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For every man who is particular about the looks of his feet—is this summer low-shoe. Button or lace, as you prefer—black (dull) or tan, leather or rubber soles and heels—English or high-top last. An exceptional quality Oxford.

\$5 Up

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The only Garage in Detroit Equipped with Sprinkler System.
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Used Cars of all standard makes and of highest quality. No junk cars. How much money? How much car? Let me know and I will get it for you. Woodward and Willis. Phone Grand 4530.

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If you want to learn automobile driving, repairing and welding, it will pay you to see us.
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EXPERT RADIATOR AND FENDER REPAIRING
Quick service at reasonable prices. All work guaranteed. Phone Grand 331.
Michigan Radiator & Fender Repair Co.,
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Wednesday is the 4th—you are at leisure all day—why not drop in and look over the finest line of used cars in the state, prices from \$100.00 to \$2000.00. Lots of Fords, all models.

Wayne Auto Sales Co.

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Basement Majestic Bldg.

Woodward and Michigan Aves., Detroit

A Cafeteria Serving the Best of Foods at Really Moderate Prices.

Rest Room For Ladies in Connection

Brennan Fitzgerald & Sinks

L. GOLDSMITH HAS MOVED FROM THE HUDSON STORE

Detroit's Popular Optician Has Fine New Establishment at 17 John R Street.

Seventeen years ago, when the late retail emporium and furthermore it seemed to him that too much depended upon the skill and integrity of the optician. Mr. Goldsmith, however, that he be given a lease for space in the establishment in which to operate an optical department. This did not appeal at all to the merchant; he did not think it a suitable business for a

SECURE THE BEST



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HOTEL CHARLEVOIX

DETROIT

European Plan—Absolutely Fireproof

Rates—\$1.50 and upward with bath

Special Noonday Luncheon, 60c

Ship which has just been terminated after extending over a period of seventeen years.

The following letter from R. H. Webber, president of the J. L. Hudson Company, has been received by Mr. Goldsmith:

January 12th, 1917.

Mr. L. Goldsmith,

The J. L. Hudson Co.,

City.

Dear Sir:—My attention has been called to the fact that you are about to discontinue the optical department in this store and open up a new establishment in the building you have located at 17 John R street, which I understand will be remodelled for the purpose.

Personally I very much regret the severing of a very pleasant relationship that has existed between yourself and The J. L. Hudson Company for about seventeen years and I am especially mindful of the high esteem in which you were held by the founder of this business.

As we are unable to accommodate you with the additional space which your increasing patronage seems to require, you are to be congratulated upon having made other arrangements which will provide you with adequate facilities.

Wishing you the very best of success in your new location, I remain,

Yours very truly,

(R. H. WEBBER), President.

The building which Mr. Goldsmith has leased is in the heart of the downtown business district, at 17 John R street just a step off Woodward. The entire ground floor has been fitted up expressly to meet the requirements of a large optical business. There are beautifully furnished waiting rooms with comfortable rockers and devotional. The dark rooms where eyes are tested and examined have the very latest and most scientific devices known to the profession. In the rear is a large manufacturing department and Mr. Goldsmith's private office.

It is safe to say that L. Goldsmith has fitted more glasses than any other optometrist or optician in Detroit. He has on file record cards of over twenty thousand cases handled by him at the Hudson store.

In his new location there will be no change in the policy or management of Mr. Goldsmith's business. He will continue to guarantee absolute satisfaction to all patrons and any arrangements or understandings that existed between him and his clients with the J. L. Hudson Company, will be carried out to the letter. Reliability is really the decisive factor in optical service and the splendid record made by L. Goldsmith in Detroit proves that he is reliable.

Every reader of this paper has a standing invitation to visit this fine, new optical establishment at 17 John R street, Detroit.

True.

"I understand that once he served a short term in prison. Yet he has redeemed himself and lived it down absolutely." "Well he would have to live it down, if he wants for the fact like you and me who continually keep digging it up for conversation purposes."

Come to Bond's For Your Summer Clothes

Selling clothes and making a garden are a great deal alike. Give two men the same size plot of ground and the same things to work with.

One man will raise a very creditable crop—but his expense in so doing may be 100% higher than necessary.

The other man, by intensive cultivation, can make just as creditable a showing—but without that unnecessary expense.

Bond's Clothes-Maker to You Direct

Intensive merchandising—that exactly describes Bond's methods. Eliminating all unnecessary selling expenses by operating our own New York factory and selling to the wearer direct, through our own outlet stores.

PALM BEACH

and clothes of other summer fabrics

Just the Thing for Summer

\$8.50

New York's Latest Styles

Remember, too, that it is because we actually own and operate a mammoth factory in New York City—which turns out all Bond Clothes—and sell to you direct instead of through retailers—that we can, and do, sell for \$15, exactly as serviceable a suit as other stores, burdened by heavy selling expenses and operated in the old round-about manner, sell for prices up to \$25. Will you continue paying \$25, or will you save ten and pay

\$15

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3236 West 15th St.
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The aches and pains of winter colds and influenza.
The ever troublesome Rheumatic pains—Skin Eruptions caused from closed pores. A

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Will give you a renewed vigorous feeling—take away that "getting old" feeling and give you a buoyant spirit that is certainly worth the time and money you invest in this Turkish Bath.

100 Rooms—\$1.00 and up.
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