

Too many men pay too little attention to the food they feed their minds. They consider the world a playground in youth, a merry-go-round in early maturity, a run-around in late maturity, and a buying ground in old age. They fail to learn that "as ye sow, so shall ye reap."

The Birmingham Eccentric



PART TWO

FIFTY-SIXTH YEAR—NO. 35

BIRMINGHAM, OAKLAND COUNTY, MICHIGAN, THURSDAY, DECEMBER 7, 1933

\$2.00 PER YEAR—SINGLE COPIES 5c

BUY IN BIRMINGHAM!



A Million Dollars Worth Of Merchandise From Which To Choose



Fourteen more shopping days until Christmas! The shelves of the stockrooms of the Birmingham merchants are overflowing with interesting, useful and practical gift suggestions. If you have not already made up your list, do so within the next few days and plan to do your shopping in Birmingham.

You'll be surprised at the infinite variety,—and as you make the rounds of the shops to enjoy knowing-what's-new, you'll appreciate the merchandising efforts of Birmingham merchants. They have remembered everyone in their buying! Numerous things are far ahead of what you'd find by searching assiduously in-and-out of hundreds of stores elsewhere.

Birmingham people are 20th century-minded, intensely conscious of social comforts and conveniences. Their standards of living are high, and their ideas about values are "hair-line accurate". Merchants gather their stocks from the choicest markets of the United States,—for Birmingham buyers. Value-full merchandise is the rule here! Every dollar does double-duty, buying genuine Christmas cheer, for 1933 Christmas-giving in Birmingham!

LOOK FOR IT FIRST IN BIRMINGHAM ·· BE NEIGHBORLY

RETAIL MERCHANTS ASS'N