

For that public honor which requires unceasing striving of a dignified nature, there is much captiveness in the so-called honors that accrue. Humility still pays.

SIXTY-SECOND YEAR—NO. 32

BIRMINGHAM, OAKLAND COUNTY, MICHIGAN, THURSDAY, NOVEMBER 9, 1939

\$2.00 PER YEAR—SINGLE COPIES, 5c

YOUR BIRMINGHAM MERCHANTS

Announce Their 1939

GOOD WILL CAMPAIGN

BEGINNING TODAY, NOV. 9 . . . ENDING WEDNESDAY, DEC. 20

52 PRIZES
TOTALING

\$700⁰⁰

IN TRADE
CERTIFICATES

WILL BE GIVEN AWAY BY YOUR GOOD WILL MERCHANTS

\$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

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

\$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

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
OSBORNE, E. W., FORD SALES	VAN'S PHARMACY
PECK, CHARLES R., SONS	WABEEK PHARMACY
PHOTOGRAPHIC SHOP	WALTON JEWELRY
R. B. HOSE SHOP	WIELAND FURNITURE SHOP
RIDLEY CLEANERS	WILLIAM'S BOOT SHOP
SANDER'S TRI-CLEANING	WILSON DRUG COMPANY
SCHETTLER DRUG COMPANY	WOOLWORTH, F. W., COMPANY
SELLS' ELECTRIC COMPANY	YOUNG'S SHOE STORE

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

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