

Seen in the Shops of Birmingham

By GERRY



ably most awfully exacting... well, then, you can really gratify it here... and you may be quite sure of it... authentic—a fact you can't be too sure of if someone casually gives you an alleged antique for Christmas... Which all goes to show that about relatives should be encouraged to grow checks for Christmas so that one's TASTE FOR ANTIQUES may be indulged with regre and confidence.



The mere thought of doing any more entertaining after the Christmas ordeal, is enough to make even the most ardent hostess shrink at her guest list into the fireplace. But then of course, social obligations... don't feel like planning luncheons and teas. So why not hand over all the worry and trouble to the Flour de Lis Tea Shop, down in Bloomfield Center? You'll really ENJOY YOUR OWN PARTIES that way... something even the most practiced of hostesses can hardly expect to do under ordinary circumstances. And what's more, you'll be absolutely sure that your guests will have a delightful time, too.



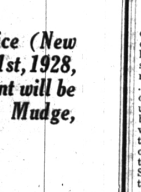
Dancing days are here... It's the season of theatres and balls... of lovely women in fragile frocks... of colorful gowns bright against the stern masculine black... It's a dancing world with nights a round of parties feting the college set and balls for the debutante. You, too, must have a frock of sheer loveliness, or perhaps one of those severe glittering creations so much in vogue. Have you thought of Strilling Importers, in the Wabash Block, who have the models by Jenny and Rodier? And they have such stunning wraps for the dancing lady, too.



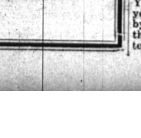
That amazing little fellow, the New Year, comes to us so very small and cuddly and departs a year later decrepit and old... but even so he really doesn't grow very much faster than some of our own young hopefuls. We look at them today, and they seem to be adequately covered, and tomorrow, arms are dangling out of sleeves, and rompers refuse to button about fat legs. But at Tot Shop, 105 West Maple, fixes that up in A JIFFY. The Wooden Soldier seems to understand that new clothes are in order every now and then and in his usual efficient way, he sees to it that everything is ready for outfitting the wee ones.



We haven't formally wished you a HAPPY NEW YEAR yet, so here it is! What better occasion could there be for it than in reminding you of Grinnell's Music Shop, 120 S. Woodward, where you may obtain radios and musical instruments to keep you happy the whole year thru. Don't let your radio set get out of date... it's fast becoming a measure by which social standing is computed. You'll find an undeniable mark of prestige to have a radio from Grinnell's, for all the very best types are handled there—enclosed in cabinets of modern design that are a fitting outlet to the strains of famous jazz orchestras.



Yes, Christmas is over, but that doesn't mean there aren't a hundred ways for giving people the delightful gifts... birthday gifts... oh, well, we can't name them ALL... we've written a catalog and nobody writes a catalog... that way you know as well as we do that there are any number of gift occasions arising in the near future and that the Gift and Art Shop, 105 West Maple, is the place to find the things that will increase your reputation as a gift-giver of forethought and discrimination. Drop in sometime soon, and select emergency bridge prizes, too, from the clever assortment.



You don't have that unweildy feeling in your heart for the New Year, if you know you're staying young and growing lovelier month by month... in the world, if you let the clever attendants at Freeman's Beauty

Salon minister to your needs. They can make tired faces feel and look charming enough to meet with confidence any amount of feminine pulchritude at any social function... And if your permanent won't behave, give yourself the thrill of thinking you have naturally curly hair, by the simple process of letting Freeman's give you a finger wave of soft-flattering effect.



Disgruntled men who didn't get the right kind of ties and scarfs... show a case of a man who was really entirely satisfied with what Mrs. Santa Claus selected for him... will do well to tie themselves... in style—correct things offered here, as well as the aristocratic air of who like to buy distinguished apparel in a shop where they are proud to be seen.

TELEPHONE CO. TO SPEND \$60,000 HERE IN 1929

Concluded from Page 1, Part 3) ing Birmingham and Detroit. Two cables extend from Detroit to Pontiac, connecting with Royal Oak and Birmingham. The other two connect to Flint, Saginaw and Bay City. The third cable, that completed to Birmingham in 1928, represents an expenditure of nearly a quarter of a million dollars. It is approximately 100,000 feet in length. That cable was planned and built in four sections, the longest being that from Royal Oak to Birmingham. That section contains 327 pairs of wires, sufficient to meet the circuit requirements between Birmingham and Detroit and Birmingham and Royal Oak for several years to come.

