

BIRMINGHAM



The Town of Friendly Shops

Give Quality For Christmas

This year, as you plan your Christmas shopping list, keep this in mind — quality merchandise is still your best buy, now at Christmastime, just as throughout the year. Good quality gifts not only reflect your good taste and consideration, but will be appreciated so much more by the recipient. Don't sacrifice quality for a "bargain."

Birmingham's merchants and businessmen are well known for their selection of good quality merchandise, for gift giving, that will please both you and the receiver. By shopping in Birmingham, you'll find tasteful and lasting gifts for a happier holiday. Give quality this Christmas from Birmingham—the Town of Friendly Shops.

Did You Know . . .

Men can find hundreds of quality gift items in Birmingham at Men's Night, Monday, Dec. 7th.



Look for it FIRST in Birmingham . . . Save Time and Shop Leisuredly

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| BIRMINGHAM CAMERA SHOP
Everything Photographic | JERRY MORSE
Gentlemen's Attire | QUARTON FOOD MARKET
1744 W. Maple—The Complete Market | McBRIDE HARDWARE CO.
154 So. Woodward Ave. |
| SNYDER, KINNEY & BENNETT, INC.
Complete Real Estate Service | CARTIER'S PAINT AND WALLPAPER
311 E. Maple | WILSON DRUG CO.
In The Very Heart of Birmingham | McSWEENEY'S FINE FOOTWEAR
Children's Fittings a Specialty |
| RITTER'S BEVERAGES
Beer & Wine Delivered | ELDON GENEROUS
Distinctive Tailoring | WILSON PONTIAC-CADILLAC, INC.
1350 N. Woodward | HUSTON HARDWARE
Birmingham's Oldest Hardware Store |
| HARRISON'S LUGGAGE & LEATHER GOODS
233 E. Maple | MAX BROOK, INC.
Birmingham's Senior Realtors | DAVIDSON'S
Woodward Avenue | LA BELLE'S
Gifts — Books — Stationery |
| JULIARD'S
Ladies' Distinctive Footwear | SMITH'S MARKET
Choice Meats | BOB FROST, INC.
479 S. Woodward | PRINCETON PREP SHOP
237 Pierce |
| herb ring—DISTINCTIVE JEWELRY
Suite 203, Leon Bldg., 238 E. Brown | LEW BETTERLY MUSIC CO.
Across from Birmingham Theater | BIRMINGHAM ELECTRONICS
141 East Maple | ANDREW M. YEVICH
Manufacturing Jeweler |
| KAY COOLEY
Everything We Sell Must Travel Well | ADAMS PHARMACY
Woodward at 14 Mile | HIGGINS & FRANK
of Birmingham | NORTH CHEVROLET COMPANY
1800 S. Woodward |
| PECK'S MEN'S WEAR
108 S. Woodward, Cor. Maple | LEWIS FURNITURE
235 Pierce | GWYNN'S
Men's Wear | MORTIMER'S
Men's Sizing Center |
| B'HAM PAINT, GLASS & WALLPAPER CO.
335 E. Maple | MILLS PHARMACY
1740 W. Maple | LAKES'
The Sterling Store of Birmingham | UNUSUALS
150 W. Maple |
| SHERMAN SHOES
Featuring Florsheim Shoes | McCLELLAN-BALL CO.
850 S. Woodward | THE INSPIRATION SHOP
Gifts and Art Objects | BIRMINGHAM BIKE SHOP
746 E. Maple |
| BINGHAM & BINGHAM
Insurance | SFIRE'S QUALITY MARKET
Awrey Bakery | HAWTHORNE ELECTRICAL COMPANY
Birmingham's Oldest Electrical Store | THE CHEER SHOP
Your Child's Favorite Store |
| DIMAS FURS
37 Years on Woodward Ave. | YOUNG'S OF BIRMINGHAM
Featuring LeBow Clothes | Wabeek Pharmacy & The Prescription Center
296 W. Maple and 624 N. Woodward | MACHUS
Restaurant & Pastry Shop |
| BIRMINGHAM HARDWARE
152 N. Woodward | BIRMINGHAM FRUIT CO.
124 N. Woodward | SHAIN'S REXALL DRUG STORE
Community Service Since 1906 | HAR-TROM HI-WAY FURNITURE MART
1532 S. Woodward (4 blks. N. of 14 Mile) |
| S. S. KRESGE CO.
West Maple at Henrietta | MILKS' APPLIANCES
1493 S. Woodward (4 blks. N. of 14 Mile) | ACME QUALITY PAINT STORE
Color & Service is Our Business | JOE STOLTZ
Custom Tailoring |
| THE VARSITY SHOP
Birmingham's Most Complete Sports Store | RUDIN'S FINE FOODS
195 W. Maple | BODINE'S
The Greeting Card Shop | GRINNELL'S |
| JACOBSON'S STORES, INC. | BIRMINGHAM FEDERAL
Savings & Loan Association | THE F. J. MULHOLLAND CO.
Birmingham's Oldest Department Store | DICKINSON'S MEN'S WEAR
Wabeek Building |
| HERBERT BURR SHOES
265 N. Woodward Ave. | | KAY BAUM | BIRMINGHAM LUMBER & SUPPLY
1025 Haynes |

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