MEMBER FEDERAL DEPOSIT INSURANCE SYSTEM

Now that the Holidays Are Ancient History

we can settle down into our regular habits, and start to repair the ravages that Christmas worked on our bank accounts.

If you are looking for a banking connection that many of the best folks in Birmingham have found pleasing, why drop in at the First National!

THE FIRST NATIONAL BANK

A Bank For All The People

Indication of Rain.

A deep yellow glare at sunset indicates that rain is near. Water vapor in the air absorbs much red and blue light, causing the remainder of the sunshine to appear yellow.

When you want to say "Good Ice Cream," just say "Peerless." advôtf

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Peck will clean and press that suit so it will look like new.

CHARLES PECK
126 W. Maple Ave.

WE HEARD IT SAID BY—

Harry S. Starr, Village Manager: "The problem of sewage disposal in any community is a large one. It is so in Birmingham. I don't believe that the officials of a village or city should wait for the residents of a certain street to bring in a petition for a sanitary sewer, when the officials already know that such a sewer is needed. In a great many cases the residents of a street that needs a sewer will often delay to petition for a sewer, thus menacing the entire city or village through contamination. No one should be better informed as to sewer needs than the officials of any community, and they should order them installed whenever necessary."

T. W. Miner, local businessman: "I personally do not believe that a great tax should be imposed on the residents of Bloomfield Hills. I believe that the wealthy people who have taken up estates in the Hills have added something of inestimable value to Bloomfield township. That means Birmingham. The value of local property is proportionately increased with the improvements made in the Bloomfield Hills territory."

T. D. Lynch, local businessman: "I think something should be done to remove the snow and ice from the gutters along the business frontage on Woodward avenue. During the past two weeks it has been almost impossible for motorists who park their cars to get them away from the curbs. This is not good for the business of the town. It also makes it dangerous for people to cross the streets."

Mrs. R. L. Schorr, Oakland avenue: "I wonder why it is always so late in the day before the Village cleans the snow off the sidewalks on Oakland avenue. It is pretty hard for the little children coming from the Adams school to keep their feet dry—especially if they have no rubbers or boots. It seems to me that something should be done here to make our sidewalks more passable during the winter time."

James Campbell, local realtor: "I see that the Commission has decided to put the new well and tank propositions on separate ballots. They were opposed to this at the last election. It seems a case of 'we have met the enemy and we are their's'—to paraphrase the immortal Perry."

"Johnny," the ventriloquist dummy used by George Pullin, local entertainer and businessman: "Say, George, I've been thinking of something that I want to tell you. Last Saturday night you said that if I worked for The Eccentric I would not be the only dummy on the staff; maybe you're right. But, do you know, George, I've lived in Birmingham for years and we never did notice the water shortage so much until you went into the milk business here—gee, you certainly must use a lot of it to wash the bottles every day."

Ernest Vahey, Ridgedale avenue: "I am firmly convinced that Birmingham needs a public place of amusement. If somebody would start a combination billiard and pool parlor, a motion picture show or a dance hall, and run it along good lines, it ought to make them a barrel of money. If the people of Birmingham fail to get together on such an enterprise, then somebody from the outside surely will before very long."

NEW BOOKS AT LIBRARY

The following new books have been added to the collection already at hand at the Baldwin Public Library: "Flowing Gold" by Rex Beach; "Jimmie Dale and the Phantom Clue" by Frank L. Packard; "Man's Country" by Peter Clark Macfarlane; "Rough-Hewn" by Mrs. Dorothea Frances Fisher; "Trail of the White Mule," by Mrs. Bertha Sinclair; "Valley Waters" by Charles D. Stewart; "Wanderer of the Waste Land" by Zane Grey.

