

Want Ads cannot be accepted after 5 p.m. each Tuesday

Demery's
 OPEN FRIDAY 'TIL 9:00 P.M.

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 Fragrance
 On
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brand-new happy hunting ground for your Indian Summer fashions... worldly wonderful Woodhue crisp and casual Fabergé creation—purse perfume, cologne, bath powder gift boxed all together **3.75**

Cosmetics — Main Level

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"Notice when he uses a Want Ad — how the publicity goes to John's head!"

Bronnan's
 MILLINERY
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The finest assortment of **MODEL HATS** at **7.50 to \$25** that you will find anywhere. Bring your furs in and have your new Hat designed now. Unusual Bags at **\$7.50 to \$65.00**. Special on **HANDBAGS at \$2.95**. **SALE on a few HATS \$5.00** were more. Fashion Jewelry Fashion Watches. **come in on J off northwest**

Monotonous Jobs Spur Creativity, U-M Expert Says

ANN ARBOR—Factory badges, social security numbers and monotonous jobs make people seek creative activities, a University of Michigan authority says. "The tasks of a highly civilized country with a mass production economy — typing, assembly line bolting, button punching and even dishwashing — tend to become repetitive and meaningless," says Michael P. (Mike) Church, lecturer in art and special projects supervisor for the U-M Extension Service. "Our jobs today often are not distinguishable from those of everybody else," he explains. "They are not stamped with our own personality and individuality. Since a man cannot find his identity and express personal skills on the job, he is left to find himself in off-duty or leisure hours. Secondly, people are working fewer hours and therefore have more time to seek activity that will reflect the skills not called upon in their everyday jobs.

"THE RESULT often is that the individual starts to sketch out what he can with a brush, to see out what he can with the knife." As a U-M Extension Service art specialist, Mike Church is a personal friend to the 1,400 citizen-artists of Michigan. He travels among them, studies and helps them with their work, speaks at their meetings and helps with their exhibitions. He has a file on all of them in his office containing personal history material and correspondence.

Church expresses belief that there is a "renaissance" of the creative arts in Michigan and elsewhere, and that "the greater the numbers of people participating in arts, the greater will be the quality of our art generally—there being a direct proportional relationship between numbers and the development of good artists."

Even if the "Sunday artist" never achieves the competence he would like in his own work, he receives a big dividend, according to Church. "It is only in trying an art ourselves, and receiving even the slightest taste of it, that we can best appreciate the creative efforts of others," he says.

License Plates On Sale Nov. 1

Secretary of State James M. Hare today announced that 1962 green on white auto license plates will go on sale Nov. 1 at branch offices in all 83 counties. Hare said that the color combination was picked after consultations early this year with Prison Industry technicians at a time when nobody in Lansing was sure if the 1962 plates would be re-fabricated or not. Safety experts who have made visibility tests on hundreds of color combinations give a preferential rating to green letters on a white background. Even under dusty road conditions the green-white offers a desirable contrast, technicians say.

Fur Blend Sweaters Rate High This Fall

Major fur blend sweater resources have been booked and will continue to do so into September. Colors are soft with much enthusiasm for aqua and cherry, followed by lemon and apricot. The sheltie type cardigan and V-neck in soft shades will be popular during the holiday. The hooded sweater along with zipper front cardigan have taken hold also. Much sparkle and sequin trim on ofons and fur blends, with the imported all-over sequin sweater, is in great demand this season.

The Old Timer



"It used to be that a fool said his money were soon parted, but now it happens to everyone."

Vacation Area as Playtime Country

LANSING — A campaign to identify the 20-county east and central Michigan area as "Playtime Country" has been launched by the East Michigan Tourist Association. Members of the regional tourist promotion group approved the slogan and emblem as a natural extension of the copyrighted name of the guidebook which next year will publish its 19th consecutive annual edition. EMTA members will also be sanctioned to use the emblem on their own promotional literature, Hall said. EMTA represents 20 counties in eastern and central Michigan from Hillsdale county on the Ohio-Indiana state line north to Cheboygan county and Huron and Tuscola counties in the Thumb.

JAMES H. HALL, EMTA secretary, said the emblem would be used initially on all EMTA newspaper and magazine display advertising and on association publications, including the well-known "Playtime Country Guidebook".

Hall said development of the slogan and emblem was a natural extension of the copyrighted name of the guidebook which next year will publish its 19th consecutive annual edition. EMTA members will also be sanctioned to use the emblem on their own promotional literature, Hall said. EMTA represents 20 counties in eastern and central Michigan from Hillsdale county on the Ohio-Indiana state line north to Cheboygan county and Huron and Tuscola counties in the Thumb.

THE IDENTIFICATION campaign carried the endorsement of the EMTA board of directors and was outlined to members by Hall during the annual business meeting which was conducted around the theme: "Playtime Country Promotion—Profiteers."

The Birmingham Eccentric Classified pages offer you a fine opportunity to sell your unwanted household goods.

Agent Has Story Printed in Magazine

National recognition has been awarded to R. C. Garrison, 27340 Southfield Road, Lathrup Village, a general agent for the Michigan Life Insurance Co., through publication of his article, "Effective Management Techniques" which appears in the current issue of The

In his article, the author explores the similarity between effective management and successful selling. The article developed as the result of an inquiry by the magazine's editorial staff to his company's home office in Royal Oak, requesting company officials to designate a man to submit an article in this particular area. Garrison was selected by his company.

Emergency Phone Nos.

Clip and Post		Police
Fire	Birmingham	MI 4-8400
MI 4-1616	B'field Hills	MI 4-4200
MI 4-4646	B'field Twp.	MI 4-5555
MI 4-5555	Troy	MU 9-1163
MU 9-1144		

St. Joseph Mercy Hospital, Pontiac, FE 4-3511
 Beaumont Hospital, Royal Oak, LI 9-4400

From the camel to Gwynn's
CAMEL HAIR



100% camel hair
 3-piece coat \$75.

100% camel hair
 double breasted
 polo coat \$135

100% camel hair
 full fashion cardigan \$35.
 full fashions V-neck \$25.
 by David Church

a most fashionable fabric this fall camel hair

Gwynn's



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 For Men

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 at Maple
 MI 4-7060

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