

During recent weeks we have witnessed the pageant of "Falling Autumnal Leaves." In their loveliness, these varicolored leaves have blended together in a semi-spectrum of beauty that was cheering to the eye. As each leaf left its Mother-tree, do you suppose it wept as it swept earthward?

The Birmingham Eccentric



PART TWO

FIFTY-SEVENTH YEAR—NO. 33

BIRMINGHAM, OAKLAND COUNTY, MICHIGAN, THURSDAY, NOVEMBER 22, 1934

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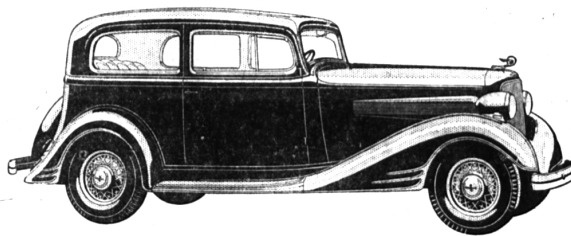


Do Your CHRISTMAS SHOPPING In Birmingham

From now until Christmas, Birmingham shoppers will find the local stores just brimming over with gift merchandise. New, fresh merchandise which has just been received is ready for your approval. The spirit of Christmas prevails and the Good Will Campaign goes merrily on.

3 GRAND PRIZES GIVEN AWAY FREE!

2nd Prize
ALL WAVE
SPARTON RADIO



First Prize
This PONTIAC 8 Sedan

3rd Prize
CONSUMERS
A. B.
GAS RANGE

Added Prizes

Many of the local stores are giving individual store prizes during the Good Will Campaign. Each week valuable prizes are given away. This is an added attraction during the Good Will Campaign.

The shopping facilities offered by the Birmingham Merchants are most diversified. Practically every business and shop is included in the roster. Why not give them your first consideration when planning your every day shopping? You will find them eager to serve you, and ready with a very complete line of carefully selected merchandise. BUY IN BIRMINGHAM . . . A friendly spirit of co-operation awaits you.

Birmingham Merchants GOOD WILL Campaign

The Birmingham Merchants listed below, have joined together in a concentrated effort to make shopping more attractive—more profitable and more convenient in Birmingham. These three grand prizes are being given by them, and all they ask in return is an opportunity to serve you. Someone will be notified on Christmas Eve that they have been awarded one of these prizes. This will be their way of saying "Merry Christmas" and "Thank You" for your business.

REMEMBER! A GOOD WILL GIFT COUPON WITH EVERY 50c CASH PURCHASE.

Year after year shoppers are earnestly advised to "Do your Christmas Shopping Early." This has not been over-emphasized nor is it being done this year when the same appeal is made by your merchants. Every advantage is given the early shoppers. Stocks are more plentiful—crowds are not so prevalent and time is not at a premium. Do your Christmas Shopping leisurely and it will be a pleasure instead of a task.

A Single Purchase from These Stores makes You Eligible to Win One of the Prizes

SEE ANY OF THE FOLLOWING MERCHANTS FOR DETAILS

Ann's China Shop
Arnold Studio
Atlantic & Pacific Tea Co.
Beck Cleaners
Bell Bros.
Bell, Howard (Florist)
Birmingham Eccentric
Birmingham Fruit & Grocery Co.
Birmingham Hardware Co.
Birmingham National Bank
Birmingham Retail Beer Store
Blake's Saddlery
Briggs Comm. & Development Co.

Brown Street Market
Charlotte Shop
Consumers Power Co.
Cunningham Drug Co.
Davidson's
Dayner Grocery
Detroit Edison Co.
Dickinson's
Dixie Diner
East Maple Gas Station
Erb's Shoe Store
Erwin & Smith
Evrett's Restaurant

Frank Street Grocery
Goodyear Service, Inc.
Green's
Gudemore Texaco Service
Hackett Coal Co.
Hawthorne Electric
Healy, D. J. Shops
Hick's Hat Shop
Housman's Pharmacy
Hudson Cleaners
Huston Hardware Co.
Karmelkorn Shop
Kelly, James J., Agency

Keller Hat Shop
Kennedy, W. J., Creamery Co.
Kresge, S. S., Co.
Kroger Grocery and Baking Co.
Lafayette Book Store
Lapham Coal, Inc.
Lawson & Son
Leon Parisian Hairdresser
Leonard Electrical Co.
Levinson's Dept. Store
McBride Hdwe. Co.
McBride's Tea Room

McCallum Dairy
McKee Service Stations
McNellis Jewelry
Machus Bakery
Matthew's Tailor Shop
Maxwell, Bessie
Maxwell Farms
Meraw Texaco Service
Mich. Bell Telephone Co.
Milks Theatre Service Station
Moulthrop Lumber Co.
Mulholland, F. J., Co.
Oliver Motor Sales

Olsen's Market
Osborne, E. W., Co.
Parks Coal Co.
Peck, Chas. R. Sons
Pontiac Dairy Co.
Queen Shoe Repair
R-B Hose Shop
R-C Service Station
Ridley Cleaners
Ritter's Beer Store
Schettler Drug Co.
Scribb's Candy
Sells Electric

Sire Bros.
Shain's Drugs
Snell Service Station
Sternal, F. E.
Stover, J. H., Dr.
Stroup's Market
Truax Hardware Co.
Twin Hose Shop
Van's Pharmacy
Virginia Meat Market
Wabeek Corporation
Wabeek State Bank
Ward's Grocery

Ward & Pierce
Williams Boot Shop
Wilson Drug Co.
Winningham Chevrolet Co.
Woman's Exchange
Woodward Pharmacy
Woodward-Willets Service Station
Woodworth, F. W., Co.
Young's Shoe Store

*Due to the Petroleum Code, Good Will Coupons can not be issued on Gasoline.

RETAIL MERCHANTS ASS'N