

Every day presents its problems—just as every day brings us new hunger that have to be satisfied with food. If the average family spent as much time trying to adjust the relations of its members as the housewife uses to prepare meals for their bodies, there wouldn't be so much "social indignation" in the world.

# The Birmingham Eccentric

PART THREE

FIFTY-NINTH YEAR—NO. 3

BIRMINGHAM, OAKLAND COUNTY, MICHIGAN, WEDNESDAY, APRIL 22, 1936

\$2.00 PER YEAR—SINGLE COPIES 5c

## A Worthy Money-Saving Family Event

# BIRMINGHAM'S BARGAIN FESTIVAL

THURSDAY • FRIDAY • SATURDAY

### A CITY-WIDE SALES EVENT

Again the Birmingham Retail Merchants Association is sponsoring a city-wide bargain festival in which the stores and service organizations of Birmingham are offering outstanding bargains. Preparations have been going on for weeks to make this the biggest and best shopping event ever to be held in this community. New stocks—just received—have been marked down. Money saving specials are being offered on spring and summer merchandise. Out-of-town competition is openly challenged. You can buy here . . . in Birmingham and know that you will be saving time and money . . . on quality merchandise and service which will be exactly as represented. Buy for the present—and the future.

### A \$100,000 STOCK AT BARGAIN PRICES

# \$25.00 REWARD

Throughout the advertisements appearing in this week's Bargain Festival Edition, a number of words have been miss-pelled. To the 10 persons finding the greatest number of these mis-spelled words, the following rewards will be made:

#### RULES

Everyone who receives this edition is eligible to enter this contest (Except Judges and Members of Eccentric Advertising staff) Each word misspelled (including trade-names) will be listed and the judges will base their decisions upon this listing. The preferred spelling as given by Webster will be used in judging.

- 1ST PRIZE . . . . . \$10.00
- 2ND PRIZE . . . . . \$ 5.00
- 3RD PRIZE . . . . . \$ 3.00
- 7 PRIZES OF \$1.00 EACH . . . . . \$ 7.00

THE DECISION OF THE JUDGES WILL BE FINAL

#### RULES

All contestants must submit their list of names in neatly written, legible form to the Bargain Festival Contest Editor, Birmingham Eccentric, not later than Monday, April 27th, at 5 P. M. All entries mailed in must be post marked before Noon of same date. In case of tie, the time of filing will be considered in awarding prize.

- A. & P. Stores
- Aldrich Service Station  
175 Southfield
- Allen's Service Station  
1712 W. Maple
- Arnold Studio  
211 Theatre Bldg.
- Babcock & Salisbury Inc.  
S. Woodward
- Beck Cleaners & Dyers Inc.  
328 N. Woodward
- Bell Bros. Garage  
314 E. Maple
- Howard Bell Florist  
928 S. Woodward
- H. Kenneth Bingham  
135 N. Woodward
- Birmingham Eccentric  
220 N. Woodward
- Birmingham Fruit Co.  
124 N. Woodward
- Birmingham Hardware  
152 N. Woodward
- Birmingham Ice & Coal Co.  
912 E. Maple
- Birmingham Motor Sales Inc.  
912 S. Woodward
- Birmingham National Bank  
Woodward Ave. & Hamilton
- Birmingham Oil & Gas Co. Inc.  
992 E. Maple
- Brown Street Market  
411 Brown
- Charlotte Shop  
N. Woodward
- Consumers Power Co.  
384 E. Maple
- Cunningham Drug Store  
Woodward & Maple
- Davidson's  
139 S. Woodward
- Dayner Market  
1844 S. Woodward
- Detroit Edison Co.  
220 Merrill
- Dickinson's Men's Shop  
272 W. Maple
- Dixie Dining Car  
S. Woodward
- Economy Market  
303-311 E. Maple
- Erwin & Smith  
138 W. Maple
- Freeman Beauty Shoppe  
8 Levenson Bldg.
- Fuel Oil Corp.  
Woodward & G. T. R. R.
- Green's  
178 W. Maple
- Hackett Coal & Coke Co.  
217 S. Woodward
- Walter L. Hall  
1316 S. Woodward
- Harper Method Shop  
144 W. Maple
- Hawthorne Electric Shop  
142 W. Maple
- D. J. Healy Shop  
256 W. Maple
- Hicks Hat Shop  
69 W. Maple
- Hudson Cleaners & Dyers  
100 N. Woodward
- Huston Hardware Co.  
205 N. Woodward
- Keller Hat Shop  
135 E. Maple
- Kennedy Dairy Co.  
Phone 11035
- S. S. Kresge Co.  
188 N. Woodward
- Kroger Stores

