

# BIRMINGHAM



PLEASANT SHOPPING at W. MAPLE and CHESTERFIELD

*The Town of Friendly Shops*

## THE ECONOMY OF QUALITY

Economy in a purchase cannot always be measured in terms of dollars and cents. Quality plays an important role in determining if a purchase is a "good buy" or not. If inferior in manufacture or content, then it cannot be considered economical no matter how inexpensive the price. This is only common sense!

The business people of Birmingham take great pride in the reputation they have established over the years for fine quality merchandise and services. They have found that Birmingham buyers realize the ultimate economy of purchasing merchandise of superior quality. Not only do Birmingham's business people stock merchandise of highest quality, they back up sales with good service.

Quality can be relied upon in Birmingham—the Town of Friendly Shops.

### *Did You Know . . .*

In Birmingham There Are  
3 Lumber Dealers  
6 Men's Tailors  
7 Television Dealers  
22 Real Estate Brokers\*

ALL READY TO SERVE YOU

\*Members of the Birmingham Real Estate Board

## Look for it FIRST in Birmingham . . . Save Time and Shop Leisurely

**JULIARD'S**  
Ladies' Distinctive Footwear  
**YOUNG'S OF BIRMINGHAM**  
Featuring Lebow Clothes  
**GWYNN'S**  
Men's Wear  
**SHERMAN SHOES**  
Featuring Florsheim Shoes  
**PRINCETON PREP SHOP**  
237 Pierce  
**ANDREW M. YEVICH**  
Manufacturing Jeweler  
**NORTH CHEVROLET COMPANY**  
1009 S. Woodward  
**CARTIER'S PAINT AND WALLPAPER**  
311 E. Maple  
**UNUSUALS**  
150 W. Maple  
**MORTIMER'S**  
Men's Style Center  
**HARRISON'S LUGGAGE & LEATHER GOODS**  
233 E. Maple  
**JOE STOLTZ**  
Custom Tailoring  
**QUARTON FOOD MARKET**  
1744 W. Maple—The Complete Market  
**HERBERT BURR SHOES**  
255 N. Woodward Ave.  
herb ring—DISTINCTIVE JEWELRY  
Suite 203, Leon Bldg., 286 E. Brown  
**ALICE'S WONDERLAND**  
Children's Shop  
**JERRY MORSE**  
Gentlemen's Attire

**BITTER'S BEVERAGES**  
Beer & Wine Delivered  
**HUSTON HARDWARE**  
Birmingham's Oldest Hardware Store  
**HAWTHORNE ELECTRICAL COMPANY**  
Birmingham's Oldest Electrical Store  
**BIRMINGHAM HARDWARE**  
152 N. Woodward  
**BIRMINGHAM FRUIT CO.**  
124 N. Woodward  
**ACME QUALITY PAINT STORE**  
Color & Service in Our Business  
**BODINE'S**  
The Greeting Card Shop  
**THE INSPIRATION SHOP**  
Gifts and Art Objects  
**GRINNELL'S**  
**ADAMS PHARMACY**  
Woodward at 14 Mile  
**BOB FROST, INC.**  
479 S. Woodward  
**LEWIS FURNITURE**  
235 Pierce  
**PECK'S MEN'S WEAR**  
108 S. Woodward, Cor. Maple  
**DICKINSON'S MEN'S WEAR**  
Wabeek Building  
**B'HAM PAINT, GLASS & WALLPAPER CO.**  
335 E. Maple  
**ELDON GENEROUS**  
Distinctive Tailoring  
**BIRMINGHAM ELECTRONICS**  
141 East Maple

**MAX BROOCK, INC.**  
Birmingham's Senior Realtors  
**SMITH'S MARKET**  
Choice Meats  
**LEW BETTERLY MUSIC CO.**  
Across from Birmingham Theater  
**McSWEENEY'S FINE FOOTWEAR**  
Children's Fittings a Specialty  
**MILLS PHARMACY**  
1740 W. Maple  
**BIRMINGHAM FEDERAL**  
Savings & Loan Association  
**McCLELLAN-BALL CO.**  
850 S. Woodward  
**SFIRE'S QUALITY MARKET**  
Awrey Bakery  
**SNYDER, KINNEY & BENNETT, INC.**  
Complete Real Estate Service  
**Wabeek Pharmacy & The Prescription Center**  
296 W. Maple and 624 N. Woodward  
**BIRMINGHAM LUMBER & SUPPLY**  
1025 Haynes  
**LA BELLE'S**  
Gifts — Books — Stationery  
**MILKS' APPLIANCES**  
1493 S. Woodward (4 blks. N. of 14 Mile)  
**RUDIN'S FINE FOODS**  
195 W. Maple  
**THE F. J. MULHOLLAND CO.**  
Birmingham's Oldest Department Store  
**WILSON PONTIAC-CADILLAC, INC.**  
1350 N. Woodward  
**BIRMINGHAM BIKE SHOP**  
746 E. Maple

**SHAIN'S REXALL DRUG STORE**  
Community Service Since 1906  
**JACOBSON'S STORES, INC.**  
**S. S. KRESGE CO.**  
West Maple at Henrietta  
**HAR-TROM HI-WAY FURNITURE MART**  
1532 S. Woodward (4 blks. N. of 14 Mile)  
**MACHUS**  
Restaurant & Pastry Shop  
**LAKES'**  
The Sterling Store of Birmingham  
**THE CHEER SHOP**  
Your Child's Favorite Store  
**BINGHAM & BINGHAM**  
Insurance  
**HIGGINS & FRANK**  
of Birmingham  
**KAY COOLEY**  
Everything We Sell Must Travel Well  
**DIMAS FURS**  
37 Years on Woodward Ave.  
**DAVIDSON'S**  
Woodward Avenue  
**THE VARSITY SHOP**  
Birmingham's Most Complete Sports Store  
**WILSON DRUG CO.**  
In The Very Heart of Birmingham  
**BIRMINGHAM CAMERA SHOP**  
Everything Photographic  
**McBRIDE HARDWARE CO.**  
154 So. Woodward Ave.  
**KAY BAUM**

*It's fun to shop in an atmosphere of neighborly friendliness!*