

Self-pity is more harmful than
guilt. He who feels sorry for him-
self is erecting just that many
barriers in his path toward self-
reliance and success.

SIXTY-SECOND YEAR—NO. 35

BIRMINGHAM, OAKLAND COUNTY, MICHIGAN, THURSDAY, NOVEMBER 30, 1939

\$2.00 PER YEAR—SINGLE COPIES, 5c



Merchants Offer Sensational Values . . . GOOD WILL CAMPAIGN ENTERS 4TH WEEK

WIN
WEEKLY
PRIZES

"You Can Buy It In Birmingham"

WIN
WEEKLY
PRIZES

Ask For Good Will Coupons When You Shop

**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 Birming-
ham This Christmas.

**\$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

*These People Have Already
WON \$120 IN PRIZES*

Mr. and Mrs. Hobart McMahan	\$25.00
Mr. J. O. Merchberger	\$25.00
Mr. John M. Rosso	\$25.00
Mrs. Elaine Meeker	\$10.00
Mrs. Viola Peabody	\$10.00
Mr. Allie S. Porteous	\$10.00
Mrs. Eleanor Judge	\$ 5.00
Mr. E. T. Engel	\$ 5.00
Mr. Fred A. Hewlett	\$ 5.00

**YOU CAN BE ONE OF
THE NEXT WINNERS!**

COME ON SHOPPERS!

**YOU CAN BUY MOST EVERYTHING YOU WANT
IN BIRMINGHAM**

Do your Christmas Shopping IN BIRMINGHAM! Merchants are
cheerfully giving coupons with EVERY 50c CASH PURCHASE—or
when bills are paid.

Birmingham stores are well stocked with the finest Christmas Gift
Merchandise. You owe it to yourself to consider the convenience,
the service and the friendly interest offered by Birmingham mer-
chants.

They are here to serve you day in and day out, for the little things
as well as the larger, more important things. You're in for a pleasant
surprise if you haven't shopped Birmingham!

BUY NOW! Shop Early! BUY NOW!

**\$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

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 mid-
night 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 advertise-
ments. 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

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

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