians must be vigilant.

for December is known as the most deadly month of the year," he said.

"More hours of darkness, bad weather and the holiday season contribute to the heavier accident toll and only extra safe driving and walking can cut down the figures."

More complete figures, by December show 143 deaths, down 42, or 29 per cent, 8,240 injured, a decrease of 238, or three per cent, and 16,917 accidents, a reduction of 1,271 deaths, a decrease of two per cent, 73,744 injured, up by three per cent, and 156,361 accidents, down five per cent, compared with the corresponding 1950 figures.

Estimated travel for the first nine months totaled 23.7 billion miles, virtually unchanged from the same period last year, while the death rate of 4.8 per 100 million vehicles miles was increased two per cent.

## Prescription for Profit: A Want Ad by phone or mail.



Our courteous sales help will not have to force you to buy our magnificent Madras and Batik sport coats.

The most wanted look of all... The Madras sport coat in authentic bleeding fabrics or in regular wool imitation. Batiks in cottons for the southbonds.

Jr. from \$18.50  
Preps from 23.50  
Young men's from 27.50

Open every night 'til Christmas except Saturday 'til 9:00

**Prep Shop**  
Bathrooms & Menswear  
337 Biere - Birmingham - Phone 221-9-2118

## Save Where Your Money Helps You And Your Community Prosper!

Money in a savings account at American Savings is invested locally in mortgage loans to home buyers. These home purchases provide jobs and good business for local people who build, sell, equip or maintain them. Save The American Way to build a solid future for you and your city.

# 3 1/2%

current rate on any amount

All Savings Insured to \$10,000  
By An Agency of the U. S. Gov't

## AMERICAN SAVINGS

Michigan's Largest State-Chartered Savings and Loan Ass'n.  
MAIN OFFICE: WOODWARD AT CONGRESS

14 MILE near CROOKS RD. DEXTER at CORTLAND W. 9 MILE near COOLIDGE TELEGRAPH of MAPLE  
in CLAWSON in OAK PARK in BLOOMFIELD  
LIVERNOIS at W. 7 MILE PORT STREET at MILITARY TELEGRAPH of SCHOOLLAFT VAN DYKE at E. 7 MILE