

*This Advertisement
Sponsored by the Following
Patriotic Firms*

- EAD & GRAVES INSURANCE AGENCY
128 S. Woodward
- THE BIRMINGHAM AGENCY
106 S. Woodward Ave.
- LEON'S BEAUTY SALON
55 W. Maple
- F. J. MULHOLLAND CO.
Clothes for the Entire Family
- SUMNER MOTOR SALES, INC.
808 S. Woodward
- BECK CLEANERS & DYERS, INC.
323 N. Woodward
- MATTHEW'S TAILOR SHOP
244 E. Maple and Pierce at Maxlin
- McKEE SERVICE STATIONS
264 N. Woodward and 1104 S. Woodward
- THE DETROIT EDISON CO.
- TUGBEY'S
167 N. Woodward
- WIELAND FURNITURE SERVICE
327 N. Woodward
- SCULTHORPE STANDARD SERVICE
Woodward at Hamilton
- BIRMINGHAM AUTO ELECTRIC
189 1/2 S. Woodward
- CUNNINGHAM DRUG STORES
Woodward at E. Maple
- BIRMINGHAM PAINT & GLASS
288 E. Maple
- BIRMINGHAM THEATRE
Your War Bond Buying Station
- McBRIDE HARDWARE
129 S. Woodward
- THE BIRMINGHAM ECCENTRIC
Printers - Publishers
- JACK GUNDRY BARBER SHOP
E. Maple near Woodward
- HILLY ACRES DAIRY
356 W. Maple
- BIRMINGHAM PHOTOGRAPHIC SHOP
Game Headquarters
- RICE A. HOWELL General Insurance
Wabak Building
- CADILLAC MOTOR CAR DIVISION
Birmingham Branch—N. Woodward at Willets
- SFIRE BROTHERS MARKET
Quality Foods
- HERBERT F. BURR SHOE STORE
166 W. Maple
- STERNAL'S AUTO SUPPLY
408 S. Woodward
- GARRETT AND KEENER MARKET
362 E. Maple
- THE MAXWELL SHOP
184 W. Maple
- PECK'S MEN'S STORE
108 S. Woodward
- WALSH, JAMES & WASEY
Birmingham and Bloomfield Properties
- LIBERTY CLEANERS AND DYERS
123 W. Maple
- LABELL'S
Birmingham's Shop of Books and Gifts
- THE ARNOLD STUDIO
211 Theatre Building
- LAWSON & SON
484 Forest
- DOWNTOWN FRIENDLY SERVICE
314 E. Maple
- BIRMINGHAM HARDWARE
152 N. Woodward
- LEONARD ELECTRICAL CO.
182 W. Maple
- HUSTON HARDWARE CO.
208 N. Woodward
- WILLIAMS BOOT SHOP
115 W. Maple
- SHAIN'S DRUG STORE
W. Maple at Pierce
- MILLER'S SHOES
Woodward at E. Maple
- JESS McNEAL, INC.
360 S. Woodward
- VAN'S PHARMACY
141 E. Maple
- MAX BROOK INC.
Home - Farms - Estates
- CONSUMERS POWER CO.
- BLOOMFIELD THEATRE
3. Woodward
- MIL-PEX COFFEE SHOP
144 S. Woodward
- GENERAL AUTO SERVICE
315 S. Woodward
- MORTIMER'S MEN'S STORE
136 N. Woodward
- CHEER SHOP
181 S. Woodward
- DEER BEAUTY SHOP
350 E. Maple
- DAVIDSON'S
138 S. Woodward
- BODINE NEWS
"The Greeting Card Shop"
- RITTER'S
Beverages
- DIMAS FURS
227 S. Woodward
- BIRMINGHAM FRUIT CO.
124 N. Woodward
- DICKINSON'S MEN'S STORE
In the Wabak Building
- PURE FOOD CAFE
N. Woodward near E. Maple
- BIRMINGHAM DRUG STORE
1220 S. Woodward
- HOWARD J. BELL, FLORIST
828 S. Woodward
- WILSON DRUG CO.
Woodward at Maple
- R. B. SHOPS
West Maple
- OLSEN'S MARKET
120 S. Woodward
- MARY LINDQUIST, MASSEUSE
292 Dimes
- SNYDER, BUCK & BENNETT
Theatre Building
- TORRENCE OIL COMPANY
Furport Oaks
- KAY BAUM SHOP
West Maple
- PARKS COAL COMPANY
571 Doss Rd.
- BUD'S GRILL
128 W. Maple
- THE JAY SHOP
130 N. Woodward
- F. W. WOOLWORTH STORE
129 S. Woodward

WHAT EVERY WOMAN KNOWS...



Well, here it is 1955! And Tom in business for himself—already heading for a real success.

Set himself up with those matured War Bonds we bought back in the 1940's—four dollars for every three we saved originally! Back in 1945, even, we knew it would turn out this way. Buying all the Bonds we could. And saving them!

Tom's a wonderful husband. And he deserves all the credit.

Well, almost all!

There was a time—that was back in 1945, too, I guess—when he needed a little help from me. I found he'd let down on his Bond buying. Not only that, he actually almost suggested we cash in a Bond or two to pay for something we wanted...

And that's where I put my foot down!

"YOU LISTEN TO ME, Tom Lapham," I told him. "Don't you know that the biggest difference between a success and a failure is that the success sticks to his plans? I don't want to be married to a man who hasn't the resolution (or maybe I said 'gumption') to slack off on what he knows is right! You're not going to sabotage our future!"

I guess every husband needs a wifely dressing down once in a while! And thank heaven Tom listened to me!

We kept our Bonds—and bought more and more of 'em! First thing we knew, we had enough so we began feeling secure. That gave Tom confidence—helped him get ahead. And this year, enough bonds matured to make our dreams come true!

TOM'S A SUCCESS—yet he might have failed if I hadn't spoken. And, of course, he's forgotten. I wouldn't dream of reminding him—it's a secret between us girls.

MORAL: Think of your future—hang on to your bonds! And keep on buying more!

VICTORY BONDS

to have and to hold!

This is an official U. S. Treasury advertisement—prepared under auspices of Treasury Department and War Advertising Council