

HAPPY NEW YEAR

THE PONTIAC PRESS

New Year's Edition

The Weather
U. S. Weather Bureau Forecast
Cloudy, Colder.
Details Page 2.

115th YEAR

★ ★ ★ ★

PONTIAC, MICHIGAN, WEDNESDAY, JANUARY 1, 1958 — 32 PAGES

ASSOCIATED PRESS UNITED PRESS PHOTOS
INTERNATIONAL NEWS SERVICE

7c

Brother, Sister Suffocate in Early Morning Fire

Miss Front Page Makes Her Bow



Happy New Year!

Here she is. This is Miss Front Page for January, 1958, and we certainly start the New Year with a terrific bang.

Miss Front Page answers more readily to the name of Wendy Fay Hartman and day after tomorrow she reaches the exciting age of precisely two years. Her parents live at 1611 Alma Street.

Wendy has the distinction of being our very youngest Miss Front Page. She didn't exactly comprehend the full significance of New Year's, but she does understand fancy hats and things that make new and interesting noises.

Happy New Year, Wendy, from The Pontiac Press and the whole Pontiac area.

City Industrial Heads Predict Favorable Year

Pontiac, Truck Units Hope to Boost Share of Markets in '58

By GEORGE T. TRUMBULL JR.
While the year 1957 will be remembered as the one with the slight business decline at the end, Pontiac industrial leaders today forecast that the year ahead would be a good year for business generally.

"Here at Pontiac," said Semon E. Knudsen, Pontiac Motor Division general manager and General Motors Corp. vice president, "we are looking forward with confidence to an excellent sales year."

Philip J. Monaghan, general manager of GMC Truck and Coach Division and GMC vice president, predicted a "good" business year based upon the number of pre-war trucks now on the nation's roads.

"With this kind of a replacement potential it is easy to see that the truck market could break into a real sales upsurge under any one of a number of stimulating conditions," Monaghan said.

Industrial statistics for 1957, released recently by James F. Spence, secretary-manager of the Pontiac Manufacturers' Assn., showed decreases from the year 1956.

Pontiac industries paid out a total payroll of \$153,689,958 last year. This compares to a 1956 payroll of \$158,629,858.

The average monthly payroll was \$12,807,496. This was \$13,219,154 in 1956.

The average number of hourly employees last year was 20,120, according to figures from the association. It was 23,126 the previous year. Salaried employees for 12 months of 1957 averaged 6,623 as compared to 6,636 in 1956.

The peak month for hourly employees was reached in January of 1957 when 24,021 were on the payroll. In January of the previous year this figure was at 28,700. The largest monthly payroll last year—\$14,579,553—was paid out in July. In 1956, this peak was \$15,331,417, reached in January.

Looking at the coming year, Knudsen had this to say:

"1958 should be a good year for business generally, for Pontiac Motor Division, and this community."

"We have the most outstanding automobile in Pontiac's 50-year history. (Continued on Page 2, Col. 3)

First Snowman of the New Year



"GEE, YOU'RE BIG" — Four-year-old Joseph Hartsoe, of 38 South Sanford St., gazes in awe and admiration at what is believed to be the first snowman of the year. The picture was taken at 369 South Anderson, at the home of Joe's grandmother, Mrs. Russell De Wolfe.

Third Is Saved After Crawling Under His Bed

Smoke Fills Apartment on Highland Avenue in Mother's Absence

Two young children, a brother and sister, suffocated early this morning when fire broke out in an apartment at 430 Highland Ave.

A third child, three-year-old R. D. Winfield Jr., narrowly escaped death, Pontiac firemen said, when he apparently smelled smoke and jumped under his bed to escape flames.

The dead are: Victoria Winfield, age 2, and Nicholette Winfield, two months, children of Mr. and Mrs. R. D. Winfield of the Highland address.

Pontiac police said Mrs. Winfield left the three-room second floor apartment of the frame building on Pontiac's south side to "visit neighbors for a few minutes."

Police said the father was not at home at the time of the fire.

Asst. Fire Chief James R. White said the mother later saw smoke pouring from the apartment building and ran upstairs and removed the three children to another house about 100 feet behind the winfield home.