- LaBelle's Books & Gifts  
137 W. Maple
- Lawson & Son  
624 Forest
- Leonard Electrical Co.  
162 W. Maple
- Leon's Parisian Hair Dresser  
55 W. Maple
- Levinson's Dept. Store  
132 S. Woodward
- Machus Pastry & Bakery Shop  
150 W. Maple
- Matthews' Tailor Shop  
206 Briggs Bldg.

- Bessie Maxwell  
69 W. Maple
- Maxwell Farms  
251 Pierce
- Maybelle Beauty Shop  
237 N. Woodward
- McBride Hardware Co.  
116 S. Woodward
- McBride's Tea Room  
121 W. Maple
- McCallum Dairy Co.  
347 S. Woodward

- McClellan Feed & Salt Co.  
274 High
- McKee Service Stations  
Woodward Ave.
- McNellis Jewelry  
W. Maple
- Michigan Bell Telephone Co.  
501 E. Map
- Milks Service Stations  
Woodward Ave.
- Moulthrop Supply Co.  
E. Maple

- F. J. Mulholland Co.  
232 N. Woodward
- Oldershaw Motor Sales  
132 S. Woodward
- Oliver Motor Sales  
247 N. Woodward
- Olmsted & Wood  
241 N. Woodward
- Olsen's Market  
129 S. Woodward
- E. W. Osborne  
898 S. Woodward

- Park's Coal Co.  
Forest & Brownell
- The Chas. R. Peck Sons  
105 S. Woodward
- Pomeroy & Lynch  
407 S. Woodward
- Pontiac Dairy Co.  
Phone 1100
- Queen Key Shop  
223 S. Woodward
- R. B. Hose Shop  
143 N. Woodward
- R. C. Service Station  
122 S. Woodward
- Ridley Cleaners Inc.  
Field Bldg.
- Ritter's Beer Store  
297 E. Maple
- Sanders Tri-Cleaning Co.  
29 W. Maple
- Sara's Beauty Salon  
271 W. Maple
- Schettler Drug Co.  
109 S. Woodward
- Scrib's Candies  
907 S. Woodward
- Sells Electric Co.  
288 W. Maple
- Shire Bros.  
180 W. Maple
- Shain's Drugs  
105 W. Maple
- Silex's Restaurant  
S. Woodward
- Snell Service Station  
24 W. Maple
- Standard Oil Co. Station  
702 Bowers
- F. E. Sternal  
208 S. Woodward
- Stroup's Market  
Waters Bldg.
- Summer Motor Sales  
404 S. Woodward
- Texaco Certified Service  
996 E. Maple
- Texaco Super Service  
710 S. Woodward
- Torrence Oil Co.  
Haynes & Woodward
- Truax Hardware  
352 E. Maple
- Twin Hosiery  
W. Maple
- Van's Pharmacy  
141 E. Maple
- Virginia Meat Market  
202 S. Woodward
- Vogue Beauty Salon  
204 Wabek Bldg.
- Wabek Corp.  
Wabek Bldg.
- Wabek Pharmacy  
Wabek Bldg.
- Wabek State Bank  
Wabek Bldg.
- Ward's Grocery  
208 S. Woodward
- White's Inc.  
W. Maple
- Williams Boot Shop  
143 W. Maple
- Wilson Drug Co.  
101 N. Woodward
- Winningham Chevrolet Co.  
269 S. Woodward
- Women's Exchange  
112 S. Woodward
- F. W. Woolworth Co.  
S. Woodward
- F. L. Young  
167 N. Woodward

# BUY IN BIRMINGHAM!