

# The Brightest Spot In Town!

**CONGRATULATIONS**  
to HOWARD-HOLAH  
Your always-inviting  
**BIRMINGHAM THEATRE**  
is now with your new decorations and un-  
usual lighting, coupled with your quality  
entertainment and lower costs, irresistible.

## DAVIDSON'S

### James J. Kelly

Dependable Insurance

THEATER BLDG. PHONE 2112



AGENT  
Allied Van Lines

### POTTER

MOVING AND STORAGE CO.  
EVERY LOAD INSURED

Crating — Packing — Storage  
Theater Bldg. Phone 2112

SHOE SHINE SHOE REPAIR  
HAT CLEANING

KEYS MADE — OF ALL KINDS  
"Quality Work and Quality Materials"

### Queen Shoe Repair Shop

Theater Bldg.

Just Across From The Theater

### The Dixie Diner

Good Food — At All Hours

Try our After-the-show lunches

ON THE GAY, BRIGHT WAY—

### AXLER'S

Hand Laundry and Dry Cleaners

Knitted Suits and Dresses  
Expertly Blocked

THEATER BLDG. PHONE 1505

THIS, TOO, IS A BRIGHT SPOT

and  
OUR POLICY IS  
Quality Merchandise at Lowest Prices

## Gunningham's

ECONOMICAL DRUG STORE  
Brigg's Bldg. — Woodward at Maple

Congratulations — Mr. Holah

### The Birmingham Recreation

We extend a hearty welcome to our Monday  
House League — Edison League — Thursday  
Night Merchants League — and all our  
bowlers.

RUSSELL CHAPMAN, Prop.

**South Woodward Merchants**  
Join in Celebrating the  
**Brightest Event**  
of the Year!

The merchants of the South Woodward Avenue District wish to congratulate the management of the Birmingham Theater on the dazzling effect which has been created in our midst. We also wish to welcome the people of this community to visit our places of business so that we may serve you, and prove to you that this really is "THE BRIGHTEST SPOT IN BIRMINGHAM."

## BEGINNING NEXT SUN. SEPT. 23

# THE BIRMINGHAM THEATRE

"The Brightest Spot in Birmingham"

Offers The Greatest Entertainment Bargain  
In Oakland County

# 2 Mammoth Feature Productions on Every 2 Program

NEW SHOW EVERY SUNDAY AND THURSDAY

Starting Sunday — 4 Days

Shirley Temple  
Gary Cooper - Carole Lombard

"Now and Forever"  
PLUS  
Ginger Rogers  
Warren William

"UPPER WORLD"

ADMISSION

# 25c

AT ALL TIMES

Children under  
12 yrs. — 10c

Starting Thursday — 3 Days

Wallace Beery  
Jackie Cooper

in Robert Louis Stevenson's  
"Treasure Island"  
PLUS  
Buck Jones — in  
"THE MAN TRAILER"

A BRIGHT SPOT FOR  
BIRMINGHAM SHOPPERS

## WOOLWORTH'S

Briggs Bldg. S. Woodward Ave.

## KARMELKORN SHOP

151 S. WOODWARD

The only Karmelkorn Shop in Birmingham.  
Often imitated . . . But never equalled.

TRY OUR PURE BUTTERED POPCORN . . .  
WE ALSO SPECIALIZE IN NUTS AND CANDY.

### Fuels That Satisfy

Semet-Solvay Coke  
Greenbrier Pocahontas  
Cedar Grove Coal  
Belmont Soft Coal

HACKETT COAL & COKE CO.  
217 S. WOODWARD

Phone 2788 Birmingham

### Special

Noon Day Luncheon 25c

Full Course Evening Dinner,  
35c to 60c

### Everett's Restaurant

160 S. Woodward

### In the Limelight

WITH THE FINEST HOME-MADE

## CANDY

Take Home a Pound After the Show

## SCRIB'S

Theater Bldg.

### SPECIAL

SPIRAL and CROQUIGNOLE  
COMBINATION WAVE

## \$5.00

\*Visit the Economy Beauty Department

### ESTHER'S BEAUTY SALON

Theater Bldg. Phone 1419

## FOR RENT

CHOICE OFFICE AND STORE SPACE

in  
BRIGGS BUILDING and THEATER BUILDING

## BRIGGS

COMMERCIAL AND DEVELOPMENT CO.

BIRMINGHAM DETROIT  
209 THEATER BLDG. 2000 BUHL BLDG.

While Attending the Theater  
Leave Your Car With Us

### Shell Lubrication

WITH A CERTIFIED GUARANTEE

Small Cars — 75c Large Cars — \$1.00

### THEATER SERVICE

BOB MILKS—Prop.  
ACROSS FROM THE THEATER

### LIGHT IS YOUR BEST SALESMAN!

Congratulations to the Birmingham Theater—

"The Brightest Spot in Birmingham"

TO THE merchant who wishes to get his share of business, the magnetic appeal of good lighting is more necessary under today's competitive merchandising than ever before. No matter what you have to sell, lighting will help you sell it: (1) An electric sign serves as your business card—burning the name of your store into the public mind. (2) Brightly lighted windows attract those who pass by—make them look at your displays. Light increases the sales value of your window space many times over, for it eliminates day-time reflections and makes merchandise and the entire store appear more attractive and inviting. (3) A well lighted interior helps customers to see the merchandise without effort, and makes shopping a pleasure. Plenty of light inside your store improves the appearance of your merchandise, lends a distinctively modern air, and inspires confidence. Our lighting engineers are at your service to help you. They will gladly measure your lighting, inspect your equipment and make suitable recommendations, without charge or obligation.

### THE DETROIT EDISON COMPANY