When the fire department arrived White said, Mrs. Winfield was hysterical and cried out: "My babies, my babies." Firemen later learned (Continued on Page 2, Col. 5)

But Believes We Are Stronger Than Reds

Wilson Sees No Present War Danger

By JAMES BINDER
Associated Press Writer

Former Defense Secretary Charles E. Wilson says this country, by being too zealous in trying to win the arms race, could do as much as the Soviet Union toward touching off another war.

"I think if we attempt to compete with the Russians actively by promoting too much of an arms buildup in our own defense we will contribute as much toward a foreseeable war as the Russians," Wilson said.

"I sense we're working ourselves down unnecessarily and scaring too many people," he added.

Wilson said he does not feel the United States is in danger of being attacked at this time.

Asked in an interview at his home in Bloomfield Township if he thought the U. S. could defeat

Russia should war break out, Wilson replied: "I do."

Wilson said he favors an increase to 40 billion dollars in defense department appropriations in 1958, nearly the same sum he said he asked for last spring, several months before resigning from the cabinet.

The onetime General Motors Corp. president said the request was whittled to 38½ billion dollars by President Eisenhower, whom he said was faced with public and Congressional demands for a tight budget. Defense funds later were cut to 36 billion dollars.

"I had no quarrel with the President," Wilson said. He added that he never had been criticized by Eisenhower or any cabinet member about his defense policies in general.

He said the scare created by Russia's launching of two earth

months before resigning from the cabinet.

Partly cloudy and colder is the prediction for Pontiac tonight with the low dipping to near 10 degrees. Continued cold is the forecast for Thursday.

The lowest thermometer reading preceding 8 a.m. was 17 degrees. The mercury stood at 19 degrees at 1 p.m.

BLAMES PEOPLE FOR CUT

"I blame the American people as much as Congress for the cuts," Wilson said. "The public wanted to keep down spending and it made its wishes known through its Congressmen."

He said the scare created by Russia's launching of two earth

41 Traffic Deaths Reported at Mid-Point of Holiday

By THE ASSOCIATED PRESS

Winding past the halfway mark in the traffic count-down, the New Year's holiday auto deaths were running about 60 per cent of the heavy Christmas toll.

The National Safety Council expressed some optimism that their predicted final auto fatality toll of 130 deaths for the 30-hour holiday might not be reached.

With 15 hour tabulations recorded, there were 40 holiday auto deaths throughout the nation. At the same time during the Christmas count, 61 auto deaths were reported.

The NSC said an all-out effort by motorists, mindful of hazardous driving conditions in parts of the nation, could realize a final tally far below the Christmas figure. An Associated Press survey, during a nonholiday period from 6 p.m. Tuesday, Dec. 10 to midnight Dec. 11 showed 84 traffic deaths, 15 killed in fires and 27 deaths in miscellaneous accidents, an over all total of 126.

New Year holiday traffic deaths have been well under the Christmas toll since World War II. Safety experts say the chief reason is motorists make more 1-a.m. trips during the Christmas period.

Despite snow-covered, hazardous highways almost everywhere and New Year's celebrations only one person was reported killed in Michigan traffic overnight.

The one victim reported since 6 p.m. yesterday was Clayton (Continued on Page 2, Col. 3)

C. E. Wilson to Talk in Pontiac Tomorrow

Seven hundred members of some 20 luncheon clubs in the Pontiac area are expected to pack the Elks Temple in Pontiac tomorrow noon to hear former secretary of defense Charles E. Wilson.

Wilson, who lives in Bloomfield Township, will give a talk on an unannounced subject and then open the floor to questions.

Harold A. Fitzgerald, Pontiac Press publisher, will introduce the speaker and act as moderator for the question and answer period.

Babson Says: Russia Does Not Want Another War

Slight Decline Seen for Auto Industry, Pontiac in '58

By ROGER W. BABSON

My forecast for 1958 business in Pontiac is not so optimistic as last year's because of the rather dubious outlook for the automotive industry.

First and away, there is the rather unsettling possibility of a major clash between the automobile companies and the union. At best, it appears likely that labor costs will be substantially boosted before the negotiations are ended, which makes it virtually impossible for the producers to avoid further price hikes for most items.

