

Direct Mail Club Plans Seminar

The second annual seminar in direct mail advertising, sponsored by the Direct Mail Club of Detroit, will get under way Feb. 12, at Wayne State University's State Hall.

The Seminar consists of 19 Monday evening sessions (through April 15), each running from 8:10 to 9:50 p.m. Registration is limited to 40 students. The 10 sessions will cover the entire range of direct mail advertising . . . copy, art, production, lists and markets, addressing, post office regulations and program planning.

Guest lecturers will be Orville Reed, consultant on copy; Ed Baranowski of McGraw-Hill on lists; Bill Clawson of Harris-Intertype, Cleveland, on showmanship; and Tom Tucker of Campbell-Ewald on planning the direct mail program. Also included in the sessions are two field trips, one to Detroit's new, semi-automated post office, the other to a direct mail production plant.

Professor Robert Y. Kobb of Wayne State will coordinate the Seminar. Kobb also is a member of the Direct Mail Club.

For registration forms for the seminar, Vi Davidson of the Direct Mail Club may be contacted.



Cruising Along

Mr. and Mrs. Robert O. Varnum of Westwood Drive, Birmingham, aboard the Norwegian American Liner M. S. Oslofjord, just before sailing from New York for the Grand Caribbean cruise. Mr. Varnum is assistant vice president of Michigan Bell Telephone Co.



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The Pantry Shelf . . . a Quality source of appetizing and appealing food. Phone today or any day from 11:30 a.m. to 7:00 p.m. Your order will be packed and waiting for you at the time you designate.

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February Special:

★ Goblets ★ Cordials Your Choice
★ Sherbets ★ Juices
★ Wines ★ Ice Tea
★ Cocktails
★ Salad Plates

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Michigan's Largest Dinnerware Specialty Store

NORTH END OF MIRACLE MILE SHOPPING CENTER ON TELEGRAPH ROAD

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Pontiac Pottery

U of M Offers Adult Classes At Area Schools

Adult education courses, offered by the University of Michigan Extension Service for the spring semester, include three courses at Derby Junior High School and six at Cranbrook Institutions.

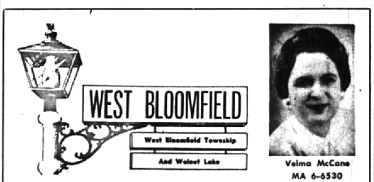
Courses offered at Derby are 20 at 7:30 p.m. education of exceptional children beginning at 4:30 p.m. Feb. 21; American literature since 1870, beginning Feb. 19 at 7:30 p.m.; and teaching of reading, writing and spelling, Feb. 20 at 7:30 p.m. and

CLASSES AT Cranbrook School for Boys include psychology and music of the opera, Feb. 14 at 8 p.m.

A COURSE begins Feb. 20 at 7:30 at the Cranbrook Institute of Science, on "Our Planet Earth" and, in the same building, Indians of North America, beginning Feb. 20 at 7:30 p.m.

Registration may be made at the first class session of each course.

Try an Eccentric Want Ad!



Newcomer Introduced To Neighbors at Coffee

BRAES — A morning coffee was given on Jan. 26 by Mrs. John Mulford of Inverly Road, as a means of introducing newcomer Mrs. George Bywater to her new neighbors.

The guest list included Mrs. John Fraser, Mrs. Gordon Fowle, Mrs. Ego Russin, Mrs. Teddy Schueler, Mrs. Richard Heidrich, Mrs. Eugene Hamilton and Mrs. Linda mood.

Marzo, daughter of Mr. and Mrs. Edwin Grah of Darramoor Drive, is home between semesters from Western Michigan where she is a Sophomore majoring in English.

Last week end, Joan Smith, daughter of Mr. and Mrs. John Smith of Westmoor Drive, was home for the week end and this week end is doing some skinning in Cadillac. She attends Ferris Institute.

KIRKWOOD — The John Ware family is now living at 5883 Sutters Lane, coming from Rocky River, a suburb of Cleveland. They have three youngsters, Jay, 13, Craig, 11, and Kathy, 9½.

Ware is self employed as a manufacturers' agent; he and Mrs.

Ware share interests such as golf, bridge and camping.

Not very far away, also in Kirkwood, the George Mellys have moved into 5711 Kingsmill Drive, George, 17, Diana, 13, and Nancy, 13, all attend Wylie Groves School.

Sao Paula in Brazil was home for the Mellys for three years. The youngsters attended an American school and loved Brazil but are happy to be back in the States. Melly is with the Ford Motor Co. and likes golf.

WALNUT LAKE — Mrs. John Phelps, president of the South-eastern district MFMC has announced that plans were made for the state convention from April 25-28th at the state board meeting on Friday.

If the Robert Hoffmans, of Putnam Drive are not at home it's almost a sure bet that they are off in some direction skiing. Very recently they met two Grand Rapids couples, Dr. and Mrs. Nick Hellera and Dr. and Mrs. Herbert Carpenter, at Harbor Springs for three days of skiing.



JUDITH L. DAVEY To Wed in Fall

Mr. and Mrs. George P. Davey Jr., of Wadsworth Lane, Birmingham, announce the engagement of their daughter, Judith Loyne, to J. Rodney Layton, son of Mr. and Mrs. Charles W. Layton of Farmington.

Miss Davey attended the University of Michigan. Her fiance is a graduate of the University of Michigan and the U of M Graduate School of Business Administration.

The wedding will take place in September.



GAIL GAJDA U of D Students To Wed in Summer

A summer wedding is being planned for Gail Patricia Gajda and Ted Dziurman. Gail is the daughter of Mr. and Mrs. Joseph Gajda of Northlawn Drive, Birmingham. Ted's parents are the John Dziurman of Detroit.

Both Ted and Gail will graduate from the University of Detroit in June. He is affiliated with Tau Kappa Epsilon and a member of Student Council. Gail is affiliated with Delta Zeta.



DALY BROTHERS

February Furniture Sale

Henredon's Schoonbeck Collection

Custom ordered at Sale-Prices!

Here's the sale you've been waiting for! Daly Brothers February Sale of quality furniture and furnishings means authentic savings in every department. You'll find everything for your home in just the price range you prefer. Come now and see exceptional values on Henredon's Schoonbeck upholstered collection in luxurious fabrics and styles.




FAMOUS Henredon's SCHOONBECK, one of the most hallowed names in the furniture world, goes in one era and through the next and the next . . . it has decades of life built into it. Here's luxury at a glance . . . the hand rubbed finishes, the unique fabrics, the meticulous upholstery work and the majestically simple lines. Distinctively designed chairs, sectionals, love seats, and sofas that can be ordered by the inch to fit any decorating scheme. And because you want family comfort, there are curves, contours and the finest spring-down cushions made just for relaxation. Add to this your choice of magnificent fabrics in a wide range of colors, textures and patterns on a special order basis . . . and your savings are just that more important.

Come now and really save! The best of everything awaits you at Daly Brothers Furniture, one of America's oldest and respected sources for quality furniture, carpeting and unusual decorative accessories. Ask about our flexible payment plans.





Daly Brothers Furniture
Since 1917 Fine Furniture and Carpeting

TELEGRAPH AT MAPLE ROAD, WEST BLOOMFIELD
BLOOMFIELD SHOPPING PLAZA

Open Monday, Thursday, Friday Evenings Till 9 P.M. . . . Professional Decorator Service Available