



Bubble bursts

A penny no longer buys a pack of gum

By CHRISTINE WALDEN
The bubble burst. But it was inevitable.

It began when the nickel candy bar became a 10-cener. Then the price of Good Humors went up. Next thing you knew you were paying five cents for a box of Snaps that used to sell for two.

But bubble gum was sacred. It was the American dream we clung to, or rather it clung to us. It was the gooey reminder that a penny was still worth something.

NOW, SADLY, keeping up with Bazooka Joe and his gang costs two cents.

The price increase marks the end of an era.

An era when parents appeased youngsters with one cent. An era when mom spent many evenings getting the gum out of Susie's hair.

An era when knees stuck to the underside of tables via wads of ABC pink stuff.

Chewers should have anticipated the increase. Instead of beating their gums now, they should have prepared. Bubble gum does not lose its flavor when it's still wrapped.

BUT IT CAME as a shock, especially to those accustomed to spending their last cent on a piece of the sugary, bubbly goo.

"The young children are pretty upset about it," said one drug store salesperson. "Everything's going up. The ten cent candy bars are now 15. But when it hits the penny bubble gum it really shakes you up."

A spokesman for Topps Chewing Gum, producer of Bazooka Bubble Gum, attributes the hike to rising costs.

"The company held the line as long as it could," he said. "But the price of sugar, paper and shipping just keeps going up. I think it has signaled the end of penny candy."

A check of local supermarkets showed the old price still holding on large ticket purchasers, the days of bargain prices are limited.

But if you stick to your gums and decide to pay the extra penny, there is a bonus. Some Bazooka comics are now worth two, which means it only takes half as many chews to get those space phones, binoculars or initial rings you've been longing for.

MOVING



isn't half so
HECTIC...

When it is followed by a
Welcome Wagon
call!

IN OAKLAND COUNTY
355-3800
IN WAYNE COUNTY
425-5060
961-7750



GRADUATION PARTY



A diploma is something to be proud of. If you plan to celebrate the big event with a graduation party, invite us over. Not as guests, but as professional party planners who have everything you need for a successful party.

Tables, chairs, silver, linen, even a spectacular champagne fountain. Whatever you need, it's all yours at reasonable rental rates. Delivery service is also available.

You're proud of your student. We're proud of our service. We're the rental people people like.



"The Rental People, People Etc."

BLOOMFIELD HILLS
2390 Franklin Rd.
(near Square Lake & Telegraph Roads)
334-1577



Celebrate anniversary

Mr. and Mrs. Park H. Smith of Birmingham celebrated their 50th wedding anniversary recently at the home of Mr. and Mrs. Charles Shallberg of Birmingham. The anniversary celebration was hosted by the couple's children, the

Shallbergs and the Wallace Smiths of Birmingham. Park Smith is a former Birmingham fire chief who retired in 1963. The Smiths were married June 4, 1924, in Birmingham. They have four grandchildren.

Summer Maternity Apparel EXPECTATION SHOP

BIRMINGHAM • GROSSE PTE.
141 W. Maple Rd. • 16930 Kercheval

• PONTIAC MALL •



NOW or NEVER SALE

of Simmons Beautyrest Mattresses and Box Springs

LIMITED TIME OFFER... ONCE OUR STOCK IS GONE—IT'S GONE FOREVER!

This is your last chance to own a Beautyrest... the best mattress there is... before the prices go up. So come to Wiggs today and choose your Beautyrest... Twin, Full, Queen or King size... at these prices! Remember, it's now or never! Once our stock is gone it's gone forever!

After all, give yourself the luxury of a good night's sleep—that's like an overnight vacation. Only Beautyrest can give it to you!

Because Beautyrest is made with individually pocketed coils, it gives you the support you need, when and where you need it. Special cushioning molds itself to the natural contours of your body. For beautiful floral print cover is Sani-Seal processed to guard against bacteria, mildew and odor.

So don't get caught napping... on anything but a Beautyrest! Select yours today at Wiggs... before tomorrow's prices!



of Bloomfield Hills

4080 TELEGRAPH (at Long Lake Rd.) • 644-7370
open Monday, Thursday & Friday 'til 9 P.M.

LAST CHANCE
at \$99⁹⁵
Twin Size Mattress or Foundation

Full Size Mattress or Box Spring
NOW \$119⁹⁵

Queen Size Set
NOW \$299⁹⁵

King Size Set
NOW \$419⁹⁵

Sale of floor samples

SAVINGS UP TO 50%
on selected pieces
from ALL of our
FURNITURE GALLERIES

We have tagged some lovely selections... furniture and accessory items from our regular merchandise... at excellent Savings of up to 50%! In all probability you will be able to find, among the many items, just the one you have been wanting... at greatly reduced prices and ready for immediate delivery! We chose some one-of-a-kinds, discontinued styles in wood and upholstered furniture and a few "as-is" pieces. These savings are located throughout our over-acre of Traditional Furniture Galleries... from accent pieces and wall decor to complete room settings. Enjoy Wiggs superb quality... and save at the same time!

All Sales Final

No Lay-A-Ways

All Items Subject to Prior-Sale



of Bloomfield Hills

4080 TELEGRAPH (at Long Lake Rd.)