

at the new KRESGE STORE

183-187 N. Woodward Ave.

**2 remarkable
VALUES**
in nationally advertised
HAIR NETS



Jean HAIR NETS
DOUBLE & SINGLE MESH
2 in 1 HAIR NETS
DOUBLE MESH
10¢ each 3 for 25¢

All colors, including GREY and WHITE

These exceptionally durable, well-fitting
nets are among our outstanding values.
They are obtainable exclusively at

S. S. KRESGE Stores

183-187 N. Woodward Ave.
Birmingham

STORE OPENING SEEN AS BOON TO VILLAGE

Realtors Say New Kresge
Establishment Is
Milestone
HAVE 99-YEAR LEASE

"A milestone in the progress of business Birmingham is marked with the opening next Saturday of the new Kresge stores on Woodward avenue," said E. H. Tillotson of Colgrove, Buck & Tillotson. "It is needless to say that such an organization as Kresge's with their chain of stores in all the leading cities of the U. S. do not enter any market without a thorough investigation. With organizations such as this the actual number of people passing any given spot is scientifically clocked and counted, the size of the community is considered and a great deal of research given to the purchasing power per family. "How well Kresge thought of the Birmingham market can best

be answered by the fact that after they had made their business survey they instructed us to find the best location available in the village embracing at least 40 feet frontage, which puts the Birmingham store in their strongest classification.

"This store they have remodelled, spending thousands of dollars on improvements, making it, in the matter of frontage, one of the largest stores in Birmingham. "The new Kresge property has a frontage of 46 feet on Woodward avenue, of which Kresge will occupy the entire first floor and the basement.

"This transaction was one of the largest 99 year leases that they were interested enough to make, it being our privilege to represent both S. O. Wylie Bell, the owner, and the S. S. Kresge company, in its consummation.

"The result of the original Kresge investigation plus the fact that they were interested enough to want a 99 year lease on this property, and the investment of a good many thousands of dollars in making it one of the most up to date stores in their chain, is another confirmation of our contention, that the Birmingham-Bloomfield market is not only a profitable market, in point of numbers, but that it has the largest purchasing power per family of any shopping center in Michigan."

VILLAGE KRESGE STORE TO BE 519TH IN NATION-WIDE CHAIN

Elaborate preparations are rapidly nearing completion today for the opening here of another link in the nationwide chain of Kresge Stores.

A complete new stock of merchandise will be placed on sale before the doors are open to the public next Saturday. The Kresge location at 183-187 north Woodward was selected as the one most conveniently central to the largest possible number of patrons.

Representing the accumulated experience of 32 years of constant expansion by the immense Kresge organization, the new store will present in its modern arrangement and careful detail of appointment, every possible feature of service, comfort and convenience, officials say.

This latest addition to the Kresge chain represents the 519th unit in the Kresge group, an organization that has attained its present proportions through a consistent policy of volume sales at small profit margins. That policy was established when the first comparatively modest Kresge Ten Cent store was opened in Detroit in 1897. Offering an almost endless variety of articles, the Kresge "Five and Ten Cent Stores," identified by their red fronts, today operate upon exactly the same basis as did the first Kresge store more than three decades ago. This type of store now represents 372 units in the Kresge group.

Constantly growing, the business has demanded a steadily increasing number of retail outlets. The last five years saw 192 Five,

Ten and Twenty-five Cent new Red Front stores and 115 Twenty-five cent to \$1 Green fronts opened in various parts of the United States, making a total of 307 new stores opened since 1923. Sales have mounted until in 1928 they aggregated more than \$147,000,000. It is expected that sales for 1929 will reveal an appreciable increase over this figure.

The remaining 147 Kresge Stores are of the green front type in which articles are sold at from 25 cents to \$1. But the merchandising principle in this higher price range remains exactly the same as that which has brought success to the Kresge "Five and Ten" stores—the tremendous combined purchasing power of these two groups of stores undoubtedly has been responsible for much of the further progress that the organization has enjoyed.

R. B. Aldrich, who comes here from Buffalo, N. Y., to assume the management of the new store, plans immediate inauguration of the company's national policy of welfare aids and features for the benefit of Kresge employees. Included in this welfare program are educational classes in modern salesmanship, rest rooms and lunchrooms.

A MATTER OF FEET
"So you're a young man with both feet on the ground, eh? What do you do for a living?"
"I take orders from a man with both feet on the desk."

Phone your news items to The Eccentric. Phones 11 and 12.

