

January Clearance Savings

up to **1/3 Off**

Higgins and Frank

OF
BIRMINGHAM, MICHIGAN
268 W. MAPLE RD.

VISIT OUR BOYS' DEPT. ON THE LOWER LEVEL
Daily 9:30-5:30, Fri. Till 9 Parking in the Rear of Store

LAST 2 DAYS OF OUR ANNUAL

Pre-Inventory SALE

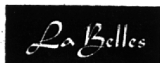
Reductions Up to **1/2**

ON MANY ITEMS INCLUDING OUR

Glassware - Pottery
Lamps - Silver

Christmas Decorations **1/2 Off**

Sorry, No Boxing - Gift Wrapping or Shipping All Sales Final



BOOKS -- GIFTS
STATIONERY - ENGRAVING
137 W. MAPLE

Behind The Store Fronts

With ANGUS MCKELLAR

A new automobile dealership, Birmingham Chrysler-Plymouth, Inc., opened its door last week at 912 S. Woodward.

The new auto agency will handle Imperial, Chrysler, Plymouth, and Valiant automobiles. Complete service facilities will be established, according to Paul Herpolzheimer, Jr., president and general sales manager. Assisting him in the new business is Herpolzheimer's son, Paul.

The father and son team count many years of varied experience in the automobile business. The elder Herpolzheimer worked with other auto companies before joining Chrysler Corporation some 23 years ago. Some of the titles he held were: District manager, regional manager, national field manager, western sales manager, assistant general sales manager, national director of Dealer Relations.

The new dealership expects to employ about 25 people.

WE ALSO welcome Leon R. Townsend to Birmingham in his role as the new manager of Kresge's local store. Townsend comes directly from the management of Kresge's Lorain, Ohio, store.

The new manager started with Kresge's in Boston 34 years ago, after graduating from Bates College at Lewiston, Maine. His career with Kresge's also included management of stores in New York and Michigan. He has also

N. Church Women Will Meet Jan. 23

The Women's Association of North Congregational Church will meet Jan. 23.

Luncheon will be served at 12:30 followed by a program at 1:30. Devotions will be conducted by Mrs. Charles Spence and a talk will be given on "United Campus Christian Fellowship at Wayne State University" by the Rev. Virgil Jones, campus chaplain.

Care for pre-school children will be provided upon request.

The University of Michigan Medical School ranks among the top five institutions in the country in volume of medical research.

The Old Timer
"Turning over a new leaf is seldom worthwhile unless you plan to use a little moral mullage."

worked as a buyer out of the company's main office in Detroit.

SAM SPIRO, of Spiro's Market, was one of those laid low for a week with the cold bug.

ROBERTA AND SHIRLEY, of Birmingham Paint & Glass, are back from Chicago, where they picked up new ideas for you in the decorative line.



REGINALD G. CAREY
Carey Joins Nemethy-Davis

Reginald G. Carey, 2154 Avon Lane, Birmingham, vice president and account executive of Campbell-Ewald Advertising Agency, has joined Nemethy-Davis Company, Detroit merchandising and marketing firm, as vice president, general manager and a member of the board of directors.

Carey has been with Campbell-Ewald since 1949 and was manager of its Chicago office for four years before returning to Detroit headquarters in 1960. His extensive agency experience also includes four years in the automotive replacement parts and original equipment field, as well as many other product areas within the agency. In addition, he spent three years in Chicago as a manufacturer's representative in the machinery field, seven years at Montgomery Ward in Chicago as copywriter in the mail order sales department, and later as a buyer, merchandiser for Ward's mail order and retail outlets.

CAREY WAS a Lieutenant Commander in the U. S. Navy during World War II, serving his last tour of duty as an Air Combat Intelligence Officer aboard the Aircraft Carrier Yorktown.

He is a member of the Detroit Advertiser Club, the Sales/Marketing Executives of Detroit, the Players-Fine Lake Country Club and was a chairman of the Chicago Council of the American Association of Advertising Agencies in 1959.

