

**Who Are "Your Printers"?**  
Ask Us About Printing.

**C. FLOYD SMITH**  
PAINTING, DECORATING, PAPERHANGING

306 Oakland Ave. PHONE 604 Birmingham Mich.

**Packard-Charlton Bldg. Co.**  
610 McCLERCHEY BLDG. 2511 WOODWARD AVE. DETROIT Phone Cadillac 1864 Frank S. Packard Cecil F. Charlton

**Lighting for Profits**

THE DIFFERENCE between a busy and prosperous store and one in which business is unsatisfactory is often, perhaps mostly, a matter of foot-candles, or illumination.

It has been demonstrated over and over that one of the prime factors in merchandising is good lighting. Example:

Small department store. Lighted to 5-foot candles. For test purposes the store was operated one day under 5-foot-candles and one day under 15-foot-candles, alternating for a period of six weeks.

Results: 1: 12 per cent more buyers under 15 foot-candles. 2: 29 per cent increase in unit customer sales.

It has been found that over 70 per cent of stores are poorly lighted. You can have our assistance to determine your foot-candle illumination.

**The Detroit Edison Co.**

Efficient laundry service—the kind that makes you smile with satisfaction.

OUR WAGONS ARE IN BIRMINGHAM

Tuesday, Thursday and Saturday

Everything back but the dirt.

**The Pontiac Laundry Co.**

The Soft Water Laundry

30-32-34 Patterson Street  
PHONE PONTIAC 347 or 1200

**BALDWIN THEATRE**  
Royal Oak

Today and Tomorrow (Fri. - Sat.) Oct. 19-20  
Eva Novak and Bryant Washburn

**"TEMPTATION"**  
A story of restless wives and discontented husbands  
Added Attraction: 5—GREAT VAUDEVILLE ACTS—5

Sunday, Only—October 21st  
Milton Sills and Alice Lake

**"ENVIRONMENT"**  
and 5—STANDARD ACTS—5

3 Days, starting Monday, October 22nd  
**GLORIA SWANSON**

**BLUEBEARD'S 8th WIFE**  
A PARAMOUNT PICTURE PRESENTED BY JUBILEE

Added Attraction 5 VAUDEVILLE ACTS ALL STAR STANDARD 5

**PATHE NEWS OF CURRENT EVENTS**  
3 Days Starting Thursday, Oct. 25th

**"The LOVE PIPER"**  
ANITA STEWART  
A Cosmopolitan Production

5—Superb Vaudeville Acts—5

COMING SOON  
**"HOLLYWOOD"**  
The 3-Ring Circus of Pictures with 80 Screen Stars

**Little Folk's Column**

Sweet-tooth grabbed the bag. "Come let us hurry. I can hardly wait to break the stones. Could we not break them here? We should then have our wish and get to the castle all the sooner."

"No," said the wicked fairy, "that would not do because we have to break them with and someone might come and take them away from us."

They went along just as fast as Sweet-tooth could walk but he noticed that although the giants had wanted him to help carry the heavy stones he had not even a part of it. This made him remember he had not told his mother he had better run and tell mother before we go any farther."

"No, no," said the wicked fairy, "Sweet-tooth went back home his mother would not allow him to come out again."

They walked a long distance until Sweet-tooth thought they must be nearly at the giant's castle for he had so tired. The old black cat with the yellow eyes kept close to Sweet-tooth all the way. He was afraid of her, he did not say anything.

At last they came to a very thick part of the woods, so thick Sweet-tooth had to take hold of the giants for fear he would lose the way. A little while they came to a very beautiful castle, all made of colored glass, glistening in the sun like so many precious stones in the sun.

Sweet-tooth could not believe his eyes. He did not think he was right in this "Giant's Castle" before he knew it to be a fact. He began to be afraid as all the tales his father had told him about the stones in these people came to his mind. However, he thought if he could only get one of the jewels he would break one of the stones himself back at home.

The black cat was rubbing herself close to him, trying as he thought to tell him something, but of course, he could not understand.