Juvenile—"Adventures of Odysseus" by Padraic Colum; "Around the World in Eighty Days" by Jules Verne; "Banhertail" by Ernest Thompson Seton; "Children of Odin" by Padraic Colum; "Golden Fleece" by Padraic Colum; "Home Book of Verse for Young Folks" by Burton Egbert Stevenson; "Turner Twins" by Ralph Henry Barbour; "What Shall We Do Now?" by Mrs. F. Fisher (Canfield); "Cathedral" by Hugh Walpole; "Foursquare" by Mrs. Grace Louise (Smith) Richmond; "Little Women" (illustrated edition) by Louise May Alcott; "Lorna Doone (illustrated edition) by Richard Doddridge Blackmore; "Old Crow" by Alice Brown; "On Tiptop" by Stewart Edward White; "Pererigrime's Progress" by Jeffery Farnol; "Pippin" by Archibald Marshall; "Tumbleweeds" by Hal George Evarts.

PERSONALS

For the remainder of this winter, Mrs. Eva Jenks of Southfield, will make her home with W. H. Bassett and family at their home on Pierce street.

Rhea Schlaack, daughter of Mrs. Charles Schlaack of South Woodward avenue, has been honored at the University of Michigan by her election to Masques, a women's honorary dramatic society.

Mrs. A. J. Bricker of Cleveland, who has been the house guest of her son, R. W. Bricker and family for two months, returned to her home last week.

Mr. and Mrs. Thad. E. Leland moved from their present address on Vinewood avenue to Mrs. Henderson's home, corner Longfellow and Woodward avenues, Detroit, last Thursday.

Mrs. A. Purdy of Redford, is the guest of her daughter, Mrs. Renwick Bell of Knox avenue.

Charles Buck, who attended the Ypsilanti Normal until the Christmas holidays, has accepted a position at the First National Bank here.

Mrs. Peter MacKay of Cleveland, is visiting her daughter, Mrs. Leland Bunyan of Hazelwood avenue.

James W. McKnight, Arthur Hartwell and others of our young people attending the university at Ann Arbor, have been at home several days during the past week during the examination period at the university.

The funeral service for the infant son of Mr. and Mrs. Howard Lowe was conducted Tuesday afternoon, Jan. 30th, at the home of the parents at Sly's Corners. Interment was at Greenwood cemetery.

Theatres

At The Garrick, Detroit

It is always interesting to speculate on psychology—particularly in these days of Coue, Freud, etc. But perhaps nothing is so interesting psychologically as is the attitude of the theatre-going public concerning a new production. Basically, four factors are concerned: "What is it about"; who is going to do it; where is it going to be done and what is going to happen to it?

The problem really reduces itself, perhaps subconsciously to the ancient game of "How when and where," an analytical, if not psycholo-analytical pastime, which, according to indeniable authorities, existed in the days of Elizabethans.

In this particular case, three of these basic factors are answered. First, it is to be done by Margaret Anglin, who is recognized as one of the leading emotional actresses of the modern theater; second, it concerns the last female descendant of a long line of sea kings, from Lief Errickken down to the present day; third, it is to be presented at the Garrick Theatre Sunday evening, where it begins a week's engagement. Detroiters who have witnessed Miss Anglin's performances in "The Great Divide," "Mrs. Dane's Defense," "Green Stockings," "Billeted" and "The Woman of Bronze" after all must answer the fourth question themselves.

The name of Miss Anglin's present play is "The Sea Woman," by Willard Robertson. It finds its locale "down Baltimore way" in a lighthouse, and reveals Miss Anglin as Molla Hansen, daughter of a hundred Vikings, confronted and beset by modern conditions over which she triumphs, or does not, according to the point of view.

An unusually able cast, including Harry S. Minturn, Rea Martin, Claude Cooper, Joseph Sweeney and Raymon Van Sickle, will be in Miss Anglin's support.

At the Shubert-Michigan, Detroit

The fascinating mystery melodrama, "On the Stairs," in which Arnold Daly was starred until managerial misunderstands caused him to suddenly resign, will be the offering of the Bonstelle Company at the Shubert-Michigan, Detroit, next week.

