Christmas, the time o' year when the Christian world pays its annual homage to the name of Jesus Christ, will soon be upon us. The best of Jesus remains within the hearts of those who love Him today.

The Birmingham Eccentric

22 PAGES, PART 1

FIFTY-THIRD YEAR—NO. 37 | BIRMINGHAM, OAKLAND COUNTY, MICHIGAN, MONDAY, DECEMBER 22, 1930 | $2.00 PER YEAR—SINGLE COPIES 5c

THIS and THAT

Merry Christmas, everybody!

And here are some of the conversaiton snatches heard in Birmingham stores and on the streets, Saturday night:

"Don't get her one of those, Irene. She wouldn't look good in it—and besides, I bought one like it for someone she knows."

" . . . Daddy, don't stand there so long! We've got lots of places to go to yet! We haven't even seen th' TOYS yet!

" . . . and I'll get another neck tie, I suppose. But I hope I don't get one as loud as that. Boy! That's what I call a noisy necktie! And if I DO get one like that you can bet all th' men in China'll be a pillow-cover or a—

"Tee hee. Don't get her a book, sweetheart. She's got a book!"

" . . . are not giving our children so many presents this year. We've decided they'll appreciate them all the more if we give them just a few. And with the money we would have spent on toys we're buying a little Christmas happiness for some of the poor families in town. And there

" . . . is gone! I didn't see her take it, but she was standing right there and when I turned around it was gone! Can you imagine? And from such a nice family, too, they ARE to be pitied, aren't they? What did you call them? Well, it's some kind of maniac, I know."

" . . . and I'm awfully sorry. May I help you pick them up? You seem to have so many!"

"Look at th' Wabeek Building! Gee, that's th' largest wreath I ever saw. Don't that light look swell? Baby! Somebody's spendin' money!"

" . . . an' tissue paper, an' seals, an' th' tree, an' red string, an' Juliet, an' aunt Sarah, an'. . . ."

* * *

Michigan apples are considered by many judges to be the most delicious in the world. They have better form, color and flavor than most of the apples grown in other states. In Washington and Oregon, however, great care is made in the selection of apples for the market. They are graded with individual attention. And they are advertised. Unfortunately, Michigan apples from some orchards or sections of orchards, are not consistently good, due to soil formation and weather conditions. Therefore, Michigan apples are best appreciated only by those who can take time to select the excellent from the inferior. All of which is interesting information from Carl Strand, who knows his apples.

* * *

Many a child is disillusioned at this time of year by the appearance of innumerable kinds and varieties of Santa Claus. The fact has been recorded by almost every cartoonist who ever rubbed out the first line. How to solve the problem is something more for the University of Michigan researchers to determine.

* * *

And speaking of Big Shots:

A Wanderer was heard in conversation over the telephone, to remark, "The Big Shot, bimeby, eh?" And another Wanderer, listening in without much concentration on the subject matter—leaned forward suddenly and exclaimed, "Briggs shot himself, eh?" Then the question was properly transposed Wanderer No. 2 philosophized: "Yes, that's the way false rumors circulate, I suppose."

* * *

We have been warned, upon occasion, to indicate in the social columns that so-and-so gave a "*a small* party," or "a party for a few guests." This, of course, is another way of saying, "and how Mrs.——— will know I didn't deliberately forget her."

* * *

When the World War ended more than a dozen years ago many a statesman agreed that there could never be another war. The world realized its horrors and was eager to avoid such conflicts in the future, they said. While there have been no catastrophic battles since, children are still being given toys of war. Munitions are being manufactured. International conspiracies are now uncommon. And yet, the great Prof. Einstein, speaking at the New History Society in New York demands a constructive pacifism which actively resists training for war in peace times. Again we fear you will not be understood, professor.

* * *

Is there a Santa Claus?

Some deny because they are agnostics.

Some are silent because—well, money's scarce and children suffer so deeply when they are disappointed.

Then, too, there are unconverted Scrooges, even today.

But, read the Editorial, "Is There a Santa Claus?" written 22 years ago by an editor of the New York Sun in reply to this very question by a little girl who was puzzled. Her name, if you must know, is Virginia Hanlon. We do not know the name of the editorial writer—but his work is considered a masterpiece of newspapers writing. The editorial is reprinted from a scrap-book.