While it is true that many millions of cars are getting close to the replacement stage, it must still be remembered that a period of uncertain business prospects and a weaker stock market will find consumers rather wary.

Hence, I cannot predict quite so good a year for Pontiac during 1958 as in 1957, but I do feel that the decline will be relatively small, probably not more than say, 5 to 7 per cent.

On the credit side will be a few industries that will undoubtedly surpass the 1957 performance: Dairy products, rubber products, electric power, roadbuilding, and public construction. There should be little change from the past year's levels in lacquer, varnish, paint, airline transportation, cement, and grocery and variety-store turnover.

In addition to the doubtful outlook for your various automotive products, I look for mild declines in commercial building, industrial construction, iron, steel, foundry products, and probably department-store sales.

There will be some soft spots in employment, and, of course, a prolonged strike would hit all local enterprises a serious blow.

I am not intending to sound an alarm for Pontiac, but I always feel that it is safer to prepare for the worst—if only to be pleasantly surprised by something much better.

Next to the Russian situation,

President Eisenhower's condition will be of supreme importance. What its influence upon Russia will be, nobody knows. It probably will not affect general business. I believe that for some time our President has not been making important policies and, much to his disappointment, his recommendations have been largely ignored. The major effect of the president's condition will be political.

For evident reasons, the Democrats are hoping that Vice-President Nixon will not have an opportunity to function as president before the coming election. Therefore, President Eisenhower's condition could greatly influence the political situation during the next few years.

This would cause uncertainty and retard large corporate expansion programs as well as consumer buying.

I cannot believe that Russia wants World War III; in fact, I am confident that Russia will go to some lengths to avoid World War III.

In case of any retaliation by us, Russia would suffer great losses. Moreover, if Russia has any hope

of conquering our country, she certainly wishes to preserve our cities, industries, and other valuable assets. Russia has land enough now; it is our industries which Russia wants. This also applies to England and Western Europe as well as the United States.

Therefore my forecasts for 1958 are as follows:

1. The present cold war will be intensified during 1958. This will increase fear of war, which could greatly affect retail sales.

2. Russian policy will be aimed at securing control of the United States, the countries of Western Europe, and the Middle East by infiltration.

ECONOMY OR INFLATION

3. The cold war costs the United States billions of dollars annually. This can be paid for only through increased taxes or inflation, or by the adoption of the Hoover Commission's recommendations for radical economy.

4. Profits will be further

squeezed during 1958, as a result of higher costs and pressure for lower prices.

5. Competition at all levels will increase during 1958.

6. Only more advertising by both manufacturers and retailers will enable them to keep up their present gross volume during 1958.

7. Failures will increase in 1958. These will apply mostly to small concerns, but some one of the big companies in the Dow-Jones Averages may collapse.

8. Predicting a lower total volume of business for 1958, compared with 1957, I forecast a moderately lower trend, on average, for wholesale commodity prices. Expect a gradual decrease in the cost-of-living during 1958.

9. Wise labor leaders will hesitate to fight for higher wages, but will try for shorter hours, pensions, and other "fringes."

10. European countries will have less to spend for American goods. (Continued on Page 10, Col. 1)



ROGER W. BABSON

In Today's Press

Comics	26
County News	27
Editorials	6
Markets	27
Obituaries	2
Pot-O-Gold Puzzle	14
Sports	23 thru 25
Theaters	14
TV & Radio Programs	21
Wilson, Earl	21
Women's Pages	17 thru 22

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(Muslin)

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2⁰⁷



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or Sanforized fitted bottom

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two NBA's
New York
games of
Nats
by routing
Madison
Cincinnati
into second
the Oakland County
whipping
Rogals' best
Stokes, re
the first
St. Louis
over Cincinnati
a 6½-game
Both are de
pions.

New York
den scoring
neapolis.
on 100 sh
row led the
followed
22 as ever
Friend
figures.

That is the effective time of an
annexation of more than two square
miles voted several weeks ago. It
represents the city's largest single
expansion since its incorporation 50
years ago.

The area being annexed, consist
ing of about 11,000 acres, is the
former Marble school district plus
about 95 acres north of the White
hills Estates subdivision.

