

The other day I talked with a former very wealthy man who lost all his money in the depression; but he says that now he is happier than ever before in spirit.



Santa Claus Says— “HI-HO SHOPPERS . . .

Your Good Will Merchants Are Ready For Your Christmas Shopping. Gift Merchandise is Here in Abundance”

Here, in Birmingham, you'll find shelves and cases filled with pretty things . . . practical things . . . gifts which will reflect the thoughtfulness and good judgment of the giver. Shop your Good Will Merchants first — and you'll soon realize that the completeness of your local shopping facilities make it unnecessary to go elsewhere.

Get Your Good Will Coupons

\$ 650⁰⁰

In Cash and Gift Certificates
**WILL BE GIVEN AWAY
ON CHRISTMAS EVE!**

Gift Awards Will Be Made As Follows:

- 1st AWARD — \$250 IN CASH
- 1 Award Of \$50 In Trade Certificates
- 6 Awards Of \$25 Each In Trade Certificates
- 10 Awards Of \$10 Each In Trade Certificates
- 20 Awards Of \$ 5 Each In Trade Certificates

TRADE CERTIFICATES WILL BE IN ONE DOLLAR DENOMINATIONS AND MAY BE USED AS CASH AT ALL GOOD WILL SHOPS

**A GOOD WILL COUPON WITH
EVERY 50c PURCHASE**



Your Good Will Merchants

Aldrich Service Station
Allen's Service Station
Annaliese Beauty Salon
Arnold Photographic Studios
Atlantic and Pacific Tea Co.
Babcock and Salisbury
Beck Cleaners and Dyers, Inc.
Bell Brothers, Service Station
Consumers Power Co.
Howard Bell, Florist
Birmingham Drug
Birmingham Economy Market
Birmingham Fruit & Grocery Co.
Birmingham Hardware
Birmingham Oil and Gas Co., Inc.
Birmingham Plating and Bicycle Shop
Birmingham Secretarial Service
Birmingham Upholstering
Blasdell Service Station
Bodine's News Stand
Charlotte Shop
Cunningham Drug Store
Paul De Voll, Chrysler-Plymouth
Detroit Edison Co.
Dickinson's Men's Shop
Enner's Bakery
Erwin and Smith
Fisher's Market
Freeman Beauty Shoppe
General Auto Service
Goodyear Service
Greens Wall Paper
Harper Method Shop
Hawkins Standard Service Station
Hawthorne Electric Co.
D. J. Healy Shop
The Hicks Hat Shop



Your Good Will Merchants

Harry Hill, Shoe Rebuilding
Hudson Cleaners
Huston Hardware
Nelson Jones, Grocer
Keller Hat Shop
Kennedy, W. J. Dairy Co.
S. S. Kresge Co.
Kroger Grocery & Baking Co.
LaBelle's
Lawson and Son
Leonard Electrical Co.
Leon-Parisian Hair Dresser
Lexinson's Department Store
Machus Pastry and Bakery Shop
Matthews' Tailor Shop
Majestic Hat Shop
Bessie Maxwell Shop
Maxwell Farms
Mayhew Beauty Shop
McBride Hardware Co.
McBride Tea Room
McClellan Feed and Salt Co.
McKee Service
McNellis Jewelry
Milk Super Service
Moulthrop Supply Co.
F. J. Mullinolland Co.
Oldershaw Motor Sales
Olmsted & Wood, LaSalle and Pontiac
Olsen's Market
E. W. Osborne, Ford Sales
Parisian Shoe Repair
Parks Coal Co.
Parmenter Floral Shop
The Charles R. Peck Sons
Queen Key Shop
R. B. Hosiery



Your Good Will Merchants

Ridley Cleaners, Inc.
Sanders Tri-Cleaning Co.
Sara's Beauty Salon
Schettler Drug Co.
Serbis Candies
Sells Electric Co.
Sire Brothers
Shain's Drugs
Shattuck's Paint Store
Snell Service Station
F. E. Sternal
Stroup's Market
Summer Motor Sales and Service, Inc.
Ted's Secret Service
Texaco Certified Service
Thurber's Service Station
Truax Hardware
The Twin Shop
Van's Pharmacy
Vaughan Hat Shop
Virginia Meat Market
Walton's Jewelry & Barber Shop
Ward's Grocery
Watson Auto Body
Weaver's Market
West Maple Barber Shop
White's Cafe
Wm. Wieland Furniture Repair
Williams Boot Shop
Willis Printing
Wilson Drug Co.
Grace Wilson's Knitting Shop
H. E. Wolfe, Packard Sales and Service
E. W. Woodworth Co.
E. L. Young

The following firms have co-operated and contributed to the Good Will Campaign, but are not participating in the distribution of Good Will Coupons

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|--------------------------|------------------------------------|--------------------------|-------------------|
| Birmingham Insurance | Harry Bissett | Detroit Creamery | Torrance Oil Co. |
| Birmingham Eccentric | Briggs Comm'l and Dev. Co. | Ford-Aire, Inc. | Wabek Corporation |
| Birmingham National Bank | J. T. Clark, Standard Oil Products | Fuel Oil Corporation | Wabek Bank |
| Eastern Mich. Motorbuses | | Mich. Bell Telephone Co. | Watson Auto Body |

It's Christmas Shopping Time In Birmingham