ANOTHER BERNARD SALON OPENED IN THIS AREA

at
4082 W. MAPLE RD.
(east of Telegraph)
Phone
647-3033



INTRODUCTORY PERMANENT \$1000

Open 6 Days
3 Evenings

OTHER SALON IN THIS AREA at
969 S. HUNTER BLVD.
MI 6-8383

Bernard
The Fine Art of Distinctive Hair Styling

OTHER SALONS
• DETROIT • DEARBORN
• GROSSE POINTE

Phone MI 7-2000

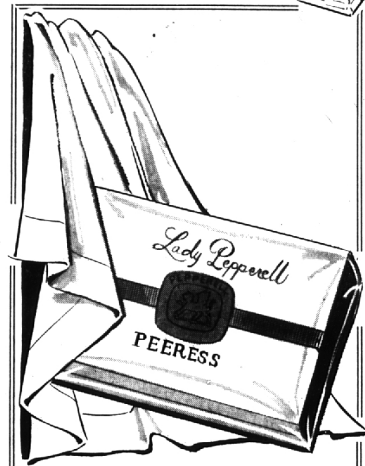
Demery's

Detroit-Birmingham



JANUARY WHITE SALE

Traditionally Great Savings...
Open Friday Night Till 8:45 P.M.



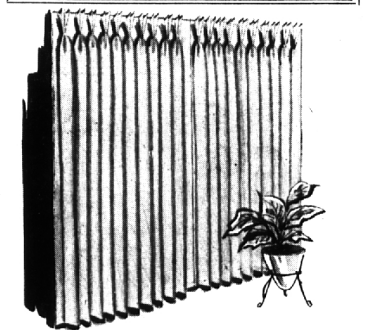
200 Count Luxury "Peeress" Lady Pepperell White Sheets of fine pima and combed cotton yarns

- | | |
|--------------------------------------------|----------|
| Reg. 3.98, 72X108" | 2.98 |
| Reg. 4.98, 81X108" Sheet | 3.79 |
| Reg. 3.98, Twin Fitted Sheet | 2.98 |
| Reg. 4.98, Double Fitted Sheet | 3.79 |
| Reg. 10.95, King Size 122 1/2" Sheet | 7.95 |
| Reg. 10.95, King Fitted Sheet | 7.95 |
| Reg. 1.39, 45X38 1/2" Cases | Ea. .99 |
| Reg. 1.49, 45X38 1/2" Cases | Ea. 1.09 |
- Sheet news: The "count" and the content make the difference... a new luxury softness, delicious smoothness, longer wear. Little wonder, for these sheets are a blend of fine 25% Pima cotton and superior quality 75% combed cotton with 200 and more threads per square inch. Try them; you'll love them.



Gay "Bridal Rose" 100% Cotton Percales

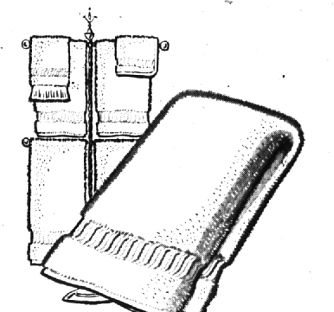
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|-------------------------------------------------|------|
| Reg. 3.49 Border Print Sheet, 72X108" | 2.99 |
| Reg. 4.49 Border Print Sheet, 81X108" | 3.99 |
| 4.49 Overall Print, 72X108" or Twin Fit. | 3.49 |
| 5.49 Overall Print, 81X108" or Dbl. Fit. | 4.49 |
| Reg. 1.29 Cases, Overall or Border Prints | 99c |
- Flower-fresh beauties in a pink or lilac rose print on a white background... add charm to any bedroom.



HALF PRICE SALE!
Machine Washable Chrom-Spun® Draperies

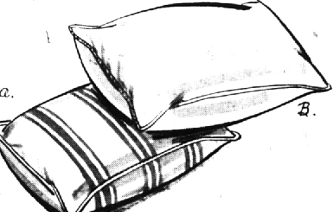
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|------------------------------------|-----------|
| Reg. 3.99 Pr., 48X36" size | 1.99 Pr. |
| Reg. 5.99 Pr., 48X45" size | 2.99 Pr. |
| Reg. 7.99 Pr., 48X63" size | 3.99 Pr. |
| Reg. 9.99 Pr., 48X84" size | 4.99 Pr. |
| Reg. 9.99 Pr., 72X36" size | 4.99 Pr. |
| Reg. 11.99 Pr., 72X45" size | 5.99 Pr. |
| Reg. 13.99 Pr., 72X63" size | 6.99 Pr. |
| Reg. 15.99 Pr., 72X84" size | 7.99 Pr. |
| Reg. 19.99 Pr., 96X63" size | 9.99 Pr. |
| Reg. 23.99 Pr., 96X84" size | 15.99 Pr. |
| Reg. 31.99 Pr., 144X63" size | 19.99 Pr. |
| Reg. 39.99 Pr., 144X84" size | 19.99 Pr. |
- Luxurious, washable chrom-spun® acetate draperies that will brighten any room. In white only.