Grandville Election Set

GRANDVILLE — City com
missioners of this Kent County
community have approved a pro
posal for an April 7 vote on author
ization of a charter revision and
on the election of nine charter
commissioners, according to city
Supt. Bernard Passage.

Winter Travel?



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NBA Opens 1958 in Old Rut

Celts, St. Louis
Still Leading
Pro Cage Loop

Sparrow Hits 23 in
Knicks, 142-116 Win
Over Lakers

By THE ASSOCIATED PRESS
The National Basketball Assn. starts the New Year today in the same row it hoed to open 1957: Boston still leads the Eastern Division, St. Louis still leads the Western Division and Bill Russell, 6-10 Boston rebounder, still is in the middle of controversy.

Neither division leaders were threatened after the completion of two NBA games yesterday.

New York moved to within two games of the second-place Syracuse Nats in the Eastern Division by routing Minneapolis 142-116 in Madison Square Garden.

Cincinnati slipped past Detroit into second place in the west, whipping the Pistons 130-96. The Royals' best rebounder, Maurice Stokes, returned to action for the first time since Dec. 8.

St. Louis has a 10-game lead over Cincinnati and Boston holds a 6½-game margin over the Nats. Both are defending division champions.

As for Russell, his boss, Celtic president Walter Brown, came to his defense after St. Louis coach Alex Hannum said the former San Francisco star used what he called illegal maneuvers. Said Brown in Boston:

Hannum is a "basketball accident" and a "whiner." Hannum, who says Russell often walks with the ball while going in for a layup, said he didn't want to enter into a personality clash and would protest Russell's play to Jocko Collins, NBA commissioner.

New York set a team and Garden scoring record against Minneapolis. They hit 50 field goals on 100 shots. Rookie Guy Sparrow led the Knicks with 23 points, followed by Willie Naulls with 22 as every New Yorker but Larry Friend broke into double scoring figures. Friend was scoreless.

Yardley's 22 Wasted Effort

Royals Win, 130-96

CINCINNATI — The Cincinnati Royals, slapped the Detroit Pistons out of second place in the National Basketball Assn.'s Western Division and moved into it themselves last night.

The Royals whipped the Pistons 130-96—or by 34 points. It could

have been even worse, because Cincinnati once held a 36-point edge.

The season's smallest crowd at Cincinnati, a mere 1,248, witnessed the slaughter.

Maurice Stokes, ace Royal rebounder, played for the first time

in eight games. He had been out with a leg injury, but he managed to snare 18 rebounds last night and to net eight points.

With George Yardley, who got 22 Detroit points leading the way, the Pistons made a ball game of it only through the first quarter. When the half ended it was 54-38, Cincinnati.

Jack Twyman, despite a broken jaw, got 30 points for the Royals.

EASTERN DIVISION		Won	Lost	Pct.
Boston	24	7	17	.774
Syracuse	18	14	32	.562
New York	16	16	32	.500
Philadelphia	13	19	32	.448

WESTERN DIVISION		Won	Lost	Pct.
St. Louis	23	10	6	.697
Cincinnati	13	20	34	.394
Detroit	12	20	37	.375
Minneapolis	8	24	36	.250



SHOT BLOCKED — George Yardley, Detroit's scoring ace, tries to get off a shot in the 1st quarter of a pro game at Cincinnati last night but the home team's Jack Twyman (27) blocked it. Cincinnati won 130-96.

Ready for Bowl Tilt

ORLANDO, Fla. — East Texas State and Mississippi Southern opponents tomorrow night in the 12th annual Tangerine Bowl football game, scheduled their last heavy workouts today.

OAKLAND COUNTY EMPLOYEES

Ten Pins	W	L	Hi-Lows	W	L
Social Kats	45	14	LaForge's M.	29	36
Odd Balls	38	22	Goof Balls	27	33
A. & B. Girls	37	23	Rockettes	24	35
Pontiac Am	35	25	Guttergrapes	20	30
County Jets	35	25	Holland's Fl.	18	42
Strikerettes	34	26	Rogers Elec	16	44
Social Bats	31	29	Rockettes	11	49
J. Cartier	219	V. Card	214	J. Cartier	
495 Social Kats	574	Social Kats	1610		

Wally Fromhart to Speak Here

Wally Fromhart, head football coach at the University of Detroit, will be the main speaker at the annual athletic banquet to be held at St. Benedict's Church Feb. 3.