CRANBROOK TEACHER DIES IN AUTO CRASH

J. C. Snyder Killed When Car Hits Pole Near St. Thomas, Ont.

CHAPPELL ALSO HURT

While returning to his home at Little Neck, L. I., Friday afternoon, J. Cederic Snyder, 27 years old, an instructor at the Cranbrook School, Bloomfield Hills, was killed, and his companion, Russell N. Chappell, another instructor, was seriously injured in a traffic accident at St. Thomas, Ont.

Snyder's car crashed into a telephone pole after skidding on the icy pavement, Ontario, provincial police report. He had attempted to avoid a collision with another machine when the accident occurred. Chappell suffered a fractured leg in the crash and he will be compelled to remain in the hospital at St. Thomas for about three weeks, physicians report.

Cranbrook school closed for the mid-winter holidays on Thursday and early Friday, Chappell and Snyder started on their journey to New York City where they expected to spend part of their vacation.

The accident was the second serious accident to members of the school faculty within the week. John M. Harlow, head of the French department, and Walter F. O'Brien, a mathematics instructor, were seriously injured a week ago when the automobile in which they were driving was struck by another machine and forced into a safety zone post on Woodward avenue.

Harlow suffered a broken collar bone and O'Brien suffered fractures of both jaws and severed knee ligament. O'Brien is convalescing at Harper Hospital and Harlow left the hospital a few days ago.

Snyder was an instructor in French at the school, coming to Cranbrook at the beginning of the present term. He was a graduate of the University of Delaware and had studied at the Sorbonne, Paris, Franch. Snyder lived at Cranbrook School. He was unmarried.

Chappell, a graduate of Pratt Institute, N.Y., is an instructor in the arts and crafts department. This is his second year at Cranbrook. He also is unmarried and lives at the school.

PLAN PROTEST ON WIDENING

Delegation To Oppose Stephenson Superhighway Project Tomorrow

Because the proposed widening of the Stephenson Superhighway will add a large sum to the county's bonded indebtedness, a delegation of Oakland County representatives will enter protest against the widening when they meet with Grover C. Dillman, state highway commissioner, Tuesday morning, it was decided Friday at the meeting of the board of Supervisors.

The delegation will be composed of bankers and representatives of southern Oakland County municipalities, a representative from the Oakland County Prosecutor's office, and three supervisors.

The widening, including the cost of condemnation, will cost approximately $2,270,000, of which Wayne County will pay 50 per cent, Oakland County 30 per cent, Royal Oak township 7 per cent and property in the assessment district, 13 per cent.

Calendar of Coming Events

Today—
Beginning of round-robin ping-pong tournament at Y. M. C. A.

Dr. E. T. Millikan's lecture at Cranbrook.

School board meeting, 8 p. m., at the Baldwin High School.

Reunion of Baldwin classes of '27, '28, '29, and '30.

8 p. m. American Legion feather-party at Bloomfield Township Park.

Tuesday, Dec. 23—
Santa Claus makes personal appearance at the Community House, sponsored by the Lions Club, for the "open house" children's party. Carols by the Birmingham Choral Society.

Wednesday, Dec. 24—
"Open House" at the Community House.

Thursday, Dec. 25—
Christmas services at churches.

Saturday, Dec. 27—
A. A. U. W. dance at Community House.

Tea, 4 to 6 p. m., for young people; dancing.

Tuesday, Dec. 30—
3 to 5 p. m., primary dept. Christmas party at the M. E. Church.

Monday, Jan. 5—
Opening of Y. M. C. A. basketball league.

Friday, Jan. 9—
Baldwin-Royal Oak swim contest at Royal Oak.

Wednesday, Jan. 14—
8:30 Community House, A. A. U. W. lecture by Prof. Thos. Reed on "Undisciplined America."

Thursday, Jan. 15—
Rebekahs install officers.

BIRMINGHAM HOMES FOR SALE
6-room house, oak floors, tiled bath, modern, large lot, 2-car garage, priced right, $6,000, terms.
Attractive 5-room bungalow, 2 bedrooms, fireplace, screened porch, breakfast room, garage, good location, near Holy Name Church. $9,500. Terms.
Beautiful 7-room home with breakfast room, 4 bedrooms, fireplace, 2-car garage, steam heat. Modern throughout, nearly new, large corner lot. $13,500. Terms.
J. B. HOWARTH & SON
Real Estate and Insurance
Old Nat'l Bank Bldg. Tel. 921
—Adv. 3-tf

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—Adv. 21tf

New Year Edition

The next edition of The Birmingham Eccentric will be issued on Wednesday morning, Dec. 31 because New Year's Day next year falls on Thursday, the regular publication date. Succeeding issues of The Eccentric will be published on Thursday mornings. All advertising and news copy for the issue of Dec. 31 must be in the offices of The Eccentric by Tuesday, noon, Dec. 30.

