

Remember When?  
We Do!



**Our 41st. Year**

Since 1923, Higgins & Frank have maintained a position of leadership and integrity through high standards and meticulous attention to fine tailoring of men's attire. Through these years, Higgins & Frank have, and will continue to meet, every expected need with service of the highest character and dependability.

"NOW SERVING OUR THIRD GENERATION"

**Higgins and Frank**

OF  
BIRMINGHAM, MICHIGAN  
268 W. MAPLE RD.

100 Years  
Ago . . .



It Was  
Like This

People did their courtin' in horse and buggy. But now, Bill Downey has made it possible to do your courtin' . . . your shopping . . . all of your motorin' in a brand new car every year!

Happy Birthday, Birmingham, from all of us at Planned Auto Management! And to all of you celebrating Birmingham's 100 years . . . we extend a cordial invitation to come, and see us soon . . . let us help you with your motoring needs!

Bill Downey, President

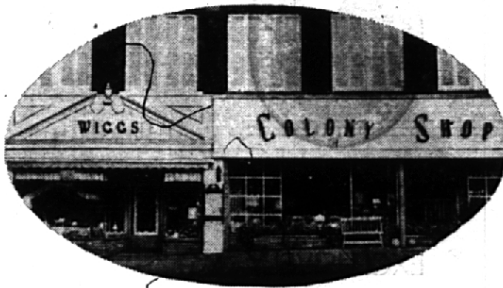


**P. A. M. CO.**  
PLANNED AUTO MANAGEMENT CO.

925 East Maple • Birmingham • MI 7-2724



**WIGGS**



24 WEST HURON STREET • PONTIAC

Over 60 years ago, folks from the Birmingham area shopped at Wiggs in Pontiac . . . and now, today, Wiggs continues to serve the people of this area from our two convenient locations.

**NO NEW IMAGE FOR US . . .**

Today, people talk about "changing the image" or "creating a new image". But no such talk for us! Although times change . . . and people change . . . basic business policies stay the same. And the policies of "quality, value, and service" that created Wiggs' good image back in 1903 remain the same . . . not only at our old store in downtown Pontiac, but also at our new store on Telegraph Road.



4080 TELEGRAPH ROAD • BLOOMFIELD HILLS

FINE EARLY AMERICAN FURNITURE • DECORATIVE HOME ACCESSORIES • CHINA • CRYSTAL • GIFTS