

While it is true that much of the modern Christmas season is motivated by the activity of commercialism, yet behind this surface appearance of things is something of the spirit of the season. Many sacrifices are made to purchase presents, and when not carried too far, enrich business relationships.

The Birmingham Eccentric



PART TWO

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JUST FOUR MORE SHOPPING DAYS

Buy in Birmingham

... and you can if you but try

YOUR GOOD WILL MERCHANTS APPRECIATE YOUR BUSINESS.



WE HAVE TRIED to make our stores not only a perfect source of gift selection, but one in which the gay spirit of the season is thrillingly apparent. Everything possible has been done to make the solution of your gift problems an enjoyable experience, equally satisfactory whether studied and carefully solved or hurriedly and hopefully filled at random. So we say . . . here's to Christmas! To the realization of the happy dreams of children, bright with anticipated joys . . . To Christmas, rich with legend and tender story . . . may it be a time of gaiety and brightness and happiness for everyone.

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
- Dayner Grocery
- Detroit Edison Co.
- Dickinson's
- Dixie 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
- Houaman's Pharmacy
- Hudson Cleaners
- Huston Hardware Co.
- Karmelkorn Shop
- Kelly, James J., Agency
- Keller Hat Shop
- Kennedy, W. J., Creamery Co.
- Krege, S. S., Co.
- Kroger Grocery & Baking Co.
- LaBelle's Book Store
- Lapham Coal, Inc.
- Lawson & Son
- Leon Parisian 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
- Meraw Texaco Service
- Meyers Bakery
- Michigan Bell Telephone Co.
- Milks 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-B Hose Shop
- R-C Service Station
- Ridley Cleaners
- Ritter's Beer Store
- Schettler Drug Co.
- Scribb's Candy
- Sells Electric
- Sire Bros.
- Shain's Drugs
- Snell Service Station
- Sternal, F. E.
- Stover, J. H., Dr.
- Stroup's Market
- Truax Hardware Co.
- Twin Hose Shop
- Van's Pharmacy
- Virginia Meat Market
- Wabeek Corporation
- Wabeek State Bank
- Ward's Grocery
- Ward & Pierce
- Williams Boot Shop
- Wilson Drug Co.
- Winningham Chevrolet Co.
- Woman's Exchange
- Woodward Pharmacy
- Woodward-Willetts Service Station
- Woolworth, F. W., Co.
- Young's Shoe Store

RETAIL MERCHANTS ASS'N