

HEY KIDS! THE TREAT'S ON US!

Hansel 'N' Gretel Christmas Party
Birmingham Theatre, December 23, at 12:30



In appreciation for the many times, during the past year, Mom and Dad have brought you to our Shoppe for the fine footwear we have for you.

FREE: Theatre Tickets to the full length Feature Showing "MISTY" about a horse & a Boy

Drop in at our store anytime between now and show time Sat., Dec. 23, and pick-up your Free Ticket!

HANSEL 'N' GRETEL Shoppe

Child Life Orthopedic and regular shoes
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Travel Size After Shave Lotion, Scent Deodorant, Body Talcum

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Fragrance Gifts FOR HER

Gold-Sculptured Spray Colognes, each 2.00

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Friendship Garden
Early American Old Spice

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Insurance Is Covering More People, Services

Virtually unknown in this country a generation ago, voluntary health insurance has grown into a "highly complex structure" covering almost three-quarters of the U.S. population.

Moreover, Health Information Foundation reported recently the range of hospital and medical services covered under health insurance now is far broader than was true up to a few years ago.

In the November issue of "Progress in Health Services," its monthly statistical bulletin, the Foundation traces the growth of various types of health insurance in this country.

A GENERATION AGO, the Foundation said, health insurance was designed to offer protection against the costs of hospital care. This is still the most popular type of coverage. By the end of 1960 almost 152 million Americans, or 78.4 per cent of the population, were covered for hospital expenses under Blue Cross, insurance companies, or independent plans.

Although late starters in the health insurance field, other types of coverage — surgical, regular medical and most recently the "major medical" policies — have begun to catch up with hospital insurance in terms of people enrolled.

Another type of insurance, major medical, covered too few persons to warrant listing even as late as 1960. But its growth during the 1950s, according to the Foundation, was "little short of phenomenal, and it covered just over 27.5 million—18.3 per cent of the civilian population—at the end of 1960."

Major medical insurance usually covers very large expenditures for nearly all types of hospital and medical care, as well as helping to pay for prescriptions, appliances, special nursing care, and X-rays.

The importance of covering a broad range of health services under voluntary health insurance was emphasized by George Bugbee, Foundation president.

"FAMILIES WITH heavy medical expenditures," he said, "usually require not only hospital and surgical care but also physicians' home and office visits, drugs and dental care. When several episodes of major illness strike one

family in a single year, protection is needed against the whole range of medical services—and the best way for most families to get such protection is through broad-coverage voluntary health insurance."

In the past 16 years, Bugbee said, insurers have greatly broadened the range of benefits offered the public, so that today major medical and other broad-coverage insurance is increasingly available to people who want it.

It is thus up to every person to see that his coverage is adequate before catastrophic illness strikes his family. "The continued growth of voluntary health insurance—in terms of enrollment as well as range of benefits—depends largely on how well the public accepts this idea of individual responsibility."

Dec. 15 Is Deadline On Call Letter Plates For 'Ham' Operators

Secretary of State James M. Hare recently reminded "ham" radio operators that Dec. 15, and not Feb. 28 is the stationary deadline for ordering the call letter automobile plates issued to holders of amateur radio licenses.

"At a time when all of us realize the need for further coordinating our civil defense plans and activities," Hare said, "our department is interested in having all automobiles owned by a active 'ham' operators carry call letter plates so that, should total war come, amateur license holders could play a more purposeful role in keeping state government in operation."

The law which permits radio amateurs to obtain special car plates was broadened in 1959 to permit radio technicians licensed by the Federal Communications Commission to order call letter plates. These technicians and conditional, advanced, or extra class amateur radio license holders, who are making their initial requests for special plates, should also apply before the deadline.

HARE SAID that nearly 3,000 Michigan "ham" operators now drive cars bearing station call letters.

The Department of State furnishes a list of these license holders to all 83 sheriffs in Michigan and to the director of Civil Defense. They, in turn, must maintain a "complete and current" list of these men and women for the use of authorized public officials.

Information regarding call letter plates can be obtained by writing to the Special License Section of the Department of State in the Mutual Building, Lansing.

MEN'S NIGHT IN BIRMINGHAM MONDAY DEC. 4th



NO WOMEN ALLOWED - 7 to 10 p.m.

Gentlemen, this is your once-a-year tradition—an evening dedicated to men and their Christmas shopping! Everything has been arranged to assist the man in solving those "what-to-give-her" problems—there's gift-wrapping on the spot, demonstrations and helpful suggestions. In fact, everything will be done but placing the gift under her tree on Christmas morning. So gentlemen, bring your list of Christmas gift needs to these stores next Monday night. Enjoy leisurely shopping unhampered by any of the fairer sex except our own skilled employees.

