

## THE SPIRIT OF NEIGHBORLINESS



# If You've Ever Borrowed a Cup of Sugar—

WHEN you must borrow a cup of sugar, or the use of the telephone or a little gas for the car, why do you unhesitatingly appeal to your neighbor?

GROCER, telephone company, filling station would eventually supply your need. But to meet the immediate contingency you call across the back-yard fence. The sugar—and it's good sugar—is handed over. That's service, prompt, efficient, honest. But there's a certain something more to that little transaction—an indefinable something that can scarcely be described in the printed word or illustrated in a catalog. It's a feeling of mutual understanding and reciprocity, as of one who, having lived long among strangers, returns again to his own people; it's the same feeling that inspires this, and our similar messages to you.

### It's the Spirit of Neighborliness.

AFTER all we're more than mere merchant and patron. We're neighbors. And if service, prompt, efficient, honest, is essential to true neighborliness—and we believe it is—that's the service that we sincerely offer and promise to you.

THANK YOU



**Bloomfield Plumbing & Engineering Co.**  
"Everything Mechanical for the Home"

**Williams' Boot Shop**  
"Quality Shoes for the Whole Family"

**The Irene Shop**  
"—for the Last Word in Millinery"

**Kelsey's Pharmacy**  
"Delivery Service — Phone 766"

**Hammelef's Confectionery**  
"Candies—They're Home Made"

**Palmer-Blackmer & Co.**  
"Dry Goods—Men's Furnishings"

**Miner Grocery Co.**  
"We Deliver — Phones 645-646-647"

**Frank J. Mulholland Co.**  
"Men's, Ladies' and Children's Furnishings"

**Bird & Ryder**  
"—if it's anything electrical"

**First National Bank**  
"4% on Savings"

**L. R. Mix**  
"Quality Jeweler"

**Leonard Electric Co.**  
"House Wiring—All Electric Service"

**First State Savings Bank**

**The Birmingham Creamery and Ice Mfg. Co.**  
"Daily Ice Delivery — Just Phone 33"