

COLLEGE MEN TAKE NOTICE:

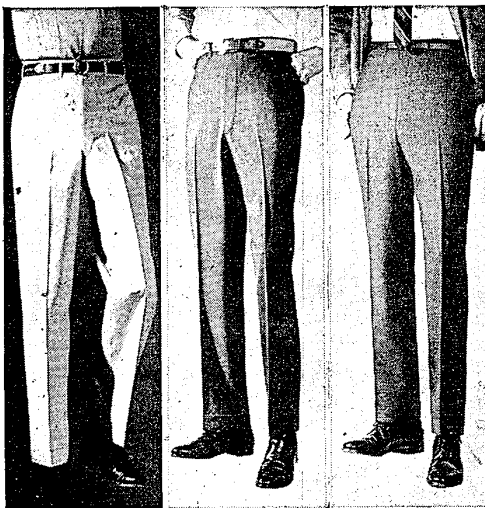
**SAVING'S IN STYLE
AT RICHMAN'S**



**All-Wool Tailored Natural Shoulder
SPORT COATS and BLAZERS**

Authentic natural shoulder coats, tailored by Richman's with lapped seams, hook vents, patch-flap pockets. Sport coats in textured wool, softly blended in tones of brown, gray, olive and blue. Blazers in all-wool flannel, mid-night blue.

27⁹⁵



**Campus Imperative
Dacron-Cotton Twill
Wash-Wear
SLACKS**

5.95

Renowned Klopman twill of 65% Dacron polyester, 35% cotton, is tailored in the quality-Richman manner—both plain front and continental models. Black, olive, clay and blue grass colors.

**Styled Slim and
Guaranteed 1 Year
Wash-Wear
SLACKS**

6.95

Guaranteed fabric of Acrilan-acrylic and rayon—fully wash and wear. Sharkskin, flannel, hopsacking and twist weaves. Solid and iridescent shades. Black, blue, brown, gray, loden and putty colors.

**America's Best
Wool Worsted
Slack
VALUE**

9.95

New, narrower dress slacks tailored of pure wool worsted, in both flannels and twills. Hold press and shape. Cambridge gray, black, brown, olive, charcoal in solid and iridescent shades.

**Richman
BROTHERS**

11 STORES IN DETROIT AREA
WONDERLAND SHOPPING CENTER, LIVONIA
WONDERLAND STORE OPEN EVERY NIGHT TO 9

- Southgate Shopping Center
- 4920 Schaefer Road, Dearborn
- Sears—Lincoln Park Shop, Ctr.
- 3503 Woodward at Clifford
- Downtown Store Open Mon., Wed., 'til 8:30
- Mitcheville Shop, Ctr., Pontiac
- Northeast Shopping Center
- NEIGHBORHOOD STORES Mon., Thurs., Fri., Sat., 'til 7 P.M.
- Eastland Shopping Center
- 14201 Woodward, Highland Pk.
- 12443 Greater at 7 Mile Road
- 10781 Grand River at Oakland

Charge it now... take up to six months to pay!

That's Opinion Of U-M Music Prof

The Beatles Are Tribute To Promotion

ANN ARBOR — The Beatles are much more interesting as a sociological phenomenon than as a musical one, says John A. Flower, associate dean of The University of Michigan School of Music.

The reasons for their bombastic splash are threefold, says Flower: 1) teen-age mystique, now international; 2) promotional advertising and our susceptibility to it; and 3) mass communications.

"Teenagers always have and always will be wondrous," he states. "They have not of late had much restraint placed upon them by their elders nor as a matter of fact have their elders been particularly good at setting examples."

Says Flower, "Teen-agers have been emancipated by money, the used car and hi-fi. This emancipation takes unpredictable and incomprehensible forms of which The Beatles are one."

Flower says he believes modern techniques of promotion account in no small part for the prosperity of The Beatles: "Today's best practical psychologists seem to be in the

realm of promotion and advertising. As a people we have made ourselves susceptible to

manipulation in what we think we desire to consume, to see and to hear. The Beatles, to an extent, are a tribute to the skill of modern-day advertising."

Dodge Sales Hit Record For August

Dodge dealers sold 54 per cent more cars in the second 10 days of August than in the same period last year, Dodge General Manager Byron J. Nichols reported Monday.

Nichols said retail sales from August 11 through 20 totalled 13,209—a record for the period—compared with 8,553 a year ago.

They totaled 2,118 this year, compared with 1,496 last year.

Dodge car sales during the 1964 model year (Sept. 20 through Aug. 20) total 423,168. That is 23 per cent higher than the 344,158 cars sold in the same period last year.

the 239,608 sales in the same period of 1963.

Dodge truck sales for the model year through Aug. 20 total 87,037, compared with 65,913 in the same period last year—an increase of 32 per cent.

Truck sales from Jan. 1 through Aug. 20 total 62,115, compared with 48,165 in that period a year ago—an increase of 33 per cent.

