

How to get an  
**ELECTRIC EYEFUL**

... along with goodies ...  
gifts ... a chat ... and  
a chance at some prizes.



Tooth brushes - brooms...tiny candle bulbs-eight foot fluorescents...bell wire-range cable ... little things - big things ... things to eject ice cubes ... open a can ... cook a dinner...wash the dishes...freeze the leftovers...and dispose of the garbage.  
**ALL ELECTRIC** - and only some of a jillion items you'll see when you


# **VISIT OUR NEW STORE**

**THURSDAY, FRIDAY & SATURDAY**

**MAY 17, 18 & 19!**

IT'LL BE A NEIGHBORHOOD ELECTRAVAGANZA! WITH  
REFRESHMENTS! GIFTS! PRIZES! DEMONSTRATORS FROM  
GENERAL ELECTRIC AND DETROIT EDISON! AND IT'LL BE OUR  
CHANCE TO SHOW OFF TWO NEW DEVELOPMENTS:



We're now a "General  Electric Sales Center" — first and only in the Detroit Area. That means we have the widest selection of G.E. products around! It means we're backed up by G.E. "Gilt-Edged" factory service! It means we're buying more to sell for less! And it means even more! But we'll let visiting General Electric specialists help tell you all about it.



We've changed our address—to a shiny new place at 375 Hamilton! We've thrown out a lot of old heirlooms and come up with some jazzy new displays. But there'll be no change in that tender loving care you've come to expect from a friendly local store. (And that friendly local store is still beating "big city" prices.)

All on Thursday, Friday and Saturday — May 17th, 18th and 19th  
nine to nine — at 375 Hamilton, Birmingham

PLENTY OF MUNICIPAL PARKING  
RIGHT BEHIND OUR NEW STORE!!!!

**Hawthorne** ELECTRICAL COMPANY  
GENERAL  ELECTRIC SALES CENTER

375 Hamilton

Birmingham, Michigan

MI 4-2200

## **WE ARE STILL A DETROIT EDISON SERVICE AGENCY!**

Now it'll be more convenient than ever to drop off those frazzled appliances for repair, or to swap those burned out bulbs. Park behind our new store in the spacious Municipal lot, and you can combine your Edison errands with a visit to the new automatic Dry Cleaner next door to us, or your jaunt to Demery's or Jacobson's.



Use an Electric Hot Water Heater

