

Town Briefs No. 26 Nr. Gover Yack of Street (1987) and Street (19

tallying our purchases of excise stamps since last June. The sum exceeds a million dollars-already consumed.

Those little stamps represent a golden flow into the treasuries of your nation and your state. They add not one pence to the earnings of The Schmidt Brewing Company; but they do add to the aggregate forces for recovery which are steadily becoming felt.

Business has been good with The Schmidt Brewing Company. Detroit and Wayne County residents have been buying Schmidt's Famous in increasing volume. The tradition of a fine flavor, a quality base and an honorable old name was remembered by old Detroiters . . . and now added thousands are learning why this firm stands out as one of the stalwart pioneers of Michigan's industrial life, trusted by veteran citizens, favored by their families.

Eager to give impetus to better conditions locally, we have been speeding up our plant expansion program, involving a direct expenditure of more than one half million dollars. This expansion work has meant and still means construction employment for many Detroit tradesmen and craftsmen. So the purchasing power of our customers . . . when they've asked for Schmidt's Famous . . . while swelling the tax coffers of government, has also made possible more jobs for Detroit workmen.

The most modern equipment within the command of the brewing industry is now installed in the Schmidt plant. Large sums have been expended for such units as glass lined tanks for storage, a new power plant of advanced design, additional bottling facilities and other equipment to provide maximum service. And throughout this institution the visitor senses modernization at high levels of efficiency.

We do not make public this information in order to emphasize our success. We do so only to remind our many friends that their preference for Schmidt's Famous has been instrumental in helping us to help our own com-munity—both through the medium of larger tax payments (wholly independent of the usual property taxes levied by state, county and city) and through a larger employment list. We are grateful to be sharing in the drive for better times for all. George Schmidt

THE SCHMIDT BREWING CO. TEMPLE 2-7200 DETROIT



<u>Coleman</u> Reading Lamp

You can fill any room in your home with an abundance of pure-white brilliance...more light than 20 ordinary oil lamps will give. It's clear, steady light almost like daylight...easy on your eyes. Costs only a penny a night to operate. Safe, can't spill fuel even if tipped over. Can't be filled while lighted. Gives ars of dependable service.

Here's the Lantern for Any Job Any Night, in Any Weather

Handiest of all outdoor lights. Instant lighting. Defies wind, rain and insects. Sturdily built to stand hard usage. Just the light for farms, dairies, camping, fishing and general use. Various models from only \$5.98 up.

SEE YOUR LOCAL DEALER

THE COLEMAN LAMP & STOVE COMPANY

For Sale By Farmington Hardware Co.