3 CARS CRASH; DRIVER HELD

Royal Oak Man To Appear Arrested After Woman Is Injured

Lloyd M. Jackson, 727 Center street, Royal Oak, will appear tomorrow in the court of Justice Floyd S. Buck to stand trial on a charge of reckless driving as a result of an automobile accident on Woodward avenue Mrs. Edith Hargis, wife of Judge Raymond Hargis, 4731 Trumbull avenue, was injured.

Mrs. Hargis was thrown through the windshield of her husband's automobile on Woodward avenue opposite the postoffice in a collision with Jackson's car, according to the police report. Jackson was turning around in the street when his machine struck that in which Mrs. Hargis was riding, forcing her across the street into a third machine driven by Mrs. Ora L. Richards, 984 Clark street.

Mrs. Hargis suffered cuts about the face and all three cars were damaged. Upon arraignment, Jackson pleaded not guilty to the charge and was released to appear for trial tomorrow.

EAST BIRMINGHAM DRAIN IS OPPOSED

Suit Started By Property Owners To Halt Project

While bids were expected to be opened today on the proposed East Birmingham Drain, which will serve the east side of Birmingham, suit was started in the Oakland Circuit Court on Friday by Robert S. Porritt and a number of property owners in the assessed area, objecting to the drain's construction.

A review of the proceedings before the drain commissioner is asked in the petition. The hearing is set for Jan. 5.

JUDGES TO NAME TROPHY WINNER

Choose Most Attractive Store Window Display On Christmas Eve

Judges in the contest for the most attractive store window display in Birmingham will make their decision Christmas Eve, and will award a silver loving cup, donated by The Birmingham Eccentric, on Dec. 31.

Originality, cleanliness of display, illumination, and unity of sales appeal will be the principal points upon which the judges will decide the winner. The trophy will become the permanent possession of the merchant winning it three times.

Judges are James W. Parry, village manager; C. A. E. John, advertising counsel; Mrs. Ford Farrar, Helen R. Kidder, art instructor at Baldwin high school, and James L. Oliver, secretary of George G. Booth.

SPECIAL DELIVERY
Christmas packages delivered in Birmingham and vicinity. Special rates. Phone 1867. Ferguson's Delivery.
—Adv. 3t

Is There A Santa Claus?

Editor's note: The following editorial, reprinted from the New York Sun of 22 years ago, was written in answer to the question of Virginia Hanlon, then eight years old, who was suffering the qualms of childish doubt.

"Virginia, your little friends are wrong. They have been affected by the skepticism of a skeptical age. They do not believe except they see. They think nothing can be which is not comprehensive by their little minds. All minds, Virginia, whether they be men's or children's, are little. In this great universe of ours man is a mere insect, an ant in his intellect, as compared with the boundless world about him, as measured by the intelligence capable of grasping the whole truth and knowledge.

"Yes, Virginia, there is a Santa Claus. He exists as certainly as love and generosity and devotion exist, and you know that they abound and give to your life its highest beauty and joy. Alas! how dreary would be the world if there were no Santa Claus! It would be as dreary as if there were no Virginia. There would be no childlike faith then, no poetry, no romance to make tolerable this existence. We should have no enjoyment, except in sense and sight. The eternal light with which childhood fills the world would be extinguished.

"Not believe in Santa Claus! You might as well not believe in fairies! You might get your papa to hire men to watch in all the chimneys on Christmas eve to catch Santa Claus, but even if they did see Santa Claus coming down, what would that prove? Nobody sees Santa Claus. The most real thing in the world are those that neither children nor men can see. Did you ever see fairies dancing on the lawn? Of course not, but that's no proof that they are not there. Nobody can conceive or imagine all the wonders that are unseen and unseeable in the world.

"You tear apart the baby's rattle and see what makes the noise inside, but there is a veil covering the unseen world which not the strongest man, nor even the united strength of all the strongest men that ever lived, could tear apart. Only faith, fancy, poetry, love, romance, can push aside that curtain and view the picture the supernatural beauty and glory beyond. Is it real? Ah, Virginia, in all this world there is nothing else real and abiding.