The play is the work of William J. Hulbert, who has succeeded in weaving a play of romance and mystery, with a persecuted hero and a misled heroine. Swami Abuk-ee-yanda is a Hindu seer who is reputed to possess unusual occult powers. He enters into the life of a small community and quite naturally soon becomes the rage. The heroine, a young heiress, is loved by a young man who lost his wealth through the indiscretions of his father, but being ambitious takes a position as an electrician, and consequently is left without the pale of society which the object of his love occupies. Circumstances are further strained through the fact that the heiress and many of her friends come under the occult influence of the Swami, or Hindu seer, who not only reaps a rich harvest by reason of his powers, but settles in the community, occupying the heiress' birthplace. This home is supposed to be haunted, strange and weird stories being told as to people being stopped when they attempt to ascend the stairs, from which fact the play gains its title. The struggling young electrician becomes suspicious of the Swami and the story as to the haunted house and begins a quiet investigation, which results in the death of one man, the near death of himself, and the abduction of his sweetheart. "On the Stairs" is built to thrill and mystify, to charm with romance—all three of these elements are present in the story, which promises to be the first real "thriller" offered by the Bohstelle Company this season.

At the Baldwin Auditorium

Alexander Dumas' immortal tale, "The Three Musketeers," with its splendid cast of characters will be presented to the movie fans by the Junior Class of the Baldwin high school, Monday, Feb. 5, at the auditorium. Douglas Fairbanks as D'Artagnan, bears very strongly in mind his father's advice of bearing loyalty to the king and devotion to the queen. The powerful Cardinal Richelieu, at this time, was using all his influence to widen the breach that existed between King Louis XIII and his lovely wife, Anne, being aware of the devotion that existed between the queen and the Duke of Buckingham. How D'Artagnan is brought to serve the queen and how the cardinal's plans are foiled forms a thrilling tale.

I. O. O. F. Temple

Nine days working in a dark stage against black velvet hangings and concentrated rays of spot lights, rendered members of the Paramount unit making "One Glorious Day," a comedy with Will Rogers and Lila Lee as the featured players, so sensitive to light that when they came out into the sun's glare, they were like blind folk.

Will Rogers blinked fiercely as he left the studio one day. "I never knew the California sun was so bright," he observed.

"Its the contrast," suggested Lila Lee, dainty leading woman, as she groped for her amber goggles.

"Contrast," he returned, "that's a great thing, ain't it? Just look what a contrast there is between you and me! They hired me to play the professor in this picture because there wasn't anyone else in California homely enough to do it justice. And I suppose they cast you for Molly McIntyre because there wasn't anyone else pretty enough—well, it's a fine thing to be able to hold a record either way."

James Cruze directed "One Glorious Day," which comes to the I. O. O. F. Temple Saturday, Feb. 3. The reason for the work on the dark stage was to secure the double exposure shots which are plentiful in this unusual comedy.

"Pays To Exercise," a comedy, is the added attraction.

Showing next Wednesday, Feb. 7, at the I. O. O. F. Temple will be the picture "Bells of St. Juan." According to the management, this production ranks as one of the best of the recent releases from the Fox studio. A comedy, "Alarm" will also be shown.

At the New Baldwin, Royal Oak

Among the feature film attractions booked for early showing at the New Baldwin Theatre, Royal Oak, are some of the season's best photoplays and numbered among them is one that have played at all the very best of Detroit's playhouses.

This week Saturday "Ebb Tide," a special Paramount feature, is the attraction, with James Kirkwood and Lila Lee playing the two principal roles. Vaudeville is an added attraction on Saturday also.

For Sunday and Monday, Feb. 4 and 5, the management has secured "The Old Homestead" featuring Theodore Roberts in the part made famous and played so long on the legitimate stage by Denman Thompson, that of "Uncle Josh." Vaudeville will be given on Sunday in addition to the film attraction.

Tuesday and Wednesday, Feb. 6 and 7, "Love Is An Awful Thing," starring Owen Moore will be the featured film attraction while on Thursday and Friday Claire Windsor and Elliott Dexter will be seen in the Goldwyn production, "Grand Larceny." For next week Saturday, Alice Lake in "Kisses" has been booked together with an exceptional vaudeville program.

The management is endeavoring to give the public something novel from time to time and have arranged for an Amateur Night each week to be held on Tuesday and for a "Lucky Seat" Night which will be Thursday each week. A special program of amateur acts has been arranged for next Tuesday night and the "Lucky Seat" Night will no doubt draw capacity houses as three cash prizes will be given the holders of the three "lucky seats."

