

The VILLAGE STRIPPER
455-3141

FURNITURE STRIPPING
Wood-Wicker
Repairs-Refinishing-Caling

1000 LIBERTY
OLD VILLAGE FARMINGTON

This Ad Worth
\$25
OFF A
BEAUTIFUL
STRAND OF
AFRICAN MALACHITE
THRU DEC 20
Village Goldsmith
33245 Grand River
Farmington 474-3415

Advertising is couple oriented

Couples is the name of the game in advertising just as it is in the social structure of the United States, states Brigitte Jordan, assistant professor of anthropology and community medicine at Michigan State University.

Dr. Jordan, who will be teaching a course in The Anthropological Study of Magazine Advertising at MSU winter term, finds the visual and symbolic language of magazine ads reflects the couple-oriented society.

"Social roles are dominated by the couple," she said. "The social group which includes the producer and consumer of the products also gives the central place to the couple."

Most ads have people in them, she explained, and the people usually are couples. "Most of us, using people feature couples or pairs, such as two packs of cigarettes, two glasses of liquor, a paired bottle of liquor and its gift box."

The couples in people ads, she said, are carefully chosen as cross-sex matched individuals, usually attired for matched activities of much the same age and class.

Young, who can be transposed into more settings than can singles or people who are younger or older.

ARTISTIC SKILLS are used most competently by the advertisers, Dr. Jordan said. These include the use of focus and eye contact between the focal individual and the viewer or between the focal figure who owns the ad and the viewer's central eye.

Like television episodes and cave paintings, magazine ads are a folk production, she said.

The ads, she pointed out, and the consumers all draw on the resources of their common culture. And when a couple is shown, the male is the one who is usually highlighted.

Males can appear singly in their own right with out the implied and immediate

Make it a Musical Christmas!

Alvarez Classical & Folk Guittars	Gulbransen ORGANS	Winter & Grand PIANOS
from 99 ⁹⁵	from 1395	from 799
Others from 139.95		

All Wood Ukuleles \$14⁵⁰

Bongo Rythm Kit \$10⁹⁹

Snare Drum 6 Piece Kit \$69⁹⁵

Hohner Harmonicas 295^{to} 295⁹⁵

Sheet Music & Song Books of all kinds . .

Pop-Rock-Classical-Show Tunes-Beginners-Christmas Complete Lines of Musical Accessories and Supplies & Lessons

Long John Guitar Strings-cords-stops-Mikes-Pick ups Wahwah Pedals-Metronomes-Wood Blocks-Cow Bells Practice Pads-Reeds-Stands-Lyres-Jew's Harps-Tambourines Accimers-Pitch Pipes-Cleaners-Kalimbas-Caps-Tuning Forks

ARNOLDI MUSIC CO.
In the Northville Plaza, Multi - 348 1010
Convenient Financing Available

there's a better way to get that warm feeling

...stop winter dryness in your home with an

Aprilaire HUMIDIFIER

For Further Information Please Call

ELY FUEL, INC.
OIL BURNER SERVICE

Mobil heating oil

349-3350

MSU coeds have wide age range

Women are going to college at an old age, and almost any young age, judging by the student enrollment at Michigan State University.

At MSU, women undergraduate students are in the majority in the ages between 17 and 20 and younger, and from the age of 21 clear through 40 plus. Even among those undergraduates who didn't report their ages the women are in the majority.

A majority of the male undergraduates in college are in their 20s. At MSU, men currently outnumber the women in the ages of 21 through 30.

MSU has a total enrollment of 43,749, and of these more than 32,000 are undergraduates, with the women increasing by the hundreds as they have in past years. Fall undergraduate enrollment at MSU comprises more than 18,000 men and more than 17,000 women.

Stopping out is what the women in their 20s are doing, according to Dr. Mildred B. Erickson, assistant dean of lifelong education at MSU, and coauthor of an MSU handbook for older women considering returning to college or the job market.

The women in their 20s stop out," she said, "because they have college husbands to support by getting jobs or because they have young children at home. After that they get back to college studies, or start such studies."

Stopping out is different from dropping out, she said, and hasn't the old stigma attached to it. Some men stop out for a while too for a variety of reasons, and for them too it is regarded as a hiatus only.

