



Lack of material possession tends, in many cases, to raise the value of the few things of life. There is an aristocracy among the poor that is recompensed by an enriched spiritual appreciation of the few things of life. Moderate material possessions, plus spiritual understanding, creates real enduring wealth.

JUST 10 MORE SHOPPING DAYS!

THE GOOD WILL MERCHANTS of Birmingham

- Ann's China Shoppe
- Arnold Studio
- Atlantic & Pacific Tea Co.
- Beck Cleaners
- Bell Bros.
- Bell, Howard (Florist)
- Birmingham Eccentric
- Birmingham Fruit & Gro. Co.
- Birmingham Hardware Co.
- Birmingham National Bank
- Birmingham Retail Beer Store
- Blake's Saddlery
- Briggs Com. & Develop. Co.
- Brown Street Market
- Charlotte Shop
- Consumers Power Co.
- Cunningham Drug Co.
- Davidson's
- Jayner Grocery
- Detroit Edison Co.
- Dickinson's
- Discie Diner
- East Maple Gas Station
- Erb's Shoe Store
- Erwin & Smith
- Everett's Restaurant
- Goodyear Service, Inc.
- Green's
- Gudemoos Texaco Service
- Hackett Coal Co.
- Hawthorne Electric
- Healy, D. J. Shops
- Hick's Hat Shop
- Housman's Pharmacy
- Hudson Cleaners
- Huston Hardware Co.
- Karmelkorn Shop
- Kelly, James J., Agency
- Keller Hat Shop
- Kennedy, W. A., Creamery Co.
- Kreager, S. S., Co.
- Kroger Grocery & Baking Co.
- LaBelle's Book Store
- Lapham Coal, Inc.
- Lawson & Son
- Leon Pristan Hairdresser
- Leonard Electrical Co.
- Levinson's Dept. Store
- McBride Hardware Co.
- McBride's Tea Room
- McCallum Dairy
- McKee Service Stations
- McNellis Jewelry
- Machus Bakery
- Matthews Tailor Shop
- Maxwell, Bessie
- Maxwell Farms
- Merraw Texaco Service
- Meyers Bakery
- Michigan Bell Telephone Co.
- Mills Theatre Service Station
- Moulthrop Lumber Co.
- Mulholland, F. J., Co.
- Oliver Motor Sales
- Olsen's Market
- Osborne, E. W., Co.
- Parks Coal Co.
- Peck, Chas. R. Sons
- Pontiac Dairy Co.
- Queen Shoe Repair
- R-R Hose Shop
- R-C Service Station
- Ridley Cleaners
- Ritter's Beer Store
- Schettler Drug Co.
- Scribb's Candy
- Sells Electric
- Sfere Bros.
- Shain's Drugs
- Snell Service Station
- Sternal, F. E.
- Stover, J. H., Dr.
- Stroup & Market
- Truax Hardware Co.
- Twin Hose Shop
- Van's Pharmacy
- Virginia Meat Market
- Wabek Corporation
- Wabek State Bank
- Ward's Grocery
- Ward & Pierce
- Williams Boot Shop
- Wilson Drug Co.
- Winningsham Chevrolet Co.
- Woman's Exchange
- Woodward Pharmacy
- Woodward-Willeys Service Station
- Woolworth, F. W., Co.
- Young's Shoe Store



BUY IN BIRMINGHAM!

You'll Save Time, Money,
and Your Good Disposition!

Just a few minutes drive and you can park within a few doors of your local merchants' place of business.

Quality considered, you will find that your local merchant's prices compare very favorably with those of the metropolitan stores.

Your good disposition can be saved, too, by doing your Christmas shopping in Birmingham. Even though it is Christmas time, the sales people in the local shops can give you their friendly, courteous attention. No pushing and crowding — no overcrowded elevators — no mad struggles to get to the merchandise you are interested in. Your Christmas shopping can be a pleasure — in Birmingham.

GIFTS OF ALL KINDS

Even the most critical will admit that the Birmingham stores and shops offer a most unusual selection of gift merchandise. Gifts for every member of the family. Gifts from America's foremost manufacturers and from the far corners of the world. Gift merchandise not generally carried throughout the year has been specially stocked so that the shopping demands of the people of this community may be served more completely. You will find that variety, quality and fair prices are to be found in the Christmas Gift Merchandise being offered by the merchants of Birmingham. Investigate—Shop—and you will buy in your local, community stores.

SERVICE WHICH IS FRIENDLY

What a pleasure it is to be served by a group of merchants and their sales people who are really interested in seeing that you are pleased with what you buy from them. Children are given every consideration. You may allow them to shop all by themselves and know that this friendly spirit will help them as they do their Christmas shopping. Individualities are catered to, and in many cases, little things that have been but mentioned by a local shopper, soon are placed in stock by the merchant who is serving the people of the community in which his business is located. Buy in Birmingham . . . share in this community spirit which is most enjoyable.

Buy Now While Selections Are Still Large!

RETAIL MERCHANTS ASS'N