A reduction in admission price is now in effect from Monday to Friday, inclusive. Prices will remain the same on Saturdays, Sundays and holidays. Saturday afternoon prices for children have also been reduced.

At The Howland, Pontiac

If real hearty laughter and genuine applause can be used as a criterion, then the play of "Jim's Girl" which is being presented by the Princess Players at the Howland Theatre this week is furnishing the greatest amount of real entertainment of any play yet presented at this play house. "Jim's Girl" is a story of the trials and tribulations of a little French girl, transplanted in America after the war, her trip across the Atlantic smuggled on an army transport and her experiences in the little village of Rumor, Indiana, where the action of the play takes place.

Starting next Monday night and running all week, the players will offer the comedy by Hale Hamilton and Luther Reed entitled "Dear Me". "Dear Me" was originally produced by John Golden, the producer of the well known success "Lightnin'" and was one of the plays which placed John Golden at the head of the list of New York producers. With a story that is different and a delightful brand of comedy interspersed with clever song numbers "Dear Me" will stand out as one of the best of the Princess Players productions.

NEW ELECTRIC SIREN

The new electric fire siren, talked about for several years, has been installed on the tower of the Village hall, and is reported to be working in fine shape—at least this fact can be attested to by numerous people who have rushed out-of-doors when it sounds. In order to be sure that it functions correctly, each Monday noon it will be sounded, according to Manager Starr, instead of using the whistle at the waterworks station. The siren cost $1,000, and is operated directly from the telephone central station.

Ask Us About Printing.
We Do Good Printing.

Douglas Fairbanks in "The Three Musketeers," at the Baldwin Auditorium, Monday, Feb. 5. adv41

Miss C. E. Trowbridge of Martin street, and Mrs. Benedict of Ionia, who is spending the winter here, left on Tuesday for a week's visit to friends and relatives in Cleveland, O. They will remain there for a week or ten days.

BIDS WANTED

for 250 5/8" water meters. Bids will be received up to 8 p.m. o'clock Monday, February 12, 1923.

The Commission reserves the right to reject any or all bids.

HAZEL E. CLARK,
adv41 Village Clerk.

You Say You Can't Advertise?

That's what others have said and all of a sudden found some competitor was *doing* what they thought they couldn't do. And getting away with it.

Get the bulge on your competitors by telling your story in an attractive manner so it will be read. You'll get the results.

We Are Anxious to Help

Prepare the Ground or There Will Be No "SPRING HARVEST"

We would scarce expect the farmer to bring his wheat to market if he had not prepared the ground—tilled the soil in preparation for his planting. Seems sort of a useless thing to do when corn will really grow when planted with a hoe with maybe a fish dropped for a starter. Why spend the days and days of useless plowing, discing and harrowing, days which take hours of toil for man and beast, when corn will grow without it.

The farmer would laugh at this story. Fully he realizes that every harvest depends upon a series of steps, equally important as to the outcome. He would scorn the attempt to revert back to the old idea of agriculture—forget the tractor and the truck—and take up the spade and hoe. He has found the preparation for the seed has much to do with the results of the harvest. And in that preparation, the actual tilling of the soil, he has found, lies the key to success in farming.

How many business men forget the lesson of the tiller of the soil? How many attempt to enjoy the fruits of good business, without the expenditure of the right sort of merchandising effort to insure them? How many have rounded out their selling plan and have forgotten the basis of all merchandising—advertising? There lies the key to new business for advertising is the plow which digs deep into your territory for the customer who has forgotten or has never known you. It is the disc which smooths the way for the entry of your store by the chance customer who may thusly be converted into a regular customer. It is the harrow which paves the road for the actual ringing of the cash register and a successful business.

Are you preparing your ground for the spring harvest? Are you telling your story to the market which lies all about you ready to spend—ready to buy the spring merchandise which you have on your shelf? If not, how do you in this age of competition expect to reap the full benefits of successful business which belongs to you?

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