

More gossip has done more harm, both to the gossiper and the one gossiped about, than can ever be estimated. How many times, in a day or a week, have you had to listen to "idle rumor", and then wondered how much truth was in it?

EARLY GIFT SHOPPERS GUIDE



SANTA IS ON THE ADVISORY STAFF OF ALL BIRMINGHAM STORES!

Yes, it's the truth. Birmingham merchants pay special attention to gift shopping trends from year to year. That's why you can always depend on finding the correct gift for everyone on your list in this up-to-date shopping center. Shopping is easy when stores are prepared for the special gift buying season as they are here. Make it easy and pleasant for yourself, shop in Birmingham this Christmas.

These Stores Are Ready To Supply Your Every Gift Need!

The Birmingham Hardware
152 N. Woodward
Flexible Flyer and Fleetwing
SLEDS
All Sizes for All Youngsters
ICE SKATES for Boys and Girls

BODINE NEWS
"The Greeting Card Shop"
CENTER PIECES FOR RENT
Showers, Weddings and Children's Parties
Complete Selections of Christmas Cards
Beautiful Gift Wrappings

Electrical Gifts Bring Cheer
the Whole Year Round
SEE OUR WIDE SELECTION
HAWTHORNE
162 N. Woodward Phone 299-W

CHRISTMAS AT BRONSING'S
Give
THE HEIRLOOM GIFT "Linens"
Banquet Cloths—Damask dinner sets
Lace Table Cloths—Luncheon Sets & Bridge Sets
Attractively Priced
Phone 5422 145 N. Woodward

HUSTON HARDWARE CO.
205 N. Woodward
GIFT HEADQUARTERS
Stop In and Let Us Help You
Select Your Xmas Gift
TOYS FOR YOUR CHILDREN

LET ME HELP YOU SOLVE
The Christmas GIFT Problem!
United Detroit Theatres
Xmas Gift Books
are the ideal gift for all ages.
Please call B'ham 2116 for quick service.
A Merry Christmas and Thank You
Howard C. Holah
Manager, Birmingham Theatre

MORTIMER'S MEN'S WEAR
130 W. Maple
"A Christmas Suggestion"
McGregor
SPORT SHIRT
100% Nylon
White Only \$8.95

D. J. HEALY SHOPS
Wabeek Building
Buy Her the New
Gotham Gold Stripe
FASHION FIVE HOISERY
Very Sherr pair
12 Draiser \$1.95
21 Gauge

MULHOLLAND'S
Men's and Boys' Department
RIPPON LOAFER SOX
Pure Woolen Uppers in Many Colors with Padded Soles of Soft Leather. Sizes from 8 to 13
Pair \$2.95

For a Most Delightful Gift—
FURS
from
Dimas Furs
227 S. WOODWARD AVE.
BIRMINGHAM, MICH.
Birmingham Theatre Building Phone 3040

BIRMINGHAM THEATRE
South Woodward Ave.
UNITED DETROIT THEATRES
GIFT BOOKS
Are the Ideal Christmas Present—
YOU CAN REMEMBER ALL
AT MINIMUM COST
Contact Howard Holah, Manager.
For Your Personal Needs.

AXLER'S JEWELRY & GIFTS
THEATRE BLDG.
Offers a fine Christmas selection of Longines, Elgin, Whittnauer and Hamilton
WATCHES
Also other gift suggestions and Christmas wrappings and cards.

BOB CRAIG, INC.
Sporting Goods
116 S. Woodward
Join the Swing to Winter Sports
with **SKIS by Gregg**
We Have All Skiing Equipment Including Dartmouth Ski Wax

marguery, inc.
APPAREL FOR WOMEN
250 N. Woodward
Silk Hand Bags \$6.95
Robes \$14.95 to \$39.95

Everyone knows—
A GIFT FROM
Campbell's Village Store
IS A GIFT OF QUALITY

DICKINSONS MEN'S WEAR
In the Wabeek Building
MEN'S SHIRTS
Oxford Cloth, Button-Down Collars by Manhattan
In White and Colors
\$3.95

McBRIDE HARDWARE
128 S. Woodward
Guns for the Sportsman
RIFLES and SHOTGUNS
All Calibres . . . All Gauges
We Also Carry All Gun Supplies

PHOTOGRAPHIC SHOP
168 S. Woodward
PHOTOGRAPHIC SUPPLIES
Make Excellent Christmas Gifts for the Camera Fan

WILSON DRUG CO.
Woodward at Maple
THE NEW MARXMAN "FRIENDSHIP PIPE"
Creatively Distinctive—The Ideal Gift
The "Friendship Pipe" has two hands firmly grasped in a handshake . . . the symbol of "Comradeship."
Beautifully carved in the finest imported Briar.

THE CHEER SHOP
191 S. Woodward
Visit Our Complete
TOY DEPARTMENT
We have a myriad of wonderful toys to delight the little ones and make gift buying for them easy and pleasant.

THE MAXWELL SHOP
124 W. Maple
QUILTED SATIN ROBES
IN BLACK AND PASTEL SHADES
ROBES OF SEVERAL OTHER STYLES
From \$5.95 up

RB SHOPS
142 W. Maple
Tuck in a Beautiful Burmel
HANDKERCHIEF
White Embroidered and Lovely Prints . . .
50c

LITTLE FOLKS SHOP
175 W. Maple
GIFT HEADQUARTERS FOR SMALL FRY
Their dreams come true at Christmas with gifts selected from our complete assortment of wearing apparel, novelties, dolls, and educational toys.

WILLIAMS BOOT SHOP
115 W. Maple
HOUSE SLIPPERS
for Men, Women and Children
Consider house slippers for those on your list this Christmas. They have been among the most appreciated of gifts for years, and this Christmas will be no exception.

Christmas Prevue -- Monday, Dec. 5 from 7 to 10 P.M.