

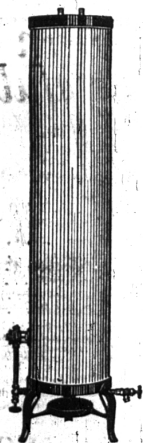
PURE SALT is necessary to get the maximum efficiency out of your water softener.

McClellan & Son
Phone 314

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down

**The Price of
Summer
Comfort**

You can start right now enjoying hot water service that brings summer comfort and year round convenience. Only \$5.00 will get this new heater in your basement, then you need pay only a small amount each month. Don't deny yourself and family the comfort, economy and convenience that this heater can bring. Remember, \$5.00 brings you low-cost hot water.



**Consumers
Special Gas Water Heater**

We will buy your wasteful fuel race coil. Get rid of this money-eater. We will give you a liberal allowance for your old coil or heater to apply on the purchase of this new low-cost Gas Water Heater. **FREE TRIAL.**—Put one in on free trial. See who thousands are pleased. If not satisfied, we'll remove it without charge. Let us explain how easy it is to have this wonderful heater installed on easy payments.

**\$5.00
Down**

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Birmingham Office: Phone 533 - 132 East Maple

**CONSUMERS POWER
COMPANY**

GAIN SHOWN AT LIBRARY

Circulation Increases More Than 100 Per Cent; New Books Named

According to reports from the Baldwin Public Library the circulation for the past six months has totaled 30,004, an increase of more than 100 percent over the number for the corresponding months of last year.

During the past months 89 persons who have never taken books from the Baldwin library registered there.

The circulation for this past month has nearly reached the 5,000 mark—amounting to 4,976. During June 438 books have been added to the library, bringing the total number of books in the library up to 8,500, the monthly report shows.

Some of the books added during the past week are:

Wicks—The Inner World of Child.
Aldrich—Cultivating the Child's Appetite.
Reilly—How to Cook for Children.
Scham—The Tired Child.
Watson—Psychological Care of Infant and Child.
Richardson—Simplifying Motherhood.
Brothead—Approaching Motherhood.
Elli—Hereditary and Human Affairs.
Ross—Standing Room Only.
Parrington—Main Currents in American Thought.
Wright—Hawkins and Walkers in Early America.
Baker—How to Understand Philosophy.

Russell—Philosophy.
Fry—Flemish Art.
Hagen—Art Epochs and Their Leaders.

Abbott—Theory of Poetry.
Rittenhouse—Third Book of Modern Verse.

Elsworth—Reading from the New Poets.
Matthews—The Gospel and the Modern Mind.

Sperry—Disciplines of Liberty.
Bauer—How Music Grew.

Dickinson—Study of the History of Music.
Wedge—Rhythm in Music.

Dishrow—Fundamentals of Banking.
Powell—How to Write Business Letters.

Pewitt—Getting and Spending.
Robertson—American Universities and Colleges.

Earle—Life at the U. S. Naval Academy.
Richardson—West Point.

Drew—Jung Welsh and Jane Carlyle.
Chesteron—Robert Louis Stevenson.

Liddell Hart—Reputations Ten Years After.
Slisson—Twentieth Century Europe.

Rostovtsev—History of the Ancient World.
Taylor—The Saddle Horse.

Collett—Golf for Young Players.
Jones—Down the Fairway.

Richard—Two Flights Up.
Thompson—Battle of the Horizons.

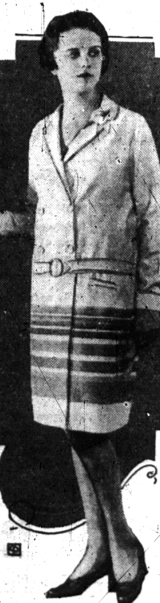
Aquino—Octavia.
Wallace—Feathered Serpent.

Museum Staff
"What is a whippetree?" asks the Sioux Falls Argus-Leader.

"What is a thill? These once-familiar words have a strange sound in this motorized age. For the benefit of the younger generation it may be necessary to explain that whippetrees and shills are essential parts of a buggy."

Oh, yes, to be sure. And what is a buggy?—Detroit News.

Bordered Flannel



Novelty woven bordered flannel is used to make this charming little coat dress for sports wear.

HOW to Achieve Beauty

By Mme. Helena Rubinstein

The Variations of Perfume

Generally speaking, any fragrance may be listed under the broad heading of perfumes. The variations, however, are subtle enough to warrant a complete explanation.

Heavy, cloying scents are not suitable for daytime use. To obtain that faint suggestion of fragrance which is so delightful, it is wise, particularly in summer, to depend upon sachets, bath tablets and other less concentrated variations of perfume.

Your powder, talcum, salts and sachet should all be of the same odor, so that complete perfume harmony results.

Recently, sweet lavender came back into vogue, and at this season of the year it is an appropriate, delicate, delightful scent. Lavender may be obtained in soap, sachet, talc, bath powder, salts and toilet water. It is not particularly a sweet odor, but it is dainty and cool, slightly spicy and highly refreshing. As a general rule, blended odors in sachet are not very successful for personal use.

Violet, lilac, sweet pea or jasmine are among the most delicate of the flower odors. Freesia, also obtainable in both salts and sachets, is an irresistible fragrance and is faintly clinging.

There is no time of the day and season of the year when it is incorrect to use sachet. It is a perfect choice for the young girl, or for any one not thoroughly experienced in the use or selection of perfume.

If you can bear in mind the fact that perfume appeals to the imagination and the senses, you will probably be aided in making a wise selection. Remember that contrary to the general belief, men do not like heavy perfumes. They prefer having their admiration intrigued, rather than assaulted. Heavy, sensuous perfumes are more than a little likely to arouse a defense mechanism.

To Try Ocean Hop



Miss Mildred Johnson of Philadelphia, Pa., aviation writer and lecturer, and said to be the only person to have flown completely around the air mail routes of the United States, hopes to fly across the Atlantic ocean westward from Germany in August.

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whereas the subtle delicate odor is definitely appealing.

I know I need not caution about the use of perfume to conceal any trace of body odor; for you all know that its use on any but a scrupulously immaculate body is indeed a misuse. I believe that every woman realizes how careful she must be on this point. In the summertime, particularly, the use of a deodorant is always advisable even before sachet is used. One odor never seems to hide another; in fact, it frequently seems to accentuate it.

other; in fact, it frequently seems to accentuate it.

If you have ever been in a crowded shop on a warm day, you know how nerve-racking, and headache-producing can be the intermingled odors of heat, perspiration and perfume.

Try and avoid the very sweet fragrances in the summer. It is an actual fact that the heavy scent of gardenia, white rose, narcissus and honeysuckle will frequently cause headache and nausea, especially during hot weather.

WHEN WANTING

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Try An Eccentric Classified Ad.

BIRMINGHAM FOLKS

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Woodward Pharmacy
GROVER E. COOK, PH. G.
NATIONAL BANK BUILDING

We Deliver

Just Bubbling Over with Pep



Back in the early nineties in the days of Wild Bill Hickok, Buffalo Bill and Deadwood Dick—Men were famed for their great strength and endurance. The games and contests of those bygone days were the very acme of skill, nerve and strength. History tells us that the greatest men of those days drank generous quantities of pure milk. It gave them strength, agility, nerve and pep.

This factor is still true today. Milk drinkers everywhere are always the personification of pep—and that's why most folks insist on Gabel's Pure Milk.

Gabel's Pure Milk is prepared for you in a most sanitary manner. All the newest scientific methods and apparatus are used. The result is a wholesome pure milk that tastes good and is good for you.

**For Gabel's Pure Milk Service Call
Birmingham 536**

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