

# BUY IN BIRMINGHAM!



## HABITS versus FACTS



In this community of less than 10,000 people, a survey will show that the majority of its residents are former Detroiters. This circumstance has proved to be a disadvantage to the local business and professional men since the majority of the people that have come to live in Birmingham have carried with them their Detroit buying habits and, from force of habit, have continued to buy in Detroit.

A great many have spent their money beyond the limits of the city when they could just as easily have invested it locally. We appeal to this group of residents to consider the facts and to break down their old habits. Birmingham does have good stores. Birmingham merchants make a genuine effort to satisfy the needs of the consumers of this community. Birmingham merchants ask you to let the facts stand out for themselves regarding their ability to serve you and to look for it first in Birmingham.

**LOOK FOR IT FIRST IN BIRMINGHAM -- BE NEIGHBORLY**

# RETAIL MERCHANTS ASS'N