"No Santa Claus! Thank God! he lives, and he lives forever. A thousand years from now, Virginia, nay 10 times 10,000 years from now, he will continue to make glad the heart of childhood."—New York Sun.

Bill Poster Found In An Attic Tells Story Of Bygone Days

"Second Grand Annual Railroad and Steamboat Excursion of the Birmingham Eccentric from Birmingham to Port Huron on the Darius Cole and Return on Wednesday, Aug. 29—$1—for one dollar—$1."

And so reads the announcement of a bill-poster uncovered the other day. Emerson Gravlin, 283 Merrill street, who found it among the treasures hidden away in the attic of his aunt, Miss Phenia Bigelow, of Franklin.

"I was just digging around among the fascinating objects stored away up there," said young Gravlin, "when I found these old posters. One of them is in an excellent state of preservation and the other is only slightly worn, considering its age. The date of the excursion on one of the posters is 1881. There are innumerable other old papers and magazines, furniture, pictures, and objects of interest in my aunt's attic and I'm going to enjoy looking through a lot of them."

An Able Side-Wheeler

"The only reason I can see, however, for the bill poster being saved all these years is because my uncle was a member of the famous Franklin band mentioned in the poster."

Reflecting a day in the history of the people, the poster is printed in large red type, such as was characteristic of the old circus posters, and at the top pictured a drawing of the "Darius Cole," a gallant side-wheeler, steaming up the Detroit River.

"The train leaves Birmingham at 7:10 a. m.," the poster reads. And that was long before motor busses were contemplated or interurbans became popular . . . reaching Detroit at nine where the COMMODIOUS STEAMER DARIUS COLE will take the passengers for one of the most delightful trips on the great lakes.

(Turn to Page 2, No. 3)

Baldwin Honor Students

Esther Rainey, at left, valedictorian, and Virginia Hugg, salutatorian, for the mid-year graduating class at Baldwin High School. Miss Rainey, with the remarkable scholastic average of 96.18 %, follows in the footsteps of her sisters who also were honor pupils at Baldwin. Miss Hugg, with an average of 95.34, enjoys the distinction of being one of the most brilliant students to be graduated from the school. Two sisters of Miss Rainey, also Baldwin graduates, received high honors. Miss Eleanor Rainey, class of '23, now Mrs. Milton Mullender, was secretary of her class and following graduation was an instructor in domestic science at the Adams School. Miss Margaret L. Rainey, another sister, class of '25, was salutatorian. Commencement exercises will be held Jan. 30.

FOUR COUNTY HEADS REFUSE SALARY CUTS

Sheriff, Register Of Deeds, Clerk And Treasurer Upset Board Plans

AWAIT STATE RULING

Plans of the Oakland County Board of Supervisors to reduce the salaries of four county officials were upset Friday when the officials, Sheriff Frank Schram, County Clerk Burton P. Daugherty, County Treasurer A. W. Wilson, and Miss Mabel Brondige, register of deeds, declined to agree in all details with the plan submitted by the Board.

It was the plan of the Board to cut all salaries 10 per cent. It was later discovered that when Oakland County reached a population of 180,000 the State law providing salaries for these officers no longer was in effect but that they could return to the fee system. Under this system, the board learned, the county would be forced to pay about $150,000 more per year than under the salary system.

Schram, Willson and Miss Brondige all asked the same salaries and in some cases for increases in the salaries for their assistants. Daugherty said he would withhold his proposition until he found whether the county had a legal right to place his office on a salary. The supervisors voted 24 to 4 to accept their positions and the board of auditors was authorized to enter into contracts with the four officers unless an opinion from the office of the attorney-general, expected soon, holds that the county has no right to place the officials on salaries.

Santa Eager To Be On Way, He Declares

Dec. 20, 1930.

Dear Children:

Soon, very soon, I'll be on my way again, riding in the Christmas sky with the speed of the wind. And I'll be happy! Happier than you are! Each year I look forward to this long trip. Each year I grow more anxious to leave with my bundle of toys. Each year I find more joy in sliding down chimneys, filling stockings, piling gifts under trees and on trees.

My plans are almost all complete. I have my lists. I know what little boys and girls want. I have received reports of letters by thousands of letters, millions of letters. From my warehouse the Brownies have been busy for weeks. They have made candy canes, things that are new and nice and loading them on the sleigh. My reindeer have been eating so much lately that they spend most of the sky so fast—I can hardly wait!