Save as You Spend with **dxl** Green Stamps



Martex "Westminster" Luxurious Bath Ensemble

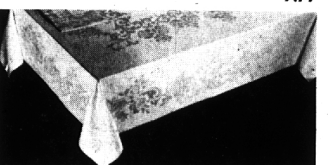
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|------------------------------------------------|------|
| Reg. 1.99 Bath Towel, 24x46" | 1.69 |
| Reg. 1.39 Hand Towel, 16x28" | .99c |
| Reg. 49c Wash Cloth, 13x13" | .39c |
| Reg. 49c Finger Tip Towel, 11 x 18" | .39c |
| Reg. 3.29 Terry Mats, 20x34" | 2.39 |
| Reg. 4.98 Chenille Bath Rug, 21x36" | 4.49 |
| Reg. 1.99 Chenille Lid Cover | 1.79 |
| Reg. 5.99 Taffeta Shower Curtain, 6'x6' | 5.49 |
| Reg. 5.99 Taffeta Window Curtain, 33x60" | 5.49 |
- Thick, absorbent solid-color Martex bonus towels with smart dobby border. Pink, mint green, lemon, clover pink, blue, buttercup gold, shadow green, melon, white.



A. Reg. 14.95 ea., Wonderfully luxurious "Sahara" imported king size 22X28" white down pillow, covered in smart blue, white or pink white stripe ticking with zippered cover for easier care. 2 for **19.77**

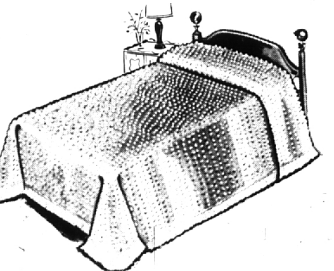
B. Reg. 4.99 ea., White latex foam rubber, non-allergic pillow in standard size and covered in pure white percale zippered cover. 2 for **7.77**

Reg. 6.99 ea., Super pump size. Now 2 for **7.77**



Imported Irish Linen Damask Table Cloths and Napkins

- | | |
|----------------------------------------|-------|
| Reg. 14.95 Cloth, 70X88" | 10.95 |
| Reg. 17.95 Cloth, 70X106" | 13.95 |
| Reg. 20.95 Cloth, 70X124" | 16.95 |
| Reg. 22.95 Cloth, 70X142" | 18.95 |
| Reg. 19.95 Dozen, 22X22" Napkins | 13.95 |
- Exquisite double damask, hand-hemmed cloths in Chrysanthemum or rose patterns on fine white linen.



7.98 Washable "Taffey" Hobnail Bedspreed by Morgan Jones

Twin 72X107" or Full 94X107"

6.98
Snowy-white avicco® nobs sprinkled on candy colored, pastel backgrounds to create a frosty-fresh look... bullion fringed, with rounded corners. Yellow, blue, pink, willow green, aqua, white.

Linens - Lower Level

Demery's

Detroit-Birmingham

Birmingham Store Open Friday 'Til 9 P.M.
Phone MI 7-2000

LAST THREE DAYS...



James

annual sale

save up to \$1.05 on every box

- | | |
|----------------------------|-------------------------------------|
| service sheer | (reg. \$1.35) \$1.15, 3 prs. \$3.30 |
| reinforced sheer | (reg. \$1.50) \$1.25, 3 prs. \$3.60 |
| micro-mesh | (reg. \$1.50) \$1.25, 3 prs. \$3.60 |
| stretch sheer | (reg. \$1.65) \$1.35, 3 prs. \$3.90 |
| sheer heel demi-toe | (reg. \$1.65) \$1.35, 3 prs. \$3.90 |
| all sheer sandalfoot | (reg. \$1.95) \$1.65, 3 prs. \$4.80 |

Colors: South Pacific, Bali Rose
Shell, Barely There

Hosiery - First Level

Save as You Spend with **dxl** Green Stamps