

The **NEW Birmingham Hardware** invites you to come to

A GRAND

Opening

SATURDAY at

September 14th

152

NORTH

WOODWARD

AVENUE

STORE NOW IN NEW LOCATION

Birmingham Hardware Company To Have Opening Sept. 14

A tentative date of Saturday, Sept. 14, is set for the formal opening of the Birmingham Hardware company at their new location, 152 north Woodward avenue. It is owned by Lester Slusser. They have moved from their old site at Woodward and west Maple avenues which they occupied for the past 15 years to the former location of the Gustine & Miller store.

The new store will offer the added feature of a complete house furnishing department in the basement, according to Lester Slusser, owner and manager of the store. "We also plan to increase our sporting goods line," he said, "and in some instances will act as direct representatives of the factory."

Mr. Slusser came to the village when Birmingham boasted a population of 3,000 persons, purchasing the Phillip Schlaack hardware store. At that time Mr. Slusser was a traveling salesman for sporting goods, a line which he has always featured in his store.

—from The Birmingham Eccentric, Sept. 5, 1929.

Our New Store

After weeks of preparation, we open for your inspection. The **NEW Birmingham Hardware**. In arrangement of fixtures, in grouping of merchandise we have strived to make it the ultimate in convenience for shoppers. Its location, in the very heart of Birmingham's shopping district . . . 152 North Woodward Avenue, is on the east side of the street and just a few steps north of Maple Avenue. We hope you'll like this new and modern hardware.

Sporting Goods

Whatever bent you have in the sporting world, you'll find equipment here. Fishermen, especially, will find an assortment of rods, reels, flies, hooks and other supplies that have been very carefully selected. Boys in school can purchase clothing and supplies for gymnasium and outdoor use. Golfers, tennis players, baseball players . . . will find here a department handling sporting goods of excellent quality.

Hunter's Supplies

As the hunting season approaches, we are glad to announce a new and larger stock of guns, shells, clothing. Leading makes of fire-arms are here. Campers' axes, hunting knives, camping equipment . . . make this store a more popular headquarters than ever for those who enjoy this man's sport.

NEW

Basement Showroom

Among the features of our new store is a basement showroom. Ladies, especially, will welcome the grouping, all in one room, of kitchen ware, gas stoves, household equipment, bathroom ware, and other merchandise needed in the home.

Electrical Appliances

The well-known Dover irons, toasters, waffle irons, heaters, urns, and other appliances are sold by The Birmingham Hardware. If you have planned on new appliances, get them now —We have a beautiful, new assortment of the latest. They are on the main floor, with a few in the basement showroom.

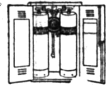
Souvenirs For All

At our opening this Saturday you will receive a souvenir. Flowers will be given the ladies. Balloons will be given the children!

We cordially invite you to visit us . . . come in and get acquainted with this new, most modern hardware store.

We have arranged 3 Demonstrations for our opening!

Now



You can cook with gas on a Standard City Gas Range, even though you live miles from the mains.

"Pyrofax makes life worth living," users say. Visit our store for a demonstration of



Don't miss the Pyrofax Gas Exhibit on the basement floor of our new store during the Grand Opening, September 14th.

PYROFAX Gas Service provides city conveniences to those whose homes are situated beyond the limits of the gas mains. Suburbanites and summer home owners can cook with gas—real gas—and experience the joy in having a modern gas range, an immaculate kitchen and freedom from the dirt and danger which accompanies the operation of liquid fuel appliances.

Pyrofax is not kerosene or gasoline, not carbide, but gas—derived from natural gas—and permits the use of any Standard city gas stove or other appliances.

Pyrofax is not new, but has been used for years in thousands of homes, schools, colleges and industrial institutions from coast to coast and is a product of the largest producers of compressed gases in the country. Because of its reputation and the reputation of the organization behind the service, Pyrofax was chosen and used exclusively on the German Air Liner Graf Zeppelin on its round-the-world record-breaking flight.

Housewives realize the value of the most attractive feature of Pyrofax—the two-cylinder system of supply which assures the user of uninterrupted service—there's always one tank in reserve.

PYROFAX GAS SERVICE

PRODUCT OF
CARBIDE & CARBON CHEMICALS CORP.

UNIT OF
Union Carbide & Carbon Corp.

ZAPON

Lacquer

FLOWING ENAMELS

will be demonstrated at
Our Opening This Saturday

By MR. SCHILLER

a direct factory representative

In a few moments you will be shown how you can easily transform a shabby, uninteresting piece of furniture into a bright, new piece.

The simplicity of lacquering with Zapon will delight you. Even the most amateurish painter may be assured of success. One brush stroke melts into the next, producing a smooth, even finish.

Small pieces of Furniture will be refinished for you with
ZAPON
this Saturday
NO CHARGE
Let us show you how easy—how quick—a finish of Exquisite Beauty.

And within less than an hour after applying Zapon, it is dry! A firm, lustrous coat of lacquer—beautiful, durable and dirt-resistant! See Zapon demonstrated Saturday!

ZAPON

For
HOME DECORATING

FLOWS ON — STAYS ON — GLOWS ON

OVER 200 USERS

In
Birmingham
And
Environs!

ECO-THERMAL STOVES



Ask the Lady Who Owns One

Here is a Stove that is different!

The new way of cooking is fast being adopted in Oakland County. The Eco-Thermal is now used in 6 of the leading churches, 16 barbecues and tea rooms, and over 200 homes. A number of the ladies in Birmingham are now using this easy, economical, healthy way. A representative of the Eco-Thermal Company will be here all day Saturday to discuss with you your cooking problems.

Attend An Unusual DEMONSTRATION

of
Eco-Thermal Stoves
Saturday, Sept. 14th
(Basement Floor)

HANDLED IN
BIRMINGHAM BY
The
Birmingham Hardware

The
New
Way

cooks a delicious whole meal at one time in the same oven, with no attention and with only one heating.
Saves Gas . . .
Prevents Food Losses . . .
Conserves Vitamins . . .
Saves Time . . .
and can be used on city gas or Pyrofax gas.

PLAN TO COME IN THIS SATURDAY, SEPTEMBER 14th

The

NEW BIRMINGHAM HARDWARE

152 NORTH WOODWARD AVENUE

TELEPHONE 200