

When He Has Your Money

THE transient pedler who rings your front door bell—he's a stranger to you and you are not even a memory to him after he has unloaded his unknown, unbranded goods on you and left town with your money. He has no further interest in satisfaction, in or good will, in your future patronage. His is a one-time transaction. But your local merchant considers your patronage as a trust. He takes your money subject to your satisfaction. He knows he has to build up a steady, repeat patronage or he cannot continue in business. His sole interest is not in your purchase of today but in your continued good will and perpetual patronage.



He is very exacting in the merchandise he carries. It must come to him guaranteed so he can in turn guarantee it to you. He is jealous of his good reputation as a merchant and a citizen—in giving good quality, in giving good values, in making good on unsatisfactory transactions.



Some of the Standard Brands of Merchandise We Carry

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|--------------------------------|---|
| Carter's Knit Underwear | Belding Silks |
| Duofoed Health Underwear | Minneapolis Knit Underwear for Boys and Girls |
| Hansen Gloves | Vanity Fair Silk Underwear |
| Kayser Gloves | Royal Society Art Goods and Glasses |
| Onyx Pointex Hosiery | Kulernide Bloomers and Combinations |
| Holeproof Silk Hosiery | Peter Pan Gingham |
| Rollins Silk Hosiery | Manchester Percales |
| American Lady Corsets | Rayola Cloth for Slips |
| Jackson's College Girl Corsets | Van Hansen Collars |
| Bradley Sweaters | Arrow Collars |
| Signal Shirts | Hickok Belts |
| Racine Lumber Jackets | Carhart's Overalls |
| Lee Play Suits | |

Cotton and All Wool Blankets
Real Irish Laces - Real Filet Laces

F. J. Mulholland Co.
119 N. WOODWARD PHONE 425

L. E. Davidson
BIRMINGHAM DEPARTMENT STORE
Birmingham's Foremost Store

"YOUR MONEY cheerfully refunded if you can buy it for less," is our permanent guarantee of honest values and complete satisfaction.

L. E. Davidson



Pay Promptly and Succeed!

Prompt payment of bills is one of the cornerstones of success and a good credit record is the passport to financial independence. Make your credit record a "credit" to you—use it as a stepping-stone to bigger things. Make your credit an asset rather than a liability.

Keep your credit record clear! Protect your credit and it will protect you.

Pay Your Bills Promptly or as Agreed

E. W. Lackie, Manager
First National Bank Bldg.

The Safe Way Is the Sure Way

SUCCESS is more often achieved through the regular dollar by dollar accumulation of savings than by "inside tips" and big deals.

The safe way is the only sure way to gain financial independence. Come in and talk to us about the sure way.

First State Savings Bank
Birmingham, Mich.

Plenty of Opportunities Right Here in Birmingham

YOU don't have to go away to find opportunity. There are plenty of good opportunities right here in Birmingham.

Let the First National Bank work with you in the development of some of these home-grown possibilities.

You will find us always ready to serve you. Come in!

First National Bank
Birmingham, Michigan



The Very Last Word

in Millinery is to be found right here in Birmingham. High Crown Hats, small Brims, oddly crushed into bewitching shapes. Antelope Felt, Velour and Velvets fashion them and in most cases they are simply trimmed with ribbon or gleaming jeweled pins.

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IRENE HAT SHOP
109 West Maple
Phone 519-J

Have You Ever Sent Away For Candy ? ? ? ?

Have You Ever Sent Away For the Second Box ? ? ? ?

Have You Ever Tried Our Home-Made Candies ? ? ? ?

Have You Ever Come Back For a Second Box ? ? ? ?

OF COURSE YOU HAVE!

HAMMELEF'S

125 N. WOODWARD PHONE 725

DRUGS
Shain's
Prescriptions

Prescriptions
Kelsey's
DRUGS

DRUGS
Wilson's
Prescriptions



Have your printing done here in Birmingham

By the

BIRMINGHAM ECCENTRIC PRINT SHOP

"Everything Printed—From a Calling Card to a Dictionary"