The wicked fairy told Sweet-tooth to remain outside while she went in to see if her husband was at home and to bring the hammer to break the stones. Sweet-tooth heard what she thought was the roaring of the wind in the distance but discovered it came from the castle and that it was the voice of the giant talking to his wife. Sweet-tooth was most alarmed. He had never before and turned to run away when he saw the black cat dragging the bag holding the stones. He ran to the other side of the castle and just as soon as he had broken it open, the wicked fairy came rushing from the castle.

Sweet-tooth looked up and as he did so, the cat jumped on the stone and rubbed his nose on it and suddenly as Sweet-tooth looked, he saw the cat any more but a beautiful fairy holding in her hand a silver bag.

The wicked fairy was in terror now because she knew what to expect when she had found sleeping one day on the grounds of her father's castle and had turned into a black cat, to follow her wherever she went.

The fairy princess then waved her wand and after the wicked fairy into a white pony and then went into the castle and touched the sleeping giant and made him a tiny man.

All this time Sweet-tooth looked on wonderingly. The fairy princess then turned to him, told him to take the other stone and have his wish. He wished for an aeroplane and flew back to his mother bringing the fairy princess with him to guide him on his way.

Soon, Sweet-tooth and his father and mother came to live in the castle of colored glass. His father felled the thick woods around it so they lived happily without fear of the giant or his wife anymore, and after some years when Sweet-tooth grew up to be a man he met the fairy princess once more. They fell in love with her and they married and they went to live in the glass castle where she had lived so long as a black cat although now, of course, she was happy.

**Suprise Party**

Last Friday evening ladies descended from at at the door of Mrs. E. A. Smith, of Ruffin avenue, with baskets and bundles and arrangements for a surprise party and to spend the day. They whiled the home away with tea, games, and telling fortunes with tea grounds and cards. The guests were: Mrs. Mac. Skains, Mrs. Ross Hatcher, Mrs. Hatcher, Mrs. Ross Carter, Mrs. Will Hobson, and Mrs. Helen Thompson, of Birmingham, and Mrs. G. Bingle, of Pontiac.

**Wine Prize at Carnival.**

Mr. and Mrs. William Ward, of Emmons avenue, drew the lucky number at the carnival last week which entitled them to the gas range raffled off.

Mr. and Mrs. Earle Loupe, of Detroit, spent Sunday with Mr. and Mrs. G. Miller, of Smith avenue.

Mr. and Mrs. R. N. Miller and daughter Averil, of Benaville, were in town last Wednesday from Bedford, Kentucky, where they attended the funeral of Mr. Miller's father.

Mr. and Mrs. Earl Warden, of Smith Ave., spent Sunday evening with Mr. and Mrs. Earl Warden, of Harzburg, Penn., and Mr. and Mrs. Lee Badger and family, of Emmons avenue, spent Sunday with Heber Badger, of Philadelphia, spent the day with Mr. and Mrs. H. Stevens, of Smith Ave.

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Mr. and Mrs. Elizabeth Tasschnitt, of Detroit were entertained at a luncheon, Thursday, at last week by Mrs. E. A. Smith, of Ruffin Ave. has been appointed chairman of the committee for the chicken pie supper, which will be given by the Lady Macabees at their hall, October 25th.

**Churches**

**Christian Science Society**  
Services at Church Building, Woodward avenue, south of the D. U. R. waiting room.  
Sunday 11 a.m. Sunday school, same hour.  
Wednesday evenings 8 o'clock.  
Half Way: Sunday School at 10 o'clock.  
Free Reading Room, open Tuesday, Thursday and Saturday from 2:30 to 4:30 p.m. and Wed. from 7 to 8 p.m.

**Southfield U. P. Church**  
Rev. W. J. Ammons, minister.  
Preaching services, 11 a.m.; Sabbath School, 12 noon. Mr. Chas. Parks, Supt. Young Peoples Meeting and Bible Study, 8 p.m.  
Meeting on October 21st will be held at home of Mrs. J. E. McClelland. Leader is Mrs. McClelland.

**The First Presbyterian Church**  
In the morning at 10:30 the pastor, Rev. W. C. McKnight, will preach upon the subject "Meeting the Master Half Way." Sunday School at noon with classes for all ages.  
A unique service for the latter part of the day under the direction of Rev. R. J. Allen of Beaver Falls, Pa., not with pictures, but with Exposition of Models, will be given at 7:30 p.m. in the "Wilderness." Second to the Temple and Jerusalem. The first trip will be a five-day trip to Jerusalem, starting on October 21st. From six fifteen to seven thirty there will be a special time and a light luncheon. At seven thirty and trip to Jerusalem will be made. Mr. Allen in costume of "Communion" will bring up the subject of Tabernacle and Temples will be many things that everyone should know.

