Beverly Hills Will Protect Its Values

Formation of the Deverty Hills

f, the 40 families living in an
rea bounded on the weet by Everreen road, east by Southfield

out, south by 135 mile road,

ounced this week by Ralph Cuningham, of Riverside Drive, newelected preadont. The object

the organization is to maintain

or other benefit to be derived

or other benefit to be derived

or occupantial to be derived

occupantial to

om collective cooperation of its deleta. Sect to work closely we ware of vacant property over five the property over district, thus protect, thus protect, thus protect, thus protect, the protect property values, said committees to handle school tters, public utilities, fire and time protection, too. Beverly the property values, fire and time protection, too. Beverly the public will be protected, the public will be protected, the public will be provided by the public will be public will be provided by the public will be publi

LINOLEUM COUNTER TOPS ARE A SPECIALTY WITH US



CHARLES B.

ROTH

WHY IS ADVERTISING?

IN THESE COLUMNS

Explains.



Large Crowd Expected To Attend Bridge And Buffet Luncheon At Pine Lake Club In California

Local Woman

About 150 are expected to attend the bridge party and buffet uncheon which will be one of the lake Country Club. The affair screen in Briningham and Biometers of the Jack Country Club. The affair screen in Briningham and Biometers of the Jack Country Club. The affair screen in Briningham and Biometers of the Jack Country Club. The affair steel with the Jack Country Club. The affair steel will be held wednesday noon at the club. Mrs. Stuart Whitfield and Mrs. Lester Brown, both of Pontia, are serving on the committee which are serving on the committee which will be held to the serving on the committee which are serving on the serving on the serving of the world who attended the sound of the world who at

Random Remarks

POSTMEN

(Continued from Page 1, Part 1)
man's existance croeps in upon
mall. Each mail man has 15 to
forwarding addresses and be fore
he leaves for his route each morrh
and and pith he must take care
of this task.—And it is a stake
core of this task.—And it is a stake
of the will tell you that forwarding
man is the toughest part of his
fact, ask your fetter carrier and
he will tell you that forwarding
man is the toughest part of his
of an existence of the
swert That is an easy one. Christ.

max. But three are other busy
times, particularly the first of
each month and the beginning of
the seasons, spring and fall. Then
it is that advertizers get busy and
he care rowded to capacity.

Which part of Birmingham gets
the heaviest mail? The west side.

Nation of the record of the swert of the
swert of the record of the swert of the
swert of the swert of Birmingham are
for a mail man! Briefly there are
to sin winter, rusty mallboxes, and
stubborn dogs that refuse to be
friends. It is commendable on
somebody's part that the people
of Birmingham are held in high
carrier takes pride in his work
and tries to do a good job, Many
who serve the public will speak
of the record concerning wond
so being hard to please, but not
the does have trouble in this respect he keeps it to
himself.

Well are repeated to a new
her does have trouble in this respect he keeps it to
himself.

Band Concert

Here August 1

Birmingham's first free band
concert of 60 pieces, consisting of
the school plaza an
er strey pacement.

The seak will be
the reporting the swert of the
postunal he must be brought
to he home as a puppy and raised
there. Th

MOUNTAIN VISTA

By CHARLES B. ROTH

results of these high-sensates are the tiding men.

All be did was to know the desires of his customers, and sit down and tell them what he had in a simple, an understandable, a conversational way. Here is his catal diplomacy."

Try an Eccentric SATURDAY SPECIAL

advertisement:
SATURDAY SPECIAL
this coupen and 5 cents
Will buy a Bigger and Better
"Double Dig"
ICE CREAM SODA
Clip this Coupen and bring it with
fire cents to the
PARK VIEW DRUG STORE

PARK VIEW DRUG STORE. It offers a wanted service. It offers a vanted service. It offers a value. In spires confidence. It is offers a wanted service. It offers a value. In spires we see that he ighborhood wanted to read. It didn't take a genius to write it, but the whole genius of advertising is behind it. Every day advertisers are publishing similar announcements in the newspapers. These announcements are at much in what is called the public interest as the results of scientific research or study—because they bring the public something it wants to make like better or more interesting a little more enjoyable.

PLAIN DRESSES

3 PIECE SUITS

89c

Matthews

FORGERY CHARGE

Why Wait?

Let Us Do You Housecleaning

Phone 1162 A C M E Window Cleaning Co. Oakland County's Oldest Window Cleaning Service

LOW SUMMER **PRICES** NOW IN EFFECT

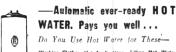
> LET US FILL YOUR COAL BIN NOW!

> **PARKS** COAL CO.

Phone 2020 Brownell at Forest

DOWN

For YOURSELF . . . for the HOME



Washing Clothes Hot Applications Silling Hot Water
Washine Dishes Making Too or Bottler
Shampooing Coffee
Bathing Shoping Washine Hands
Bathing Shoping Washine Hands
Washing Woods
work and Walls

Then You Will Profit From Our

Automatic WATER HEATER

CONVERT YOUR TANK into an automatic heater with the sensational MIRRO SHELL—installed in a jiffy. Like in factory job. As low as \$38.00. Trade-in cuts this price even lower.

Liberal Allowance On Your Old Heater and Furnace Coil

Consumers Power Co.

Phone 1174

TERMS-

18 MONTHS

to 2 YEARS

FAMILY HAPPY BUDGET

YOU CAN KEEP YOUR

... are found in our new series,
"Truth About Advertising."
Charles B. Roth, the author, is a
mationally famous advertising
executive whose close study of
a fascinating field makes this
the most worthwhile feature we've
ever offered our readers! Look
for "Truth About Advertising."

SHOP for savings through the advertising in this newspaper! You'll find the newest things in the stores: and you'll find more opportunities in the For Sale columns of our Classified Pages both from retail dealers and private folks who have things to dispose of which you may have good use for. Get the Classified Habit-it pays more ways

The Birmingham Ercentric

Phones 11 - 12 - 13