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### **Bike Inspection** To Be Next Week

6, 7, 8 are the days se-for Birmingham's annual

the should receive the second of the second

#### Work Started On Gift Home For YMCA

ciation." Robertson said, "rare sup-plying everything needed for the building, each in his own field We know that the Y needs new quarters that will provide more space. It would delay their expan-sion program several years if they had to walt until they were finan cirily able to build. Be that as it may, they still need the new quar-may, they still need the new quar-

an.
Percy M. Nelson, Inc. Reidterson, Robertson Brothers, Edterson, Robertson Brothers, Edtrad Rose Construction dompany.

Il Builders, John Tewnsend,

im-O-Seal Storm Window comny, S.J. Christie, B. G. Head
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#### Children's Safety Of Deep Concern As School Opens

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who recently returned from an extensive European tour, where she was featured in the smart-est places on the Continent, is now being featured a

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Summer Dresses, Coats, Suits and accessories of quality are being offered in our temporary location, 288 E. Maple in the Briggs Bldg.













If you had stopped to think, lady, you would have realized what you were waiting for. In fact, your wait would have ended right there and you never would have left for Detroit.

"Why not," you ask?

Let's see how much you "save".

now, does it, lady?

"Why, I can save 12 cents," you chortle? "Let's look at some clear facts for a moment, my fair bargain hunter. Just for once, take your eyes off of those glaring "SALE" and "STORE WIDE CLEARANCE" signs and observe what goes on behind them.

Suppose we clock the distance between your home and the scene of this colossal bargain and find it, is 12 miles. For every mile you travel to the store you are saving one penny. The 12-mile return trip slices it to a half-cent per mile.

Let's give your car the benefit of the doubt and allow it 18 miles for every gallon of gas you buy. For the 24-mile round trip, you would burn up one and one-third gallons of gas,

Suppose your gasoline is costing 26.7 cents a gallon. That means the gas alone for the Detroit excursion will come to 35.6 cents—almost three times the amount "saved" by the trip. Add to this the depreciation on the car, oil, cost of parking, etc. Then include the items with no price: driving in downtown traffic, pushing crowds around the bargain counter, etc.

Your final total on the money saving venture doesn't look so good

We realize the above illustration might be exaggerated. But it isn't as far-fetched as you might think. Human beings are mysterious things, to say the least.

Every days countless Birmingham residents scramble off to distant shopping centers in search of bargains and other items they "just know" can't be found here. We wonder how many of these people have actually tried to find these "scarce" items in Birmingham.

Birmingham merchants depend on your patronage to make their living. They know your needs from long experience and are glad to fill

You might not know it, but you are lucky to have such a compact, modern shopping center close to your home. There's no need to waste time and money traveling to "nearby" shopping districts—be wise.

THIS FALL-Do YOUR Shopping In BIRMINGHAM Stores

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