He was recently named major college Catholic coach of the year by the board of Catholic coaches after the Titans went from a 2-8 record in 1956 to 6-3 last fall.

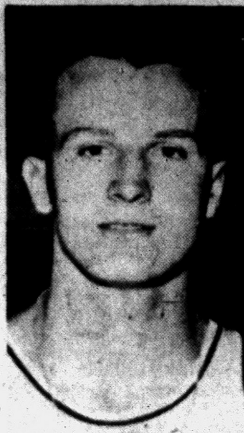
Several other notables from collegiate and professional sports will also appear on the program.

Bruno Kearns, Sports Editor of The Pontiac Press, will serve as master of ceremonies.

Rowe Will Manage Montgomery Rebels

MONTGOMERY, Ala. — Former Detroit Tiger pitching star Lynwood (Schoolboy) Rowe has been named manager of the Montgomery Rebels.

The 46-year-old Rowe who served as a scout for the Detroit Tigers last year will be the second former major league hurler to pilot the Class D Alabama-Florida League club. He succeeds Frank (Stubby) Overmire who led the Rebels to the league pennant last season.



'Didn't Feel Like Arguing'

Violator Has New Excuse

GRAND RAPIDS — Needless to say, all officers rather expect an excuse of some sort when they find someone committing an infraction of the law.

Most excuses fall into a general pattern, such as: "I'm sorry, officer, but I really didn't know that was illegal, etc." This year, however, two conservation department officers ran into a new one.

While on a boat patrol, officer Paul Durham of Rockford checked a boat with three fishermen aboard. One of the anglers looked closely at Durham, then said:

"Say, I believe I know you. Aren't you officer Barham or Durham or something like that?"

"Yes," the officer replied, "I'm Paul Durham."

"Well, don't you recognize me?" asked the fisherman. "You gave me a ticket here a few years ago. You said I was fishing with three lines, but I really wasn't. You see, I had all my teeth pulled the day before and my mouth was so sore I didn't feel like arguing with you."

Durham points out that the angler, who didn't want to argue, had pleaded guilty.

Picture Stars Play With Pros in Links Event

LOS ANGELES — Some of the nation's top golfers team with movie stars tomorrow in a \$5,000 pro-celebrity-amateur event, a prelude to the 32nd annual Los Angeles Open tournament.

On hand are Doug Ford, winner of the Masters and Los Angeles Open last year; Dick Mayer, Art Wall, Dow Finsterwald, Gene Littler, Mike Souchak and others.

The celebrity roster includes Bing Crosby, Bob Hope, Ray Bolger and Mickey Rooney.

The 72-hole Los Angeles Open begins Friday. All but three of last year's leading money winners are competing for the \$40,000 prize money.

Play for Gator Title

JACKSONVILLE, Fla. — Florida and Georgia, longtime sports competitors, renew their rivalry tonight in a battle for the championship in the 5th annual Gator Bowl basketball tournament.

Harvard Coach Hits Gophers' Puck Team

MINNEAPOLIS — Harvard coach Cooney Weiland today denounced the style of hockey Minnesota played against his team as "roughhouse and bad for the game."

"It wouldn't be tolerated in the East," Weiland said. "The way it was played Saturday night you might as well use picks and shovels instead of hockey sticks."

"No hockey player worth the name will complain about a legitimate body check in the open. But when they charge a guy into the fence, put elbows and sticks in his face, use threatening gestures and molest a player when he doesn't have the puck, it's time to call a halt."

"If this keeps up we may have to buy some swords to protect ourselves," said Weiland.

AFTERNOON CLASSIC
Pia. Moote Electric 43 Huron Bowl 27
Oakland Coin 38 Wardrobe Clns. 23
Selector Golf C. 31 Wilson Ins. L. 20
Nellies 29 Team No. 8 14
T. Cleaver 197 D. Needle 117 Oakland Coin 645 Selector Golf Club 1700.

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