


Hours
9-5 Daily,
Fridays
to 8 P.M.
Closed
Wednes-
days



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EYE EXAMINATIONS—GLASSES FITTED

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Located in Birmingham for the past 16 years. Formerly situated at Miller's in Detroit at Main and Grand Street in the Department.

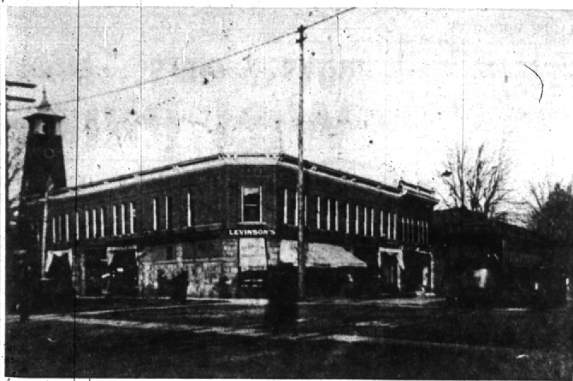
We grind our lenses in complete optical laboratory on premises to give you accurate and quick service.

Christmas is nigh upon us... and that's well. But let us not forget, in all our hurry and activity to prepare for the material side of this season, that only deep conviction of the spiritual side of this season will bring enduring good.

Birmingham Background

Local History in Story and Picture

As Compiled and Written by RUTH ANNE SILBAR



NORTHWEST CORNER OF WOODWARD AND MAPLE ABOUT 1910
Levinson's department store was in corner location. (Stanley Ford Photo)

Christmas Promotion That Backfired

Frank Ford built a new business block on the northwest corner of Woodward and Maple in the summer of 1898 and one of his first tenants was Levinson's department store in the corner location.

Morris Levinson, who had come to Birmingham from Detroit only a year before, was a business man who believed in the adage, "it pays to advertise."

One Christmas season he had George Smit, a retired sugar head worker, stress up an ad, trimmed out as Santa Claus. Smit made a good one and was an advertisement worth while seeing as he paraded the village streets.

SOME MISCHIEVOUS kid printed a big pasteboard sign which read "Trade at Spencers and Wolfcots Best Goods Lowest Prices"

and somehow attached the sign to the back of Santa Claus's bulky suit without Santa knowing anything about it.

Dear old Santa paraded for two hours advertising the opposition store before Mr. Levinson got wind of it and when he did—David Levinson, Birmingham realtor and county supervisor still laughs about the incident, but he well remembers how mad his father was.

PLAY IT SAFE

Domestic Help Should Be Told Rules of Safety

If you employ domestic help, maids, baby sitters and etc., it is to your benefit that they be safety conscious.

There are many occasions when these people are in your home alone. For this reason you want to be sure that if a fire or other emergency should occur, your home is in safe hands.

Believe it or not, it is not unusual for the fire department to get a call and the party calling (generally the domestic help) has no idea of the correct address.

coming on, and immediately call the fire department, giving the house address and nature of the trouble.

DOMESTIC HELP should be instructed not to burn papers outside on windy days and never close to buildings, fences or shrubbery.

Not generally known is the fact that the fire department is equipped with an inhalator and a

respirator with a crew to administer oxygen in cases of drowning, faintness, gas, etc.

You are entitled to the above services of the fire department, so "Play It Safe." Know and have your help know, where, how, what and when to call for the services of your fire department.

Prepared as a public service by members of the BIRMINGHAM FIRE DEPT.

Listed below are a few items of information which will, if imparted to your help, put your mind at ease when you are away from home:

BE SURE THEY know what fire department to contact and the phone number. This item is especially important if you live on the outskirts of town. You may be in the city or in the township and the first few minutes of any fire are the most important. Don't waste time. Know your fire department!

Next, your street and house number, be sure they know it. Birmingham does not have fire alarm boxes and it is very important that the correct address is given over the phone.

Further, they should be instructed in the operation of the thermostat control of the heating unit. They should know that if anything goes wrong with this unit they are to turn the thermostat as low as it will go, to prevent the burner from

Tick-Tock . . .

Tick-Tock . . .

Tick-Tock . . .

Tick-Tock . . .

Tick-Tock . . .

Time You Came in and selected your Greeting Cards for Christmas!

La Belles 137 W. Maple

Birmingham's Shop of Gifts, Books and Stationery

look!

another big Ridley saving!
Thurs. - Fri. - Sat. ONLY!

any **skirt** or any **sweater**

beautifully cleaned and finished!

49^c each

"cash & carry" or "call & delivery"

For lovely looking sweaters and skirts you just can't beat Ridley's beautiful cleaning and finishing. And here's your big chance to enjoy this fine quality at a saving you'll agree is as welcome as a Christmas gift.



Call Lincoln 6-9500
Or Visit Ridley's "Cash and Carry" Store
361 E. MAPLE Near Woodward

Birmingham's Postoffice Opening Woodward Annex

Birmingham postal authorities this week opened an annex at 275 North Woodward to receive outgoing parcel-post mail.