At present, 180 direct circuits are in use between Birmingham and Detroit, Royal Oak and Pontiac. Bankers see BRIGHT '29 (Concluded from Page 1, Part 3) a readiness to discount future expected gains in earnings and assets. In such circumstances, the buyer divides expected profits with the seller in the stock market, prudent individuals will hesitate to go

into debt to buy equities at high levels. Investors will subject individual issues to analysis on the basis of proven earnings and assets. The security markets are likely to be large in volume and selected in character, with companies based on exclusive patents, inventions and processes and on new technology.

Major-General Sonia Sakhnovskaya of the Soviet Russian army, the only woman to attain such military rank, has been decorated for bravery during a recent military triumph.

INSURE TODAY

Tomorrow may be too late!

THOMAS H. COBB

Insurance Agency—

FIRST STATE BANK BLDG. PHONE 948-949

DRUGS

You've heard a lot about Service with a Smile... and maybe you've even experienced the phenomenon—unquestionably so if you've traded at Shain's, 119 West Maple. But anyway did you ever hear of SERVICE WITH A SMILE? That's the kind you get at Shain's service, that is so individual, so unusual, that it's in a class all by itself. The next time you wish you had something—anything at all from quinine capsules to a new lipstick—just phone Shain's, Birmingham 61, and try not to look as surprised as you feel when the desired article appears almost before you've fully decided you need the quinine. Yes, it's Service with a Smile—a DASHING SMILE.



Holidays have a way of making us feel that it really won't matter if one never eats again. There's a cloying sweetness in the after effect of Christmas and New Year festivities. And Hallock's Grocery, 116 West Maple, anticipating that very sentiment of the palate, now, fess up! You're behind on your spinach, aren't you? Well, you'll be surprised how good it will taste after the rich dressings and complicated concoctions of Yuletide meals. Stop at Hallock's and get some for dinner—spinach and lots of other crisp vegetables and wholesome things that the family will welcome for dinner.



Remember the old woman who watched for years to see Chicassee's apple fall? She looked away a moment to thread her needle when she looked back, and the apple was gone. We've all been watching our wardrobe accessories carefully, hoping they would take us thru the holiday rush—then Christmas claimed our attention momentarily... and when we looked at our hose, lingerie, etc., we discovered we HADN'T A THING TO WEAR! Everything had worn shabby while we weren't looking! Yes it really was a mistake for it to do, but it's quite

easily remedied after all. Just spend an hour or so at Mulholland's, 129 S. Woodward, and you'll be all outfitted to go thru the New Year with all sartorial success.

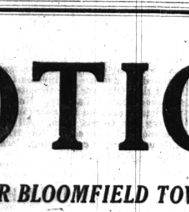
Well, it's about time to spend a little thought on the house... after a month or two of thinking about gifts for other people's domiciles. The Devo Paint and Art Shop, 147 S. Woodward, has ALL SORTS OF THINGS TO MODERNIZE YOUR HOME. Why not re-lacquar the table that quarrels with the sun room color scheme... or paint up some window boxes for Easter bulbs? The after-Christmas lull in activities is just the time to do a smart smock and have an orgy of color with a paint brush and whatever in the house you can possibly fix up.



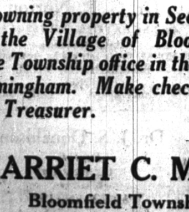
"Sweets to the Sweet" was a favorite courtesy gift to grandparents. And now, even now, when "sweet" girls are as extinct as the dodo, Stewart's Sweet Shop, at 112 West Maple, is a most popular starting point for young men about to embark upon happy dates. For young moderns, in spite of madcap ideas and advanced thinking to say nothing about startling personalities, still cling to CANDY. It's the age-old way to a woman's charming smile, and sometimes it helps quite a lot on the way to her heart. Next time, SAY IT WITH STEWART'S!



The galosh season is on—on to stay, apparently... as are the galoshes when one tries to wrestle them off. It has been estimated that 30,439 hours are wasted each winter by American women struggling to get galoshes off—to say nothing of the time frittered away trying to get them on... while Bill or Bob or Ben paces the floor and audibly wonders WHY A WOMAN CAN'T GET HER GALOSHES READY ON TIME. Unless, of course, Bill or Bob or Ben is a chivalrous cavalier who is doing the galosh act for a fair lady—then he knows ALL ABOUT such things. All of which means that if you select a pair of



Stewart's Galoshes, you'll be ready to go in a jiffy. They are made of the finest material and are so comfortable that you can wear them all day long. They are also so stylish that you will be the envy of all your friends. So don't wait until the last minute to get your galoshes. Visit Stewart's today and you'll be ready to go in a jiffy.