SALE The F. J. Mulholland Co.

offers new Spring merchandise in a
Special Three Day Selling

FRIDAY
March 22

SATURDAY
March 23

MONDAY
March 25

BE THRIFTY--ATTEND THIS SALE AND SAVE!

FOR WOMEN

Full-fashioned Silk Hose
Rollins and Merrill Silk Hose
Regular price \$1.50
Special \$1.00

Ladies' House Dresses
Sizes up to 50
Very Special 89c

One lot of
Ladies' Hand Embroidered
Handkerchiefs
Special 10c
Or \$1.00 Dozen

One lot of
Ladies' Colored Border Handkerchiefs
Special 5c each

KOTEX
3 for \$1.00

During these three days only!

Silk Hose
Our regular \$1.00 silk hose, with pointed or square heels
Special 85c

All our Costume Jewelry
Less **20%**

During these three days only!

All Raincoats
Less **20%**

During these three days only!

Linen Scarfs

All linen scarfs trimmed with lace, about 50 inches long
Special \$1.00

YARD GOODS

Peter Pan Prints
in plain and fancy colors
Regular price 55c yd.
Special 42c yd.

Percales
Fancy and plain colors, in fast colors
Special 22c yd.

Fancy Dimity
36 inches wide
Special 34c yd.

Plain Color Mercerized Voiles
Light blue, medium blue, red, maize, peach, green, orange, rose, pink, white, tan, lavender
Regular price 49c
Special 42c yd.

Imported Swiss Organdy
40-inch - Colors: Yellow, rose, pink, orchid, peach and red, white, green and blue
Regular price 79c
Special 65c yd.

HOUSEHOLD MERCHANDISE

Curtains
White and Ecru Ruffled Curtains, 2 1/4 yards long
Regular \$1.50
Special \$1.00 pair

Novelty Curtains
with Valance to match - Colors: Cream and lavender, cream and blue, cream and rose
Special \$1.00 pair

Linen Napkins
Pure white linen napkins, 14 1/2 inches square
Very Special 25c each

36 inch Linen Lunch Sets
with 4 napkins to match
Very Special \$1.25 set

54 inch Linen Luncheon Cloths
Special \$1.00

Bath Towels
45x22, double thread in blue, gold, pink and green
Regular price, 50c
Special 3 for \$1.00

Stevens All Linen Toweling
Blue, pink, gold, green and blue borders
Regular 25c yd.
Special 20c yd.

and in our men's department

Men's Fancy Colored
Broadcloth Shirts
every shirt fast color
Sizes 14 to 17
Special \$1.00

Men's Pajamas
Men's new Spring pajamas
Less **20%**
Special for these three days only!

Men's Silk Rayon Trunks
Regular price \$1.35
Special \$1.00 each
Shirts to Match
Special 75c each

Men's Fancy Silk Ties
Regular \$1.00
Special 75c

Men's Fancy Socks
Regular price 50c
Special 39c pair

Men's Woven Colored Border Handkerchiefs
Special 10c each
or \$1.00 Dozen

All Rain Coats
Less **20%**
During these three days only!

BE THRIFTY--ATTEND THIS SALE AND SAVE!

The F. J. Mulholland Co.
233-243 N. WOODWARD AVE. PHONE 425

SALE This Saturday at Huston's Hardware



Liquid Veneer
OIL MOPS

Large size mop of good quality. Very durable and long wearing. Has detachable handle. Formerly sold at \$1.00.

Sale Price 67c

EVERYONE who owns a home will be interested in the merchandise on sale here Saturday, March 23rd. Early spring is a good time to take an inventory of your house and garden needs... and this is a good sale, the low prices prove it!

COCOA DOOR MATS

Just the thing for this time of year, prevents dirt from being tracked into the house. Put a new one in front of your door. Former price \$1.25.

Sale Price 79c



SPADES

"D" handle, polished blade, made of cast steel. Regulation size. Former price \$1.50.

Sale Price 89c



GARBAGE PAILS

Large size (7 1/2 gal.) with bail handle, made of heavy galvanized steel. Formerly \$1.50.

Sale Price 98c

Easy Washer Demonstrated
By Special Factory Representative

for your convenience we have arranged to have a special representative of the SHERWIN-WILLIAMS Paint Co. here all day Saturday. He will demonstrate the use of lacquers and enamel for redecorating old furniture, and will also be glad to confer with you regarding your spring painting problems.

You will also be interested in seeing a demonstration of the VITA Mechanical Exerciser.
**All Day Saturday
MARCH 23RD**

HUSTON'S HARDWARE
205 NORTH WOODWARD AVE. TELEPHONE 110-W