

The world of men and women demands its heroes and its heroines. When the "best" in any human activity reaches the top, he or she must stand in the burning and consuming heat of that continuing public demand of "the bigger and better." And that is a withering price for greatness, isn't it?

The Birmingham Eccentric



PART TWO

FIFTY-SEVENTH YEAR—NO. 31

BIRMINGHAM, OAKLAND COUNTY, MICHIGAN, THURSDAY, NOVEMBER 8, 1934

\$2.00 PER YEAR—SINGLE COPIES 5c



The Stores and Shops of Birmingham - - -

Announce A Community-wide

GOODWILL CAMPAIGN

Starting TODAY
Ending DEC. 24th

OVER \$1000.00 FREE!!

THREE GRAND PRIZES

SPARTON Radio PONTIAC Automobile A-B Gas Range

AND HUNDREDS OF INDIVIDUAL WEEKLY PRIZES IN THE STORES



The merchants of Birmingham have secured these wonderful gifts and will present them—ABSOLUTELY FREE—to the lucky ones whom Santa Claus selects. Every one (except Merchants and their immediate family) is eligible to participate in this great event. From now until Christmas Eve, these merchants will give Goodwill Gift Coupons with every cash purchase of 50c. Every coupon procured in this manner will make the purchaser a potential recipient of one of these grand gifts.

Individual stores will also give weekly awards. It will be a season of giving from now until Christmas, and your Birmingham merchants will do the giving. We suggest that you begin your Christmas shopping now. Stores have been well stocked with new, seasonable merchandise. Every effort is being made to make shopping in Birmingham more attractive. Special value-giving events have been planned. It will pay you to . . . Shop in Birmingham.

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

SEE ANY OF THE FOLLOWING MERCHANTS FOR DETAILS

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|--------------------------------|------------------------|-------------------------|-------------------------------|-------------------------------|-----------------------|----------------------|-----------------------------------|
| Ann's China Shop | Charlotte Shop | Goodyear Service, Inc. | Kennedy, W. J., Creamery Co. | McNellis Jewelry | Parks Coal Co. | Sternal, F. E. | Winnigham Chevrolet Co. |
| Arnold Studio | Consumers Power Co. | Green's | Kerstein's Bakery | Machus Bakery | Peck, Chas. R. Sons | Stover, J. H., Dr. | Woman's Exchange |
| Atlantic & Pacific Tea Co. | Cunningham Drug Co. | Guilemon Texaco Service | Kreger, S. S., Co. | Matthews Tailor Shop | Pontiac Dairy Co. | Stroup's Market | Woodward Pharmacy |
| Beck Cleaners | Dayner's | Hackett Coal Co. | Kroger Grocery and Baking Co. | Maxwell, Bessie | R-C Hose Shop | Theatre Shoe Shine | Woodward-Willetts Service Station |
| Bell Bros. | Dickinson's | Hawthorne Electric | LaBelle's Book Store | Maxwell Farms | R-C Service Station | Truax Hardware Co. | Woolworth, F. W., Co. |
| Bell, Howard (Florist) | Dixie Diner | Healy, D. J. Shops | Lawson & Son | Meraw Texaco Service | Ridley Cleaners | Twin Hose Shop | Young's Shoe Store |
| Birmingham Eccentric | East Maple Gas Station | Hick's Hat Shop | Leon Parisian Hairdresser | Mich. Bell Telephone Co. | Ritter's Beer Store | Van's Pharmacy | |
| Birmingham Fruit & Grocery Co. | Erby's Shoe Store | Housman's Pharmacy | Leonard Electrical Co. | Milks Theatre Service Station | Scherler Drug Co. | Virginia Meat Market | |
| Birmingham National Bank | Erwin & Smith | Hudson Cleaners | Levinson's Dept. Store | Mouthrup Lumber Co. | Scribb's Candy | Wabek Corporation | |
| Blake's Saddlery | Everett's Restaurant | Huston Hardware Co. | McBride Hatwe. Co. | Mulholland, F. J., Co. | Sells Electric | Ward's Grocery | |
| Briggs Comm. & Development Co. | Frank Street Grocery | Karmelcorn Shop | McBride's Tea Room | Oliver Motor Sales | Sire Bros. | Ward & Pierce | |
| Brown Street Market | | Kelly, James J. Agency | McCallum Dairy | Olsen's Market | Shain's Drugs | Williams Boot Shop | |
| | | Keller Hat Shop | McKee Service Stations | Osborne, E. W., Co. | Snell Service Station | Wilson Drug Co. | |

**Due to the Petroleum Code, Goodwill Coupons can not be used on Gasoline.*

RETAIL MERCHANTS ASS'N