Postmaster Rolly Reese said that the new facility would be opened through Dec. 18, for the convenience of those who have gifts to mail. Reese said that the central location of the building, as well as its proximity to parking lots will be of aid to Birmingham area residents.

Popular "postmaster stamps" may be purchased at the annex, and letters will be received for mailing. The hours will be from 10 a.m. to 6 p.m. However, such items as postcards, stamped envelopes, coils of stamps and money orders still will be available only at the main post office.

The parcel post window at the main office will be opened from 8 a.m. to 8 p.m. daily until Dec. 22. The main post office will also be opened on Dec. 12 and 19, both Sundays, from 10 a.m. to 4 p.m., Reese said.

THE POSTMASTER urged all residents to mail parcels as early as possible. He also suggested that should anyone be absent from his home, the householder leave a card on the door authorizing the parcel post deliveryman to leave the package at a neighbor's. Cards with two cent stamps, he pointed out, are not forwarded to later mailing addresses.

Reese also asked residents to separate mail into "local" or "out of city" groupings, and to deposit them in appropriate boxes, either in front of the main post office, or at added boxes that have been set up for the purpose on Bates.

The added service that the annex is hoped to provide," Reese said, "is part of our sincere effort to render a more convenient service to our patrons. We wish all of you a Merry Christmas."

Want Ads cannot be accepted after 5 p.m. each Tuesday.

The exciting new idea behind the motoramic Chevrolet



The Bel Air 4-Door Sedan—one of 14 new Fisher Body beauties in three new series

Maybe once in a car-buying lifetime, you come across something that breaks all the old patterns and establishes new ones. This is that kind of car. This is the true story of how Chevrolet and General Motors shaped a new idea in steel.

Like most good ideas, this one is pretty simple. Chevrolet and General Motors set out to build the first low-priced car that would:

- bring you the very freshest and finest styling to be had.
- bring you the most advanced engine design and engineering features.
- bring you the kind of performance and the kind of ride that have never been available before in a low-priced car.
- bring you the highest quality of manufacture and materials.

All this in Chevrolet's price field? That did take some doing! And isn't it logical that only Chevrolet and General Motors have the people, skills, resources and facilities, to carry out this exciting new idea? Here is how this new Chevrolet changes all your ideas about cars!

Real Show-Car Styling!

Your eye tells you the Motoramic Chevrolet is no styling "patch-up" job. A rakish, low profile; a soft contour from its sleek, rump motoramic; and that outlook doesn't change when you slip inside... exciting fabrics and trim are harmonized with the whole car.

A Sensational Ride!

You live the new idea instantly... you glide... actually glide because spherical joints "roll with the punch" of the road in Chevrolet's new Glide-Ride front suspension. And outrigger rear springs mean new balance in turns; a turn made so effortless by new ball-race steering. And when you stop suddenly, new Anti-Dive braking control checks that nosing down in front; you get "heads up" stopping. Tubeless tires mean much greater protection against blowouts. And with new high-level ventilation there's fresher air.

Power Beyond Compare!

You also feel the new idea quickly... quick power like a panther's paw with the new "Turbo-Fire V8" (162 hp.) and two new "Blue-Flame" 6's. And sparking this performance is a 12-valve electrical system giving you better ignition, faster starting, greater electrical reserve for any of the power assists you might desire. You have a transmission choice of economical Overdrive and improved, automatic Powerglide (optional at extra cost) or standard shift.

Even Air Conditioning!

And if you desire the convenience of power assists (optional at extra cost)... you'll find new power steering and improved power brakes on all models. Power-controlled windows and power seat are available on the Bel Air and "Two-Ten" models, while air conditioning may be added on V8 models.

Won't You Try It?

Here, we can only tell you how successfully the Motoramic Chevrolet executes the new idea behind it. But the car itself can only show you! Come in for a demonstration drive, soon! You, first chance you get.

MORE THAN A NEW CAR,
A NEW CONCEPT OF LOW-COST MOTORING

Everything's new in the motoramic
CHEVROLET

CHEVROLET

Drive with care... EVERYWHERE! Make December 15 and every day SAFE-DRIVING DAY!

1954 December 1954

Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
			1 9 to 6	2 9 to 6	3 9 to 9	4 9 to 6
5 9 to 9	6 9 to 9	7 9 to 6	8 9 to 6	9 9 to 6	10 9 to 9	11 9 to 9
12 9 to 9	13 9 to 9	14 9 to 9	15 9 to 9	16 9 to 9	17 9 to 9	18 9 to 9
19 9 to 9	20 9 to 9	21 9 to 9	22 9 to 9	23 9 to 9	24 9 to 9	25 Closed
26 9 to 6	27 9 to 6	28 9 to 6	29 9 to 6	30 9 to 6	31 9 to 6	

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