

Children, if normal, love their parents, yet so often treat them with less consideration than they do strangers. But this is only surface feeling, after all.



## YOUR BIRMINGHAM MERCHANTS' 1939 GOOD WILL CAMPAIGN

### Announce 1st Week's Winners & Enters 2nd Week of Program

#### \$200 In Trade Certificates In Weekly Prizes!

THESE TRADE CERTIFICATE AWARDS WILL BE MADE EACH WEEK FOR 5 WEEKS OF THE CAMPAIGN AS FOLLOWS:

1st PRIZE \$25.00  
2nd PRIZE \$10.00 3rd Prize \$5.00

CERTIFICATES WILL BE MAILED TO WINNERS ON MONDAY OF EACH WEEK

#### THIS WEEK'S PRIZE WINNERS

**First Prize**  
Mr. and Mrs. Hobart McMahon  
1275 Humphrey St., Birmingham \$25.00

**Second Prize**  
Mrs. Elaine Meeker  
871 Chapin St., Birmingham \$10.00

**Third Prize**  
Mrs. Eleanor Judge  
3280 Bloomcrest Dr., Birmingham \$ 5.00

#### \$500 In Trade Certificates In Final Prizes!

ON FRIDAY, DECEMBER 22ND THE FINAL AWARDS WILL BE MADE AS FOLLOWS:

1 - \$100.00 PRIZE  
2 - \$50 Awards 4 - \$25 Awards  
10 - \$10 Awards 20 - \$5 Awards

Final Awards Will Be Delivered to Winners on December 23rd

52 PRIZES TOTALING  
**\$700** IN TRADE  
CERTIFICATES  
Will Be Given Away  
Before Christmas

52 People Who Have Shopped in Birmingham Will Have Extra Cash Certificates to Spend in Birmingham This Christmas.

Over \$1,000,000  
In Merchandise Is  
Represented By Your  
Good Will Merchants

You'll Find Their Stores Are Filled With Quality Merchandise . . . Reasonably Priced. Enjoy Their Friendly "Home Town" Service.

#### Good Will Campaign Rules

Coupons shall be given only when customers make a cash purchase, amounting to 50c, or when money is paid on account. One ticket to be given for each 50c expended.

Coupons shall be signed and placed in the containers, one of which shall be available in each Good Will Drug Store. Weekly awards will be made on Mondays throughout the campaign, and all coupons must be deposited before midnight Sunday, previous to weekly award. All coupons will be held for final awards, which will be made on Friday, Dec. 22.

It will not be necessary for winners of awards to be in attendance when awards are made. All prizes will be delivered to the winners if not on hand to receive them personally.

This campaign is open to all shoppers except the participating merchants, store managers, and their immediate families.

**ALL TRADE CERTIFICATES WILL BE IN \$1.00 DENOMINATIONS AND MAY BE USED AT ALL GOOD WILL STORES**

*Campaign is sponsored by The Birmingham Retail Merchants Association*

Look for the "Good Will" Store Emblem on store doors and Eccentric advertisements. Use it as your guide to the better values being offered by your Good Will Merchants.

#### As Evidence of Their Good Will—

The following organizations have contributed to the Good Will Campaign Fund, but due to the nature of their businesses, they are not issuing coupons:

- BIRMINGHAM NATIONAL BANK
- BIRMINGHAM THEATRE
- MICHIGAN BELL TELEPHONE COMPANY
- BIRMINGHAM ECCENTRIC
- WABEEK STATE BANK

#### BIRMINGHAM'S GOOD WILL MERCHANTS

- |                            |   |
|----------------------------|---|
| ARNOLD STUDIOS             | GOODYEAR, INC.                              |
| BALDWIN, JOHN, CO.         | HAYMAN'S MARKET                             |
| BANY FLOWER SHOP           | HUSTON HARDWARE                             |
| BECK CLEANERS              | INDIAN CRAFT & GIFT SHOP                    |
| BIRMINGHAM DRUG STORE      | KAY BAUM SHOP                               |
| BIRMINGHAM FRUIT COMPANY   | KRESGE, S. S., COMPANY                      |
| BIRMINGHAM HARDWARE        | KROGER GROCERY & BAKING CO., NORTH WOODWARD |
| BISSETT, HARRY E., COMPANY | KROGER GROCERY & BAKING CO., SOUTH WOODWARD |
| BODINE NEWS                | KROGER GROCERY & BAKING CO., WEST MAPLE     |
| CHEER SHOP                 | LA BELLE'S BOOKS & GIFTS                    |
| CONSUMERS POWER COMPANY    | LEONARD ELECTRICAL COMPANY                  |
| CUNNINGHAM DRUG STORE      | LEON'S, PARISIAN HAIRDRESSER                |
| DETROIT EDISON COMPANY     | MATTHEW'S, CLEANERS & DYERS                 |
| DICKINSON'S                |   |
| ERWIN & SMITH MARKET       |   |

#### BIRMINGHAM'S GOOD WILL MERCHANTS

- |                                |                           |
|--------------------------------|---------------------------|
| MC BRIDE HARDWARE              | SFIRE BROTHERS MARKET     |
| MC CLELLAN FEED & SALT COMPANY | SHAIN'S DRUGS             |
| MC KEE SERVICE STATION         | SHERMAN'S MARKET          |
| MILKS' AUTO SUPPLY             | SNELL SERVICE STATION     |
| MORTIMER'S, MEN'S FURNISHINGS  | STACEY'S SERVICE STATION  |
| MULHOLLAND, F. J., COMPANY     | STERNAL'S AUTO SUPPLY     |
| MURPHY'S SERVICE STATION       | STROUP'S MARKET           |
| OLSEN'S MARKET                 | TORRENCE OIL COMPANY      |
| PECK, CHARLES R., SONS         | TWIN SHOP                 |
| PHOTOGRAPHIC SHOP              | VAN'S PHARMACY            |
| R. B. ROSE SHOP                | WABEEK PHARMACY           |
| RIDLEY CLEANERS                | WALTON JEWELRY            |
| SANDER'S TRI-CLEANING          | WIELAND FURNITURE SHOP    |
| SCHETTLER DRUG COMPANY         | WILLIAMS' BOOT SHOP       |
| SELLS' ELECTRIC COMPANY        | WILSON DRUG COMPANY       |
|                                | WOOLWORTH, F. W., COMPANY |
|                                | YOUNG'S SHOE STORE        |

**A Good Will Coupon With Every 50c Purchase At Your Good Will Stores**