

Expect Neatnik To Restore Clothing Sanity

What's a Neatnik?
It's a new word introduced today in Sears, Roebuck and Co.'s Fall and Winter general catalog, now being distributed in this area and to more than 12 million families across the nation.

A Neatnik, according to the catalog, is defined as a person "Who lives in the neat, no-torn world" of permanently pressed fabrics. It's the opposite of a Beatinik.

A.E. Cone, Manager of the Sears-Livonia store, said the new term "symbolizes the revolution that has taken place in wearing apparel and home fash-

ions. We call it the Perma-Prest revolution.

"Demand for permanently pressed fabrics, which Sears calls Perma-Prest, has grown at a fantastic rate and changed an entire industry," Cone said. "As a result, we have expanded our catalog selection of this merchandise."

Cone said a Neatnik "can be a man who wears Perma-Prest dress shirts, a boy who plays in Perma-Prest jeans, a girl who sleeps on Perma-Prest sheets or a woman who sets her table on a Perma-Prest tablecloth."

Until recently, he pointed out, most clothing and home fashions required ironing—even wash-and-wear fabrics. In 1964 a new process—baking a permanent finish on fabrics—eliminated the need for touch-up ironing. The new process first was used on sport shirts, and now is featured in a wide range of apparel and household items.

Sears catalog, long recognized as a reflection of changing American tastes, features Perma-Prest merchandise on 235 of its 1,682 pages.

The catalog's 140,000 items include these innovations:

- "The Flirt" a cylinder-shaped radio with a compartment for makeup, money and miscellaneous items usually found in a girl's purse.
- A "Spirit of '76" collection of decorating accessories such as lamps and wall plaques, inspired by our nation's patriotic past.
- A new emphasis on physical fitness, with eight pages devoted to exercise equipment.

Printed in 11 regional editions, the catalog will reach all parts of the nation in six weeks.

Hamilton Names

Marketing VP

John R. Gnu, 38, has been appointed vice president in the marketing division of Alexander Hamilton Life Insurance Company of America, according to an announcement by Robert Safford, executive vice president.

Gnu has 16 years experience as a Detroit life insurance underwriter and general agent. His primary assignment will be the developing of new markets and products for the rapidly growing company based in Farmington.

Trace Water Tables Source

A large percentage of water from every shower stinks down into the soil where it may repose as buried ground water.

Every rainfall adds to these stores of underground water and so do the melting snows of spring. There is an immense amount of underground water in the land. Its storage is governed by the nature and the formation of rocky layers far below the surface.

Reservoirs of deep ground water rest on solid slabs of shales and granites because it cannot seep through these dense rocks.

Blimp SOS Call

NEW YORK -- The shortage of nurses in New York is so pressing that one Long Island hospital rented a blimp to cruise over the metropolitan area. On its side, in 10-foot letters, was painted: "Nurses. Call This Number...."

Sears

SEARS, ROEBUCK AND CO.



Arnold Palmer



Liquid Center
Golf Balls

Reg. 3 for 3.25

3 for 2.66

Tournament quality! High compression liquid center for long accurate flight. Electronically wound with highest quality rubber thread.

CHARGE IT - It's Quick and Convenient at Sears

Sears Sporting Goods Dept. (at all stores)

- Grand River
- Grand
- Highland Park

- Lincoln Park
- Oakland Mall
- Livonia Mall
- Macomb Mall

- Wyandotte
- Oakland
- Livonia
- Macomb

Sears

SEARS, ROEBUCK AND CO.

IN-TH-CARTON
TAKE-WITH
BIKE PRICES



Our Best
10 Speed

24-Inch
Spyder Bikes

69⁹⁹

You'll think it's the greatest! And no wonder: Sit down on the quilted, bucket banana seat, shift gears (you can choose from 10), and ride out on this Flamboyant blue Spyder with chrome-plated fenders, red-line tires, and exclusive new dual rear hand brakes.

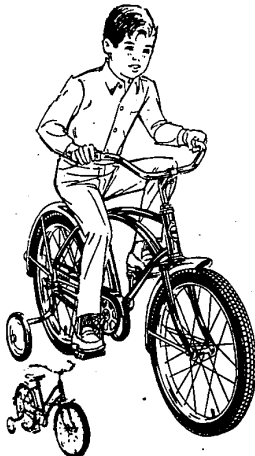


Exclusive Gear Shift



You get positive positioning in each gear. Shift to 10 speeds for faster, easier riding.

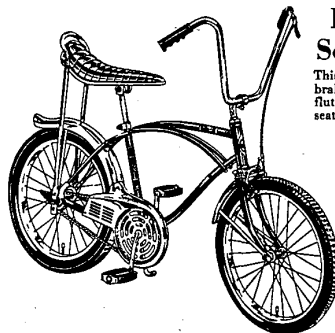
Here's Boys' and Girls' Standard Bikes . . Always Ride Great; Always in Style



20-In. Size **29⁹⁷** Reg. 34.99

Boys' metallic red and Girls' metallic blue Standards are the fun-to-ride swingers with chrome-plated handlebars, and fender spring saddle, coaster brakes and training wheels included. You can adjust the handlebars and pedal distance for riding comfort.

NOW Save on These Bikes . . . and Accessories



Truly Feminine . . 20" Girls' Spyder Bike

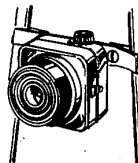
Features a pretty flower trimmed wicker basket, banana seat, highrise handlebars.

Sale-Price **39⁹⁷**

It's a Joy to Pedal — Sears 20" Spyder Bike

This boys' bike has front hand brake, extra-strong frame with fluted chrome fenders, banana seat.

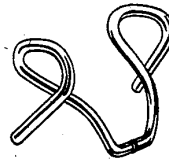
Sale-Price **39⁹⁷**



Spyder Tail Lights
3-in. red warning light fits all Spyders, chrome plated. **99^c**



Generator Headlight
One piece construction. Installs with no wires. Save \$1. **2⁹⁷**



Highrise Handlebars
Chrome plated with modern, narrow styling for comfort. **1⁹⁷**

NO MONEY DOWN On Sears Easy Payment Plan

Open Monday, Thursday, Friday, Saturday 9 to 9, Tuesday, Wednesday 9 to 5:30

Sears
SEARS, ROEBUCK AND CO.

Grand River at Oakman, WE 3-3300
Grand at Van Dyke, WA 5-0100
Woodward, Highland Pk., TO 8-1300

Lincoln Park, Southfield at Dix, DI 3-7000
Livonia Mall, 7 Mile at Middlebelt, 476-6000
Macomb Mall, Grosse Pointe at 13 1/2 Mile Rd., 293-8000
Oakland Mall, 14 Mile Rd. at John R., 585-1000

Sears Sporting Goods Dept. (at all stores)

Pontiac, 154 N. Saginaw, FE 5-4171
Wyandotte, Biddle-Mapple, AY 4-9000
Grosse Pointe, 7 Mile-Mack, TU 4-6000