PARTICIPATING MERCHANTS

- | | | |
|--|---|--|
| Bob Adams Shell Service | Glassford Shoppe | Nan's Hat Shoppe |
| Alban's | Green's | *National Bank of Detroit |
| *Alice's Wonderland Toys | Grinnell Brothers | North Chevrolet Company |
| Angelo's | Gwynn's | *Parmenter Florist |
| Artcraft Printing Company | L. G. Haig Shoe Stores | The Peacock Room |
| Beef 'n' Bun | Hansel 'n' Gretel Shoppe | Pearl's Garden Restaurant |
| Low Betterly Music Company | Harrison's Luggage & Leather Goods | Charles R. Peck Sons |
| Birmingham Bike Shop | Hawthorne Electrical Company | *Photographic Shop of Birmingham |
| Birmingham Electric | Higgins & Frank | Princeton Prep Shop |
| Birmingham Electronics | Himmelhoch Brothers & Company | R B Shops |
| Birmingham Hardware Company | Clyde E. Hornung, Inc. | Ritter's Beer Store |
| Birmingham Office Supply | Hunter-Maple Pharmacy | George Ross Jewelers |
| B'ham Paint, Glass & Wallpaper | Huston Hardware Company | Rudin's Fine Foods |
| Birmingham Peddler | The Inspiration Shop | Fred Sanders (499 South Hunter) |
| *Birmingham Printing Company | Jack's Barber Shop | Fred Sanders (273 Pierce) |
| Birmingham Rambler | Jacobson's Children Shop | Fred Sanders (250 N. Woodward) |
| Bloomfield Fashion Shop | Jacobson's Home Decorative Shop | Scott Shuptrine Company, Inc. |
| Bob Barr Lincoln-Mercury | Jacobson's Women's Apparel Shop | *Siro's Market |
| Herbert Burr Shoes | Kay Baum, Inc. | Shain's Rexall Drugs |
| Cartier's Paint & Wallpaper | Kincaid Jewelers | Sherman Shoes |
| Cheer Shop | K.L.A. Laboratories | Siegel-Kay Cooley, Inc. |
| Chudik's Fine Furs & Apparel | S. S. Kresge Company | Smiley Brothers Music Company |
| Cunningham's Drug Store | Laballe's Books, Stationery & Gifts | *Smith's Market |
| Danby's Store for Men | Lake Jewelers | The Sportsman |
| Davidson's | The Lamb Company | Stewart's Fabric Shop |
| Demery's | Phillip Layne Shoes | Suburban Motors Company, Inc. |
| *Detroit Bank & Trust Company (Woodward & Hamilton) | Machus Restaurant & Pastry Shoppe | Suzette Shop |
| *Detroit Bank & Trust Company (Woodward & 14 Mile Rd.) | *Manufacturer's Nat'l Bank of Detroit (1012 North Hunter) | The Time Shop |
| *Detroit Bank & Trust Company (Wabek Building) | *Manufacturer's Nat'l Bank of Detroit (4087 West Maple) | Triangle Birmingham Galleries Unusuals |
| Dickinson's Men's Shop | Markley Tarn Nook | Varsity Shop |
| George Dimas Furs | Matthew's Custom Tailors | Village Bookshelf |
| Dunn Camera & Records, Inc. | McCallum & Dean | Village Sport & Hobby Shop |
| J. Fawcett & Company | McSweeney's Fine Footwear | Village Store of Birmingham, Inc. |
| Ferguson's of Birmingham, Inc. | Milks Appliances | Wabek Pharmacy |
| Flasher Buick, Inc. | Mills Pharmacy | Wilson Drug Company |
| Frank's Nursery Service | Joan Marton Millinery | Wilson Pontiac-Cadillac, Inc. |
| Frank's Shoe Service | John Moss Florist | Dick Worthley's Super Service |
| Furs by Robert | F. J. Mulholland Company | Young's of Birmingham, Inc. |
| | | Young Clothes |

*Participating in Christmas Activities But Not Open Men's Night. Sponsored by the Birmingham Chamber of Commerce

COME ON AND SEE G. E. COLOR TV . . .

The picture is big, bright and alive. The sound is crisp and undistorted. And the pleasure is yours to enjoy now. Drop by our store any time there is a color show on (see the handy schedule below). Take a seat in our viewing room, relax and see for yourself how good color really is.



Model 940WMD—Top and sides genuine Mahogany veneers. Other exposed wood, selected genuine hardwood.

If you should decide you want to make the plunge this very Christmas, you'll find it easy to do. We'll deliver the model you want, the day you want it, and with a price and terms you'll like. Remember, too, you'll have General Electric Co. and Hawthorne Electrical Co. to guarantee your satisfaction through the years to come.

P.S. Even if you know you're not going to make the plunge right now, this seat in the viewing room makes for a good place to rest while you are downtown shopping.

COLOR VIEWING HOURS

MONDAYS THRU FRIDAYS

Play your hunch 10:30-11:00 AM
Price is right 11:00-11:30 AM
Could be you 12:30-12:55 PM
Jan Murray 2:00- 2:30 PM
George Pierret 5:00- 5:55 PM
(Consult your TV Guide for Evening hours. We are open until 9:00 PM)

SATURDAYS

Bozo Clown 9:00- 9:30 AM
Pip the Piper 9:30-10:00 AM
Shari Lewis 10:00-10:30 AM
King Leonardo 10:30-11:00 AM
All Star Golf 5:00- 6:00 PM
George Pierret 6:00- 6:55 PM
Wells Fargo 7:30- 8:30 PM

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