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NOTICE

TAXES FOR BLOOMFIELD TOWNSHIP

Taxes payable at Bloomfield Township office (New Municipal Building), Birmingham, December 1st, 1928, to February 1st, 1929, after that time 4 per cent will be added. Make checks payable to Harriet C. Mudge, Treasurer.

Anyone living or owning property in Sections 1 to 12, inclusive, or in the Village of Bloomfield Hills, will also pay at the Township office in the new Municipal Building, Birmingham. Make checks payable to Harriet C. Mudge, Treasurer.

(Signed) **HARRIET C. MUDGE**, Bloomfield Township Treasurer.

Even if you're one of the great army that goes into immediate retreat at the mere mention of a DOTTED LINE... even if your fountain pen refuses to write anything more formidable than a memorandum pad... you'll be wanting to get an account at the First State Savings Bank, Woodward Avenue at Maple. It's the easiest way I know to recuperate from Christmas. A New Year's resolution that contains a clause about signing a deposit slip there every week, will bring much better results than the clause about "the wagon" and the decision to desert Lady Nicotine.



Great Array of New Features

Matching this spectacular advance in performance is the greatest array of new features Chevrolet has ever announced.

The big, new four-wheel brakes are exceedingly quiet in operation. The new two-beam headlamps with foot control dimming device were never before available in Chevrolet's price class. And so on throughout the entire chassis, you will find feature after feature previously demanded in the finest of automobiles and now offered on the Outstanding Chevrolet in keeping with Chevrolet's policy of constant progress.

Distinctive New Beauty

But, however impressed you may be by the mechanical superiority of the Outstanding Chevrolet, your admiration will reach even greater heights when you study the car's distinctive beauty—

—the marvelous new Fisher bodies represent a masterpiece example of artistic coachwork. Never have beauty, comfort, convenience and staunch construction been more skillfully combined in the bodies of any automobile!

So we urge you to come in today and inspect this outstanding new car.

Today you can see the most sensational automobile ever introduced—The Outstanding Chevrolet of Chevrolet History, a Six in the price range of the four!

Today, this amazing new automobile is on display in our showrooms and we cordially invite you to come in for a personal inspection!

When you lift the hood and see the new six-cylinder valve-in-head engine you will realize that a new era has dawned for the buyers of low-priced automobiles. Representing four years development and testing, this new power plant is a marvel of advanced design. At every speed it operates with that delightful smoothness which everyone demands today in a modern automobile. It develops approximately 32% more power than any previous Chevrolet engine. It displays sensationally greater speed and faster acceleration. And yet, despite this brilliantly improved performance, it maintains Chevrolet's worldwide reputation for economical transportation by delivering better than an average of twenty miles to the gallon of gasoline!

Matching this spectacular advance in performance is the greatest array of new features Chevrolet has ever announced.

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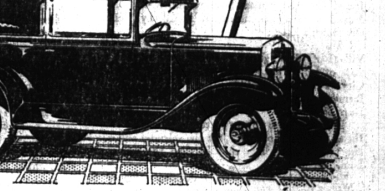
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You are cordially invited to attend our initial showing of The Outstanding Chevrolet of Chevrolet History—a Six in the price range of the four!



Partial List of Outstanding Features

- New six-cylinder motor, valve-in-head type, fully enclosed.
- New automatic lubrication of rocker arm mechanism.
- New fabric cambait gear.
- New heavier crankshaft statically and dynamically balanced.
- New hot-spot manifold.
- New AC gasoline pump with filter replicating vacuum tank.
- New type AC air cleaner.
- New type thermostat cooling system control.
- New water temperature indicator on dash.
- NEW ELECTRICAL EQUIPMENT
- New two-beam headlamps with foot control dimmer.
- New parking lights inside headlamps.
- New prismatic headlamp lenses.
- New theft-proof Electrolock.
- New semi-automatic spark control.
- New waterproof spark coil located beneath cover.
- CHASSIS
- New self-adjusting, single plain, dry disc clutch.
- New smooth sliding 3-speed transmission with vanadium steel gears.
- New solid shaft type steering column.
- New flat type, slender rim steering wheel with large horn button in center.
- New and more efficient muffling system.
- New and more complete Alumin chassis lubrication.
- New rubber-on-steel pedal enclosures.
- New larger gasoline tank at rear—11-gallon capacity.
- New smaller diameter wheels with full felloe tires.

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