**Plymouth Kiwanis
Get Chance To Brag**

Members of the Plymouth Kiwanis Club, who are forbidden by club rules to talk about their products or services during regular meetings, had their big moment at the annual Advertising Night program.

This is the one night when each is encouraged to say anything and everything he can about his work, his plant and the products.

Plymouth Township Clerk Jack McEwen introduced the guests while Kiwanian Tom Alexy had charge of presenting the Advertising Night group.

Len Wendell has been appointed sergeant-at-arms by President Gerry Fitch to pre-

serve order and collect fines. Bill Lyons, who has charge of the Kiwanis Pancake Festival, which is one of the major events of Plymouth's Fall Festival, reported everything in readiness for the affair on Saturday, Sept. 12.

Lyons will have charge of a sports night program on Sept. 15.

In Boot Training
Richard T. Shaw, USN, son of Mr. and Mrs. Robert T. Shaw, 28890 Morlock, Livonia, is undergoing recruit training at the Naval Training Center, San Diego, Calif.

AUGUST SALE ON ALL DRAPERY FABRICS

CUSTOM MADE TRAVERSE DRAPERIES FABRICS FROM \$1.95 PER YARD EASY TERMS 24 MONTHS TO PAY

FREE CUSTOM LABOR ON ALL DRAPERIES

CALL FOR "SHOP AT HOME" SERVICE OR VISIT OUR MODERN SHOWROOM

28875 PLYMOUTH RD. 10 BLOCKS OF MIDDLEBELT FREE PARKING

Michigan Interiors

OPEN DAILY 9:30 - MON. 9:00 - SAT. 5:12 NOON

PHONE 425-1660 KE 7-3780

BACK TO SCHOOL KRESGE'S SPECIALS!

NEW FALL PAN-O-RAMA PRINTS

Specially Priced!

3 yds. for 99¢

THREE DAYS ONLY!

Modern, provincial and floral prints for shirts, blouses, dresses, curtains and slipcovers. Fine quality sailcloth-type cotton. Ten to 20-yr. lengths. 56" wide.

3-Day SALE - Reg. 2.33 LUNCH KIT - BOTTLE 178¢

Vinyl or fat and dome style litho metal boxes with matching 10-oz. vacuum bottle. complete

3-Days Only - Reg. 99¢ LP RECORD ALBUMS 62¢

Jazz greats, comedy, instrumental and vocal. Build your record collection now, save!



RAIN OR SHINE Coats

Girls' Sizes 8-14
Reg. 7.99
3 Days **5.97**

Women's 5-11, 10-18
Reg. 8.99
3 Days **6.97**

Girls' red, black, navy or oyster rayon and cotton Tackle Twill® or oyster Aviril®(o) rayon-cotton wash 'n wear. 8.97

Women's impeccably tailored Tackle Twill®. Black, olive, oyster, brown, navy . . . 6.97

*Wm. S. Zimmer & Sons T.M. (c) Fillic Corp. T.M.

Thurs. - Fri. - Sat! Clip-and-Save Coupon Specials!

<p>KRESGE COUPON</p> <p>SEAMLESS NYLON HOSE</p> <p>Reg. 48¢pr. with coupon 27¢</p> <p>In 2-pr. pack 54¢</p> <p>Sept. 3, 4, 5. While quantity lasts.</p> <p>LIMIT - 4 PRS.</p>	<p>KRESGE COUPON</p> <p>Solid 'n Stripe BATH TOWELS</p> <p>Reg. 59¢ with coupon 38¢</p> <p>Sept. 3, 4, 5. While quantity lasts.</p> <p>LIMIT - 3</p>	<p>KRESGE COUPON</p> <p>WEDGEFIELD T-SHIRTS, BRIEFS</p> <p>Boys' 43¢ with coupon Men's 53¢</p> <p>Sept. 3, 4, 5. While quantity lasts.</p> <p>NO LIMIT</p>
<p>KRESGE COUPON</p> <p>JOHNSON'S SHOE POLISH</p> <p>Reg. 49¢ Brown or Black Paste or Liquid with coupon 31¢</p> <p>Sept. 3, 4, 5. While quantity lasts.</p> <p>NO LIMIT</p>	<p>KRESGE COUPON</p> <p>EVEREADY TWIN PACK</p> <p>Reg. 40¢ with coupon 19¢</p> <p>Sept. 3, 4, 5. While quantity lasts.</p> <p>LIMIT - 3 Twin Paks</p>	<p>KRESGE COUPON</p> <p>THREE FLAVORS! SUGAR WAFERS</p> <p>Reg. 59¢ lb. with coupon 2.48¢</p> <p>1 lb. 25¢</p> <p>Sept. 3, 4, 5. While quantity lasts.</p> <p>LIMIT - 4 LBS.</p>

WONDERLAND CENTER PLYMOUTH and MIDDLEBELT

SHELDEN CENTER PLYMOUTH at FARMINGTON

S. S. KRESGE COMPANY