

Gift Suggestions

He's a real friend to you—and never fails to put your interests first. How many years has Father thought of ways to please you, ways to make your life happier? Here's one day that gives you a chance to say "I appreciate you Dad, so here's a little something I thought would make you happy." The stores in town, whose ads appear on this page offer you their suggestions for ways to thrill Dad on Father's Day.

FATHER'S DAY

June 18



SPORTING GOODS

for Father's Day Gifts!

South Bend

● FISHING SUPPLIES

Rods, reels, lines, baits, etc.

Winchester

● RIFLES and SHOT GUNS

Goldsmith

● GOLF and TENNIS GOODS

BIRMINGHAM HARDWARE

LESTER SLUSSER

152 N. Woodward

Phone 200

For Father

My father used to smoke a pipe. An old brown pipe of clay. Outside the kitchen door He'd sit in tilted chair And puff and puff away. His lovely curly hair, The deep blue of his eyes, The words so kind and aptly wise I used to hear him say— His shadow on the white pine floor I treasure evermore.

He could not linger here. Long since he crossed the Sea Into eternity, Father, beloved and dead.

—By Beatrice McDonald.

If Your Heart Belongs to Daddy, Prove It with Your Father's Day Gift

If your heart belongs to Daddy (and how could it be otherwise with Father's Day on Sunday, June 18?), you will rejoice in the foresight of Birmingham merchants, whose shelves are piled high with appropriate gifts for the holiday. All kinds of Daddies, with all kinds of tastes, will be happy indeed to receive some of these tributes, which prove that your heart is in your present-giving even though you do not wear it on your sleeve.

Bringing up Father will be a pleasure, if he can look the part. And, if his family is going to tell him how to dress, it is fortunate that present-day manufacturers have built their collections on clothes which rate sky-high with men. For instance, think how nice he would look in a custom-tailored Palm Beach suit! For festive summer occasions, and for all-around comfort and appearance, men swear by Palm Beach cloth.

And if Father's ideas of summer attire refuse to budge beyond comfortable working clothes, the new slacks and shirt suits will make a dandy of him in spite of himself. Besides their very moderate price, these cool slacks, gabardine or duck outfits are the last word in style. The shirts may be worn in or out, and come with long or short sleeves, and the slacks are well-tailored. Most styles can be purchased in a variety of colors.

Ties, Shirts, Socks The usual ties, shirts, socks and belts have been made almost fool proof, so Father need have no qualms over showing his gifts to the boys. In fact, he is likely to guard his treasures so jealously that big brother will have to find someone else from whom to borrow.

According to one of the famous roadside signs, "No lady likes to dance or dine, escorted by a porcupine." Father's Day, therefore, seems an especially good time to remember that the poor porcupine isn't overly fond of his bristles either, and that Dad might be longing for his own electric razor, to keep him well groomed in summer and for the rest of the year.

(You'd be surprised, how modern some of these fathers can be!) On the other hand, if he refuses to consider such an innovation, he can still be pleased with all kinds of shaving and toilet articles in his favorite brand.

Perhaps your favorite father would rate with his family no matter how he looked, and gift-giving can include items for pure pleasure. In Birmingham, there are countless gifts to be treasured by Father, whether he is a sportsman, a hobbyist, an intellectual or just the typical tired business man.

Just a 'Kid with New Toy His pleasure in a fine piece of sporting equipment will rival Junior's joy over that first electric train, if you follow the advice of your local merchants.

That famous big one can never get away, if Dad's fishing equipment is brought up to date by Sunday's donations. Rods, reels and lines, special flies and baits, accessories to make him a true Loak Walton, are awaiting your selection. Here, and for use during the hunting season, you will find rifles and shot guns to make him dizzy with delight.

Perhaps he yearns for a hole in one, or thrills to a fast game of tennis. And to any kind of a sportsman, perfect equipment can only make the sport more perfect. The golf and tennis goods in Birmingham are especially good at this time.

Experts on the care and feeding of fathers maintain that men are as likely to want nice things around them as women. A treasure indeed would be a true man's ash tray—big, easily cleaned and of the type that won't drop his cigarette on the floor or allow it to slip down among the ashes. Fine leather is always acceptable to the fastidious man, and in Birmingham, you will find all kinds of

leather articles; there are kits for his shaving articles, bill folds, pouches for his treasured pipes, picture frames and desk accessories, to name a few.

Pens with More Ink Even the biggest business men have been known to hit the ceiling over a scratchy old fountain pen which rebelled at the wrong moment. Perhaps the most tactful contribution to his happiness would be one of the new fountain pens, big enough to hold more ink, and sturdy enough to stand up while Father signs the checks—as usual. There are repeating pens, too, of a sort which need not be torn to pieces when a new lead is needed.

Pipe smoking (or so it seems to the uninitiated) is a ceremony which must be treated with respect and reverence at all times. So what better offering to lay on the shrine than a supply of tobacco (providing you make sure it's his favorite brand?) For those "in the know," there are excellent pipes on sale in Birmingham, also. Once you have him all calmed down with some new accessories, Father is likely to be in the mood for a good book. Adventure and mystery, the perennial masculine favorites, abound in Birmingham this week. Almost every one would be a safe bet, in case selection worries you.

Men who like photography are really a joy to puzzle gift-givers, because there are so many outstanding presents connected with the hobby. First of all, there are cameras; elaborate numbers, including movie cameras for experts, an ample ones of the box type in case Dad is just beginning. The thousand and one gadgets which enable him to get just the right shadows or lights or whatever his heart desires may also be had. And in addition, for men who like to do their own developing and printing, there are supplies which will doubtless improve the quality of his work. Families need not be discouraged.

aged by the wide variety of gifts to be had. Birmingham merchants, in presenting their collections, have been careful to keep Father's wishes uppermost in their minds. Merchandise comes in recognized brands, acclaimed by men throughout the country. Even the vaguest giver can stick to the right labels, and be assured that his or her tribute won't be embarrassing or useless.