You can imagine what it will be like the night I leave!

There will be a great scurrying about. The Brownies will be rushing here and there with last-minute orders, cramming them into whatever spaces they can find on the sleigh. The reindeer will be brought out and scores of little Brownies will hold them. Then the reindeer will be hitched to the sleigh. There will be a faint tinkle of bells and the sound of reindeer hoofs in the soft, white snow. I will look out the window and think of that glorious night—when angels sang the first Christmas carols. I'll hear them sing-

(Turn to Page 2, No. 4)

Village Plans An Elaborate Celebration Of Christmas; Poor Families Will Be Aided

Elaborate preparations are being made in Birmingham and Bloomfield Hills today for the celebration of the great Christian feast—Christmas—on Thursday. Churches and homes, the village streets, the stores, meeting places and the hearts of men and women are filled with the spirit of rejoicing.

Traditional red and green decorate the homes and stores and many of the churches have their miniature mangers decorated for the festival. The village streets, too, are decorated with evergreen boughs and spruce. Wreaths hang from the windows and a mantle of white snow which covered the countryside early Sunday adds to the appropriate setting.

Is Kiddies—It's Santa

While the interpretations of Christmas by older folks are largely the same, there are many variations due to the children. Christmas is the apotheosis of happiness. They await the feast in trembling anticipation for it means the coming of that paragon of generosity, the Santa Claus.

Despite the decline in general prosperity, evidences of a renewed hope are seen among businessmen in a report increasing sales of merchandise as gifts.

But the outward signs of the coming celebration reflect only dimly the inward happiness of a people who realize that more satisfaction lies in a spiritual revelation than in the temporary pleasures of extravagance. Signards of living which were raised through the country's general prosperity will be kept as high. But with the lessening standards of living will come better standards of thinking, spiritual leaders believe.

As has been the custom in former years, carolers will tour the village Christmas Eve, stopping to sing in front of homes where Yule candles are left burning in the windows. These carolers are members of the Girl Scouts, Girl Reserves and other organizations. Their activities will be directed by Mrs. Charles J. Shain. "Open House" will be observed at the Community House, where the carolers will return for refreshments following their tour of the village.

At the St. James Episcopal Church a midnight service will be held, beginning at 11:30 p. m. Wednesday, and there will be music and a ceremony of elaborate festivity has been planned. On Christmas Day there will be the regular Christmas celebration at 11 a. m. The choir will be heard in Christmas carols directed by Mrs. Helen Neff. The services will be led by the Rev. Warner L. Forsyth, rector.

Pageant Given

Yesterday, a Christmas pageant entitled "The Holy Grail," was given at the First Methodist Church under the direction of Mrs. James W. Parry. Children from the kindergarten were heard in Christmas songs and old folks and girls took parts of the biblical characters in the pageant. Mrs. Robert D. Lynd was in charge of the pageant and Rev. Robert M. Atkins, pastor, delivered a sermon entitled, "Joy To The World."

At the Chapel of The Holy Name, at eight o'clock tonight a Mass will be celebrated Christmas Eve with the Rev. William W. Ryan, pastor, as the celebrant. A choir of special music will be given by the choir. On Christmas Day the services will be held at 8, 9 and 10 a. m. At the service at eight o'clock, the children will sing Christmas carols.

A Christmas party will be held in the Fellowship Hall of the First Baptist Church at 7:30 o'clock

(Turn to Page 2, No. 2)

BLOOMFIELD WOODS
Home among trees; open evenings. Beautiful new 3 B. R. Price $20,000. Terms.
JOS. F. POPE
290 N. Woodward. Phone 1347
—Adv. 21tf

Through the charity of more than two dozen organizations and the generosity of many individuals, Birmingham's unfortunates this Christmas will not be forgotten. According to the estimate of Mrs. Hope F. Halgren, executive director of the Community House, through which most of the charity work in the village is accomplished, about 125 needy families will be supplied with Christmas Baskets containing food and clothing and toys for the children.

The Birmingham Goodfellows, through the sale of newspapers Dec. 13, and donations from village merchants, obtained a fund of excess of $1,600 for basic charity work during the year. The Metropolitan Club, an organization of firemen and policemen which conducted the annual charity drive in former years, was assisted this year by village merchants and leaders in the community's civic life. From its funds it is also maintaining over last year the Metropolitan Club is able this year to provide for almost 40 families, while the Goodfellows will deliver baskets to more than 50 families, it is expected.

