



Christmas Shopping in Birmingham!

Make a list, bundle up the family and come straight to "the town of friendly shops" for an exciting Christmas shopping experience. The Christmas Spirit has arrived, and with it there's an air of fun and jolly good humor. Your own home town is waiting for you to share all the Christmas cheer it has to offer. Come to Birmingham . . . you'll be glad you did on Christmas morning.

The Gift Selection Is Unlimited

Never before has the gift selection been so fine in Birmingham. Every store is loaded to the rafters with both unusual gifts and Christmas classics. No matter who you are buying for, you are sure to find that "just right" present somewhere in Birmingham. The days of searching far and wide or resorting to sometimes to late mail ordering are gone forever. It might almost be said that if it's not available in Birmingham, then you won't find it anywhere.



. . . and so close to home!

Why in the world drive for miles through cold and snow to accomplish your Christmas buying, when Birmingham offers so much shopping pleasure? Here you'll find friendly sales people, just the right merchandise, no high pressure, and the knowledge that what you buy is backed by a merchant with integrity. All these advantages add up to a rewarding shopping area right here only minutes from home. So don't waste time and gas on a long shopping excursion—shop in Birmingham this Christmas.

SHOP CONVENIENTLY AT THESE BIRMINGHAM HOLIDAY SHOPS WHERE SERVICE COMES FIRST

Alice's Wonderland	595 E. Maple	Fawcett Hardware	908 S. Adams	Kay Baum	162 W. Maple	North Chevrolet	1000 S. Woodward
Alpine Ski Shop	1693 S. Woodward	Ferguson's	538 N. Woodward	Kay Cooley	190 W. Maple	Peabody's Market	154 S. Hunter
Bell Greenhouse	928 S. Woodward	Glassford Shop	135 Pierce	S. S. Kresge Co.	223 W. Maple	Peck's Men's Wear	108 S. Woodward
Lew Betterley	240 S. Woodward	Greenfield's	725 S. Hunter	LaBelles	137 W. Maple	Princeton Prep Shop	237 Pierce
Birmingham Camera	198 S. Woodward	Grinnell's	299 W. Maple	Lake's Jewelry	100 S. Woodward	RB Shop	142 W. Maple
Birmingham Fruit	124 N. Woodward	Harrison Luggage	303 E. Maple	McCallum & Dean	409 E. Maple	Stire's Market	180 W. Maple
Birmingham Paint	335 E. Maple	D. J. Healy	263 Pierce	McClellan-Ball	850 S. Woodward	Shain's Rexall Drugs	105 W. Maple
Birmingham Peddler	255 Pierce	Higgins & Frank	268 W. Maple	McSweeney's Shoes	277 Pierce	Sherman Shoes	115 W. Maple
Birmingham TV	1842 S. Woodward	Himelhoch's	168 W. Maple	Machus Bakery	160 W. Maple	Stewart's Fabrics	202 E. Maple
Burr Shoe, Inc.	255 N. Woodward	Clyde E. Hornung	245 Pierce	Milks Appliances	1493 S. Woodward	Tiger Shoe Repair	129 E. Maple
Cranbrook Drugs	2511 W. Maple	Huston Hardware	205 N. Woodward	Mills Pharmacy	1740 W. Maple	The Time Shop	151 S. Bates
Ceresie Bros.	536 N. Woodward	Jacobson's	320 W. Maple	Mortimers	123 W. Maple	Harold Turner's	464 S. Woodward
Dickinson's	372 W. Maple	Juliard's	154 W. Maple	Mulholland's	223 N. Woodward	Young Folks	175 W. Maple
Dimas Furs	227 S. Woodward						