



Congratulations,
BIRMINGHAM

We, Too, Are Celebrating—
It's OUR 70th YEAR

WHO ARE THE GLEANERS? We are a legal reserve life insurance society, founded in 1894 in Caro, Mich., and now operating in six states. Today, Gleaner Life stands in the top 15 percent of the 200 fraternal and in the top one-third of the 1,500 U.S. life companies for insurance in force.

We have promoted brotherhood, service and friendship through many projects of our Arbors (lodges) and have provided members and their dependents with millions of dollars of insurance, benevolent and fraternal benefits.

We now are viewing the future with the eyes of youth and the vision of experience. We're proud to be your neighbor. Please feel free to pay us a call.



Like this old ad...



Are Your Investments Gathering Dust?

This old advertisement from our files takes us back to 1936 . . . and brings back many fond memories. The year this ad was published, Watling, Lerchen & Co. (Watling, Lerchen & Hayes, then) had already been serving Michigan investors for more than twenty years. And where we had only two offices in 1936, we now have ten—including the one we recently opened in New York City.

It's pleasant to review the past and relive earlier experiences.

But maintaining a healthy investment program today calls for more than just an occasional review and evaluation of the securities you hold. New developments are happening every day to create new breakthroughs and new sales opportunities for progressive companies . . . and excellent new investment opportunities for the alert investor who regularly reviews his holdings!

Let us help you keep abreast of the important new developments shaping up daily on the business and industrial fronts. Come in soon and talk over your securities and how they may be effected by current trends. No obligation, of course.

WATLING, LERCHEN & CO.

Members New York Stock Exchange

Creson Bldg., W. Maple and Cranbrook Rd., Birmingham, Mich.
Phone: MI 7-9100

Detroit • Ann Arbor • Birmingham • Dearborn • Jackson • Lansing • Pontiac
Port Huron • Warren • New York

SERVING MICHIGAN INVESTORS SINCE 1916

Consumers Power Company

Salutes a Century of Growth and Achievement In Birmingham!

With sincere best wishes, Consumers Power Company congratulates the City of Birmingham on its 100th birthday. We are mindful of the progress Birmingham has made since 1864 . . . advancement from the "horse and buggy" stage to the "jet propulsion age". We are proud of the part our service has played in this transformation. Fifty years ago this summer gas first came to the city and was used primarily for lighting, both in the home and on the streets. Today natural gas heats and air conditions, dries clothes, burns trash, heats water, and cooks meals in the home, and helps keep the wheels of industry turning.

CONSUMERS POWER COMPANY