**Theatres**

**Features At The Baldwin**  
Among the many notable attractions booked for presentation at the Baldwin Theatre next week will be "The Love Piker," scheduled for showing on Sunday next, Oct. 21st. This feature has as its stars Milton Sills and Alice Lake, both well known screen artists. The story is one that holds attention from beginning to end and will appeal to lovers of the silent drama. On Monday, Tuesday and Wednesday next week "The Love Piker" will be the featured film attraction with a special program of 5 high-class Vaudeville acts as an added attraction.

For Thursday, Friday and Saturday, October 25-26-27, the management of the theatre have booked pretty Anita Stewart in her latest screen production "The Love Piker," a comedy drama that has already run in several of the biggest of Detroit's theatres. Vaudeville will also be given in addition to the film program.

Announcement is being made of the presentation here of the season's big successes which include Mae Murray in "The French Doll," "Salomy Jane," "To The Last Man" and "Other of equal merit. Vaudeville acts will be added to the above features.

Crowded houses have been the rule ever since the theatre policy of Vaudeville and Pictures was established and to say that this policy has met with public approval would be putting it mildly. Patrons of the Baldwin Theatre are urged to come as early as possible to avoid the big crowds later in the evening.

**TWO GOOD SHOWS AT TEMPLE**  
Tom Mix in "Romance Land" and "The Love Piker" are the two attractions of the I. O. F. Temple tomorrow evening. "The Love Piker" is a comedy drama that has already run in several of the biggest of Detroit's theatres. Vaudeville will also be given in addition to the film program.

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**Eco City News**

**Smoker for Men at Church.**

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**AT THE I. O. F. TEMPLE**  
Pierce Street Birmingham

Folks—Don't Fail to See TOM MIX in

**"ROMANCE LAND"**

The tale of a modern Ivanhoe. Full of stirring acts of the days when chivalry was the chief asset of men. An entrancing love story of the days of old as seen through the rose colored glasses of the present.

Swaying a hundred feet in mid-air above a raging river in an attempt to free "the girl" from kidnappers.

A contest that includes "broncho busting," chariot and stage coach racing.

These and many other thrilling stunts will be seen when "ROMANCE LAND" is offered at the I. O. F. Temple

**Saturday, Oct. 20**  
TWO SHOWS—At 7:00 P.M. and 8:45 P.M.

Also Sunshine Comedy

**Whirlpool of Emotion**

They Plotted to Blow Up the Panama Canal

That's only one of the mighty things that you will see next

**Tuesday and Wednesday Eve.**  
October, 23 and 24

when the I. O. F. Temple shows on the screen

**"THE SILENT COMMAND"**

It is a tense, thrilling drama of love and intrigue on the high seas. The thrills of a maddest model—terrific, awe-inspiring storms at sea where mighty ships are tossed about like cork on the angry waves—comprise only a part of the terrific tornado of action that permeates every foot of this sensational drama. This film has just been released.

**TWO SHOWS EACH NIGHT—7:00 and 8:45 P.M.**  
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WILLIAM FOX presents  
**The SILENT COMMAND**  
with EDWARD LOWE-ALMA TELL MARTHA MARFIELD-BETTY JEWEL FLORENCE MARTIN-BELLA LUGAZO  
J. J. GORDON EDWARDS PRODUCTIONS

**Small Town Humor and Philosophy**  
By BUCK CAMPBELL

Vulgarity comes out of the heart through the mouth.

Common sense is rather unfashionable in some places.

The pallbearer upon is evidently a somber organization.

The fat woman at the side show is advertised as a big thing in corsets.

The man who laughs at his own folly may have a very sensitive tickle bone.

People have been known to throw dirt at letters in order to hide their own meanness.

The write plucks guilty due being outside and has faith in the people doing the right thing most of the time.

Devaugency is the spiciest thing in the world to preach and to practice, and there is never any trouble to get an attention audience. Most people like to be told of their iniquities.

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