On Sunday, Father will be king for a day. And those who shop for him in Birmingham may be sure that their presents are to the King's taste.

HI DAD!

Will you ever be surprised on Sunday? No fooling. I know that you know that Sunday has been set aside as your special day, and I have been cruising around trying to find something different, that would fit my pocketbook and that allowance . . . and I have found just the thing for you—and I hope you like it—

AT

La Belles

Birmingham's Shop of Gifts and Books

137 W. Maple

Phone 1225

GIFTS FOR Father's Day

Sunday - June 18th

Remember "HIM" next Sunday with a worth-while gift which he'll enjoy wearing. Gadgets are all right . . . but ask HIM and most every Dad will say, "Oh, just get me something nice to wear." Buy HIM something better than he would buy for himself . . .

Give Him a

SLACK

AND

SHIRT SET

\$3.50 to \$5.95

These Slacks and "In or Out" Shirts are THE THING for summer smartness and comfort. See our selection in Duck, Gabardine and Hopsacking.



Ritz Dress Shirts

An extra fine white shirt will be O. K. with Dad, especially if it's a Ritz shirt. Pre-shrunk . . . Well tailored . . . Color smartness . . . and lasting good looks—that's a Ritz Shirt for HIM.

\$1.65 and \$1.95

TROPICAL WORSTED

Dress Slacks \$5.50

Of fine quality Tropical Worsted which will hold their shape and stand the heat of summer. Four popular shades . . . they'll go well with patterned tropicals and add variety.

Also WASH SLACKS—from \$2.00 to \$2.95

SILK AND LISLE

Hosiery 35c and 50c

BELTS, 50c and \$1.00 . . . SUSPENDERS, 50c and \$1.00 . . . BUXSTON BILL FOLDS and KEYTAINERS 50c to \$1.00. (See the newest 3-way Bill Folds—\$3.50 to \$10.) . . . DRESS ACCESSORIES . . . SPORTS WEAR . . . HATS . . . TIES . . . PAJAMAS . . . AND UNDERWEAR.

CUSTOM TAILORED

Palm Beach Suits

Made to Your Measure **\$20** Your Choice of Fabric and Style

ORDER NOW . . . BE READY FOR THE 4TH

PECK'S

MEN'S WEAR
TAILORING
CLEANING

WOODWARD at MAPLE

PHONE 230

The Gift For Father

\$12.50
A.C.D.C.

Can shaving be a pleasure?

As surely as coffee tastes good for breakfast, shaving can be a joy. A Schick Shaver gives you quick, close shaves with no more semblance of pain than rubbing your cheeks with your finger tips.

SCHICK SHAVES

NO BLADES • NO LATHER

STERNAL'S

Woodward at Daines
Open Evenings

GIVE FATHER-- A Camera or Photo Supplies

MOVIE CAMERAS FOR ACTION PICTURES

Nothing could be finer for the Dad who likes to take pictures. We carry in the famous Bell & Howell and Eastman lines.

\$27.00 to \$150.00



CAMERAS . . . for still life pictures.

Eastman, Agfa and most of the popular German makes are included in our stock. He'll get a thrill out of the snaps he takes now—for years to come.

\$9.00 to \$35.00

BOX CAMERAS \$1.00 to \$5.00

SEE THE POPULAR ARGUS CAMERAS

The leading candid camera of the year. All models carried in stock.

\$12.50 - \$15 - \$25

PHOTOGRAPHIC SHOP OF BIRMINGHAM

Home Portraits
S. Woodward Ave. — Opp. Davidson's

Photo Supplies . . . Developing . . . Printing

FATHER'S DAY

IS NEXT SUNDAY!

Let Us Make a Few Suggestions

- He might like to go modern and use an Electric Shaver. If so, give him the best—

THE SHAVE MASTER

Costs no more than ordinary ones.

- Then there is the Parker Vacumatic Fountain Pen

With 102% more ink capacity than old type pens.

\$5.00 - \$7.50 - \$8.25 - \$10.00

Pencils to match.

- If he smokes a pipe—A new pipe and his favorite tobacco will please him. If he likes a change in tobaccos, get him a

Middleton Variety Kit at \$1.00
a choice blend of tobacco.

- And—Eversharp Presents—A New Repeating Pencil at \$1.00

in 3 colors . . . Mechanically perfect . . . No taking apart to fill . . . Feeds the leads continuously—Just press the top.

THE DAYLIGHT STORE

CHAINS SDRUGS

"Air Cooled For Your Comfort"

PHONE 61

WE DELIVER

FATHER'S DAY

June 18th

DICKINSON'S

Will Be Headquarters For Quality Gifts

When choosing your Father's Day Gift be sure to get it with a label he will be proud to own. If it has a Dickinson label it stands for quality always. Our gifts are all beautifully boxed and we will gladly mail any item you choose. Our store will be headquarters for gifts for Dad—We will be glad to help you with your selection.

Manhattan Shirts

Colored and white—all style colors . . . \$2.00 and up

Palm Beach Neckwear

Beautiful range of colorful summer ties . . . \$1.00

Hickok Sport Belts

All styles and color combinations . . . \$1.00 and up

Interwoven Hose

A large selection in light and dark colors . . . 55c and up

Cheney Neckwear

He will appreciate it if it has a Cheney Label . . . \$1.00 and up

Men's Sports Wear

Slack Sets . . . Polo Shirts . . . Slacks—in matching and contrasting colors. Hopsacking, Gabardine and fine cottons.

See Our Windows for Gift Suggestions

DICKINSON'S

W A B E E K B U I L D I N G