Church Group Help

Church organizations, the Y. M. C. A., Y. W. C. A., Boy Scouts, service clubs, women's clubs and other groups have donated food and clothing and several village grocers and butchers as well as two bakeries, have donated towards the supplies for the village needy.

The baskets will be distributed Christmas Eve by the firemen, police, boy scouts and individuals. Many pairs of shoes have been donated and funds for the purchase of additional pairs have been given by the Rotary Anns and through the Community House charity funds.

Investigations of families reported to be in poor circumstances have been conducted by Mrs. Arlene Lynch, village case worker, and her assistants. A co-operation with Bloomfield Township authorities under the leadership of Supervisor R. J. Coryell for the past few months.

Make First Report

The first report of Mrs. Lynch's activities to the Village Commission and Community House, showing statistics on the number of cases investigated and other welfare work will be made tonight, in the explanation of the report, the Community House Board says, in part:

"Mrs. William Lynch, who was engaged by the Community House Board on Oct. 15 under the terms of the appropriation made by the village Commission, has been giving half time service to the welfare work, except that the holiday rush has necessitated short periods of full-time service. The board felt that with such a half time arrangement the charity nursing service from the Royal Oak Visiting Nurse Association could be continued as a proper charge against this welfare budget.

Records Are Kept

"Under Mrs. Lynch's direction the Community House welfare work has continued to function as in former years as a central clearing house for all welfare work in the village. Her investigations are all carefully recorded. Typical case records of families and the work done for them are attached to this report for inspection by the Commission. These records are of course strictly confidential. The co-operation of the Metropolitan Club and the Supervisor's office have been most encouraging. So

(Turn to Page 2, No. 1)

News of Your Neighbors

Dr. and Mrs. Carleton Fox of Riverside and Kensington drives, with their son, James, will spend Christmas in Jackson with Mrs. Fox's brother-in-law, Floyd Avis, and his three children.

Dr. and Mrs. Cyrenius Adelbert Newcomb III, have become residents of Birmingham, closing their Seyburn avenue home in Detroit.

Mr. and Mrs. Frank Standart of Bloomfield Court are leaving on Saturday for Chicago, Ill., to spend the holiday season with their daughter, Mrs. Donald B. Ferguson and family.

Neil Welch and Malcolm Ewer will attend the convention of directors and vice-directors of the Brotherhood of St. Andrew of Michigan, to be held in Detroit, Jan. 2, 3, and 4. There are 10 local members of the organization which is national in scope. The organization is in its forty-seventh year. Rev. J. C. Johnson, a deacon of St. James Episcopal Church here, is in charge of the convention in Detroit.

Mr. and Mrs. M. D. Kitchen motored to Upland, Ind., last weekend, to take Mr. Kitchen's sister, Mrs. Jesse Churchill of Louisville, Ky., who has been visiting in Birmingham, for a visit with her daughter in Upland. Mrs. Churchill will return here later.

Mr. and Mrs. A. E. Shuart of Buffalo will spend the Christmas holidays with their daughter, Mrs. A. H. Meyer, of Southfield road.

Mrs. A. D. B. Van Zandt of Dewey street leaves tomorrow to spend the holidays with her son-in-law and daughter, Dr. and Mrs. Frank Deo Lann, in Memphis, Tenn.

(Continued on Society Page)

BIRMINGHAM STORES WILL REMAIN OPEN UNTIL NINE O'CLOCK

INSURANCE
Of all kinds. Fire, Windstorm, Automobile, Accident Burglary and Theft written promptly. Also Surety Bonds. Bring your insurance problems to us. No charge for advice. Established over thirty years.
J. B. HOWARTH & SON
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First National Bank Building. Phone 921
—Adv. 37tf

HUMAN SERVICE YOU WILL FIND IN BIRMINGHAM—

There is much of the spirit o' Christmas in the delightful task each year of buying your gifts—isn't there? And in the discharge of this pleasantness of making your purchases, isn't there something fine about being able to spend your Christmas funds right close to your own hearth? Just think of it! your own Birmingham merchants bring to your very door most of the things you require—and they're trying more and more, every year, really to bring the good things of the world to your very threshold!

(Nothing can take the place of the neighborly relation of "friendly merchandising," especially in a community like Birmingham and vicinity.)