Kiddies Hope Santa Claus Doesn't Overlook These Letters

St. James Episcopal Church

Christmas

Christmas Eve 11:00 Carols Choir under the direction of Mr. Waldo Fellows

Midnight Service 11:30 o'Clock Christmas Day 11:00 o'Clock

Leave the world-Leave cares-Come and adore Him

A Blessed and Happy Christmas to everyone

1444444



FUR RENEWING

Here the cleaning, re-pairing or remodeling of your furs is done by "furriers," craftsmen who "know how."

CLEANING &
PRESSING





put dollars in the cash register!

It is a startling fact that 87% of our in is a starting fact that of 8 of our impressions are received through our eyes. That is why it is so important to PUT LIGHT ON YOUR MERCHANDISE, and why a store must use good lighting effectively inside and out. A recent test made in a men's furnishing store proves this. The merchant stated that he had not sold a \$1.50 necktic for the past three months. A sample spotlight installed in the store and directed on the \$1.50 tie rack sold 46 neckties in the next 18 days . an increase in sales from nothing in three months to \$69 in three weeks. * * *
Detroit Edison engineers will gladly
check your store lighting and give you their recommendations without charge. This is part of your service, Call you Detroit Edison office. The Detroit Edi



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