The increasing numbers of college women of all ages, Dr. Erickson said, undoubtedly is due to a number of societal changes. These include the women's liberation movement, the changes in life style, the increases in divorces which result in more and more women needed to be self-supporting, the lowered birthrate, the inflationary trends which require additional

McCABE funeral home
since 1893

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PHONE 477-0220
Edward J. Dear Manager

7 Mile at Farmington Road Store Only!

Kmart
...gives satisfaction always

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CURRENT HARDCOVER BEST SELLERS

30% Off List Price!

NON-FICTION & FICTION
Specialty Priced **99¢**

PAPERBACK BOXED GIFT SETS AT DISCOUNT PRICES!

HANDYMAN'S GUIDE
Reg. 4.48 **3.33**

HOUSE PLANTS
Reg. 1.97 **1.66**

7 Mile at Farmington Road K mart Only!

American Home Center

PRE-CHRISTMAS SALE

FEATURING YEAR-END-SAVINGS

The Area's Greatest Collection of FIREPLACE EQUIPMENT AT SPECIAL SALE PRICES!

ANDIRONS	8 ⁹⁹
WOODBASKET	7 ⁷⁷
FREE STANDING TOOL SETS	as low as 12 ⁹⁹
CAST IRON POKER	ONLY 3 ⁹⁹
CAST IRON SHOVEL	ONLY 4 ⁹⁹
EASY TO USE TONGS	Regular 9.98 3 ⁹⁹
24" STEEL GRATE	Regular 10.95 5 ⁹⁹
24" CAST IRON GRATE	Regular 24.95 16 ⁸⁸
22" CAST IRON GRATE	Regular 21.95 14 ⁹⁹

POP CORN POPPER
Regular 4.95 3⁸⁸

WIRE TOP
• EASY OPEN •

Headquarters for BLUE DIAMOND FIREPLACE HARD COAL

• FIREPLACE WOOD Birch, Fruit, Walnut Hardwood

• BULK KEROSENE

LONG FIREPLACE MATCHES 7⁷⁷ 1⁷⁵ BOX 38⁸⁸

FREE STANDING 7 PIECE FIREPLACE ENSEMBLE
38" wide - 31" high Reg. 79.95 38⁸⁸

25% OFF

Ideal to GIVE or to KEEP!

• WOOD PRODUCTS

• LAMPS

• CLOCKS

Lamps by Quoizel, Pitlow, Marcrest and Brito Lite. Clocks by Cornwall, New England, Linden and Arsonia. Wood pieces by Cornwall, 3 Mount lanterns and pictures by famous makers in our great 2nd floor collection also in our famous fireplace department.

EXTRA SPECIAL CLEARANCE - 2nd FLOOR
30' TABLE FILLED WITH MANY BARGAINS! 50% OFF MANY ONE-OF-A-KIND, TREASURES!

FRESH CUT CHRISTMAS TREES
IN STOCK - HURRY

CLIP THIS SUPER VALUE AMERICAN COUPON FIREPLACE EQUIPMENT and WALL DECOR **10% OFF**

PREWAY
The Moderne Model add a little economical luxury

SAVE \$50 Reg. 275.55 **\$219**

This classic conical freestanding fireplace is affordable and easily installed. Handles all home fires, complete with freestanding pipe to roof and 38" wide Class "A" Chimney Systems in Stock.

PREWAY ZERO CLEARANCE WOODBURNING BUILT-INS

Can be installed anywhere - easily, safely and economically. Install directly on wood floors, can safely touch combustibles all around. Approved by leading national and local building codes and authorities. PREWAY's simplified chimney system makes installation a natural for competent do-it-yourselfers. (Pick up your chimney booklet here.) Available in two models, from 28 to 42 inches wide models, conventional or left and right angled open models.

BUILT-IN MODEL B-136
SAVE \$64 **\$263**

PREWAY CONTINENTAL

Functional, European styling and top quality American materials. Utilizes its unique design allows minimal wall clearances, simplifies installation. Handles any fireplace fuel. Comes with freestanding pipe to reach 9' ceiling, collar, damper and ash guard.

Reg. \$449.20 **SAVE \$100 \$349**

EXTRA SPECIAL SALE! HARTHGLASS ENCLOSURES

Be safe! Be Warm! Save! Patented tempered glass fireplace enclosures. Adds new beauty and comfort and economy! 12 sizes

\$29.95 \$9.99

American
HARDWARE-LUMBER & SUPPLY COMPANY
11245 EIGHT MILE ROAD CORNER MERRIMAN
LIVONIA

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TUES. - THURS. - SAT. 9 a.m. to 8 p.m.
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