

"Hello - everybody,
here we are in December!"

AND

IN THE

Christmas Spirit

the Stores and Shops of Birmingham
announce a Christmas Contest
Starting Tomorrow!

FREE \$250.00 IN CASH

**1st Prize \$50 — 2nd Prize \$35 — 3rd Prize \$25
— and other prizes totaling eighty —**

***A Single purchase from a Birmingham store
makes you eligible to win one of these prizes!***

December 1, and right at the start of the holiday-month comes this plan to make Christmas happier for many residents right here at home.

A Birmingham Christmas Contest—with TWO HUNDRED AND FIFTY DOLLARS IN CASH—FREE! Eighty prizes, and every resident in Birmingham, Bloomfield Hills, and the surrounding district has an equal opportunity to win.

There's nothing much to do. All that's required is to do your Christmas shopping in Birmingham, and that is easy when one considers the fine stores and shops that exist right here in our midst.

And you'll find they have already captured the Christmas Spirit! They are ready with gift mer-

chandise that will make it easy for you to carry out a resolve to shop at home this Christmas—and thus become eligible for a cash prize. There are appealing stocks of splendid new things, and prices were never lower. (Throughout this issue are the first Christmas messages.) And, aside from gift merchandise, practically everything that is sold in Birmingham will entitle you to participate in this contest.

Begin early! The merchants listed in this advertisement will gladly explain the details. Ask them now and get started. The more shopping you do at home, the greater your opportunity will be of finding yourself richer—in CASH—on Christmas morning!

"Get the Christmas Spirit early."

SHOP NOW - IN BIRMINGHAM - WIN CASH!



"Let's do our Christmas buying, all of it, in Birmingham this year."

"Great idea, Mary, maybe we'll win one of the cash prizes the merchants are giving away!?"

"Think of winning money just for shopping at home—where we ought to shop anyway—"

**Ask These Merchants
For Details**

A & P Stores
Arnold Studio
Ben Franklin Chain Store
Bergman Drug Co.
Birmingham Department Store
Birmingham Eccentric
The Birmingham Hardware
Brader's Red & White Store
Brown St. Market
Consumers Power Co.
Cunningham-Economical Drug Store
Erb's Shoe Store
Hawthorne Electric Co.
D. J. Healy Shop
Dickinson's
Huston Hardware Co.
S. S. Kresge Co.
Kroger Stores
LaBelle's Bookstore
Leonard Electric Co.
McBride Hardware
McBride's Tea Room
McKee Service
McNellis Jewelry
Mountain-Texaco Service Station
F. J. Mulholland Co.
Olson's Market
Charles R. Peck & Sons
R-C Service Station
Sanders Tri-Cleaning Co.
Schettlers
Sells Electric
Sire Bros. Market
Shain's Drug Store
Stroup's Market
F. E. Sternal
Truax Hardware
Twin Hosiery Shop
Van's Pharmacy
Wilson Drug Co.
Williams Boot Shop
Woodward Pharmacy
Young's Shoe Store