

INSIDE and OUT~every nook and corner IMMACULATE

A GOOD FAIRY ARRIVES HERE

"Civic Pride" Is Name Of Magic Community Cleanser

To save the lives of our citizens, old and young, up my street and your street, the Good Fairy Civic Pride waves the magic wand which is the signal for all of us to join in and clean the attic, the basement and all in between, and don't forget the front yard and back yard.

The great National Movement, "Clean Up and Paint Up," which comes to Birmingham once a year, is with us again. The date set by our Mayor's proclamation is April 24th to May 5th.

Birmingham is noted as a clean village, the village "where life is worth living." Let's make it the

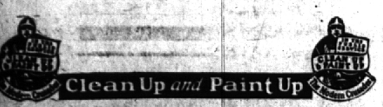


Every day you read in newspapers of terrible accidents which take place because of an attempt in the home to dry-clean articles of clothing when they should be sent to a professional who not only does it well, but economically and safely.

Call us and let us prove it. You have everything to gain and nothing to lose. You will be delightfully surprised at the results, and at our reasonable charges.

Now is the time to have all summertime apparel Dry Cleaned, also all winter apparel before storing it away.

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Cleaning - Dyeing - Pressing - Repairing
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DO YOUR FLOORS SAY "HELLO?"

THE smiling, shining floors and glowing woodwork—how they welcome all who come into your rooms. How proudly your furniture sits on that softly, glowing surface.

SEMDAC LIQUID GLOSS

Is kind to floors. A little Semdac on your floor mop does the job. It leaves a gleaming surface. It keeps down dust and keeps up appearance. Use it now for your spring cleaning. Get a tin today.

At Your Dealers
STANDARD OIL COMPANY
(Indiana)

BEFORE—AND AFTER



The barren, uncared-for home, above, is an unpleasant sight in any village, but the same home, below, when restored to its proper

attractiveness with a coat of paint and well-cared-for shade trees, adds greatly to a village's assets as a place to live.

Reduce Taxes

Personal attention to the disposition of litter not only improves the general appearance of the community, but tends to decrease municipal expenditures for cleaning parks and streets, says the Chamber of Commerce of the United States in a recent bulletin.

Many towns report that 30 per cent of the dirt collected by the street cleaning department comes from controllable sources.

Play places and garden spots in the place of unplanted and unused vacant lots and yards improve a community physically, morally and financially.

AND "CHEER UP"

Many a case of "the blues" is due, not to color, but to the lack of it. Modern physicians recognize that bright, colorful interiors, decorated in well selected colors, are of distinct benefit to health.

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Insurance! Neglect!

Which Policy Is Best?

To do without fire insurance is as short-sighted as to do without life insurance. Indeed, insurance of all kinds is man's best protection against what he pleases to call either "fate" or "ill-luck."

Consult us in this important matter.
OAKLAND REALTY CO.
Thomas D. Lynch, Manager
REAL ESTATE AND INSURANCE
Levinson Bldg.
BIRMINGHAM, MICH.
Phone: Office 143-W, Res. 143-R

Hawthorne Electric Co.
144 WEST MAPLE AVE. PHONE 299
"Authorized Hoover service by factory trained men"



GARDENING
You've got to dig from week to week. To get Results or None. —Edgar A. Grant.

The Welcome
God spreads a carpet soft and green
O'er which we pass;
A thick-piled mat of jeweled sheen—
And that is Grass.

Delightful music woe the ear:
The grass is stirred
Down to the grass of every spear—
Ah, that's a Bird.

Clouds roll before a blue immense
That stretches high
And lends the soul exalted sense—
That scrolls a Sky.

Green rollers flaunt their sparkling crests;
Their jubilee
Etiology Captains and their quests—
And that is Sea.

New-leaping grass, the feathery flute,
The sapphire ring,
The sea's full-voiced, profound salute—
Ah, this is Spring!

—ARTHUR POWELL,
In the New York Times.

BARE HOUSES
A bare house is barely a home. I mean by this that a house without some sort of a setting of lawn, shrubbery and trees to tie it into the surrounding landscape is not fulfilling its true purpose as a home.

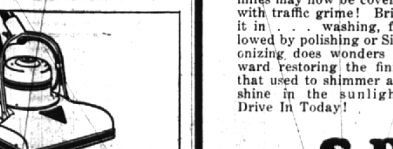
We see many residences in the vicinity of Detroit, especially along the newer streets which, although quite pleasing architecturally, are more or less barren because of the lack of a generous planting of trees and shrubs.

Some home owners try to achieve this landscape setting by the planting of tiny spikes of evergreens, some of them resembling "chicken croquette." Such plantings are usually only an aggravation and do not help to achieve a harmonious landscape picture such as one sees in the older residential sections, especially in eastern and southern cities.

The problem is to produce this domestic charm of the home in the shortest possible time. With the housing season that we have in Michigan, in order to do this, we must plant varieties of shrubs and trees that will develop rapidly and quickly, and not look dwarfed and sickly for at least five years after planting.

A shrub or tree needs a good foundation just as much as the house itself. In other words, the growth and attractiveness of your plantings depend on the fertility of the soil and the vigor and hardiness of the tree or shrub. Too many home owners make the mistake of thinking that the job is done when any kind of shrub or tree is planted in any kind of soil. The results are very often disappointing.

Of course an ordinary or even poor soil may be conditioned and brought into good shape for growing plants by the addition of certain fertilizers, natural or chemical, lime, peat moss, etc., and I believe in the lack of proper condition of the soil is largely responsible for the bare streets



SPECIAL TERMS
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Balance Monthly

You can't wait!

If you want to get either the new Hoover, Model 725—25% more efficient than the previous Hoover, which in itself removed more dirt per minute than any other cleaner—or the new popular-priced Hoover, Model 575, on these reduced terms, you must act at once. Liberal allowance for your old cleaner. Phone for your Hoover now!



When you hang your clean curtains and pack away your blankets you'll be glad you entrusted the laundering of them to us. We do know how to keep blankets like new in size, feel and appearance. To make curtains immaculate, and, at the same time, keep them true to original size—corners square—not a pin hole.

We have just installed the newest equipment known to the laundry world for washing blankets, curtains, comforts and quilts.

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ROYAL OAK, 333
DETROIT, FIFTEEN 2928



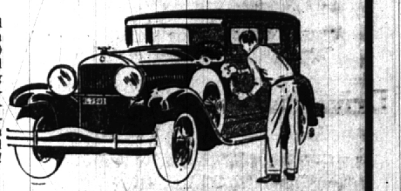
The Stuff that Fires are made of

There seems to be no good reason why home owners should use cellars and attics as "trash receivers." Yet they do. When "Paint Up" was added to "Clean Up" and "Fix Up" completed the trio, there was an excellent reason. The average basement and attic should be an extra "room" in the house, not a hideaway for junk, which is most inflammable. Clean these rookeries out, white wash the walls, use flashlights instead of matches—take out the old furniture, repair it, repaint it, and put it to work.

In this great national movement in the direction of Fire-fighting, we can be of help. There are maximum of prevention which cost little and mean so much. Consult us.

J. B. Howarth & Son
Real Estate and Insurance
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FIRST NATIONAL BANK BUILDING

Bring Your Car To Us—Let Us Make It—Once Again... The Pride of The Avenue!



SPECIAL
During Clean Up—Paint Up—Fix Up Week
(April 24th—May 1st)

Cars Washed \$1.25
Cars Washed and Polished \$2.50

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TEXACO HI-TEST STATION
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