

Know Your Birmingham Merchants...

IN THE TOWN OF FRIENDLY SHOPS



Kay Cooley Shaw

IN 1939 when Kay Cooley opened the Birmingham branch of her Detroit women's apparel shop, her place of business was barely 20 feet in width. However, success marked the spot and today her store is in the process of expanding into an overall area of 11,000 square feet.

Personal customer interest combined with an intuitive knowledge of what women like to wear are evident in the style and individuality of the Kay Cooley fashions, whether they are budget priced or from a Paris couturier.

"Everything we sell must travel well."

KAY COOLEY



Harvey Kresge

ALTHOUGH Harvey A. Kresge has been managing the Birmingham Kresge store for the past 31 years he has actually been connected with the family business for the past 20 years.

Ever progressing, the local store has expanded into junior department lines such as small power motors, lamps, furniture and, of course, the new charge account privilege.

"In all of the 12 Kresge stores around the county, the Birmingham branch has the most complete line of school supplies and stationery," says Mr. Kresge.

S. S. KRESGE CO.



Wayne Mortimer

WAYNE MORTIMER and his wife Gena have operated their men's accessory store in Birmingham for the last 21 years.

"Strange as it may seem," says Wayne, "the ladies do most of the shopping in my store." He adds: "This is no doubt due to the fact that many men dislike buying for themselves, or haven't the time."

"Always in the best of taste."

For customer convenience, Mrs. Mortimer, a former librarian, operates a lending library in the back of the shop.

MORTIMER'S



Esther Wisley

THIRTY years ago the RB Shops began a small business based on ladies' foundation garments, only.

Today, stemming from their main Royal Oak store, there are three branches, one each in Ferndale, Mt. Clemens, and Birmingham, all now carrying a complete line of women's apparel.

Esther Wisley, who has been with the firm for 13 years, and local manager for the past 4, believes in expressing warm, old-fashioned hospitality to her customers.

RB SHOPS



Harold Kalbfleisch

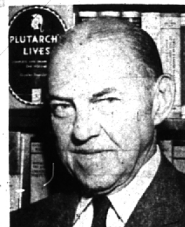
HAROLD KALBFLEISCH, who has operated the Birmingham Cleaner's plant for the past 11 years, comes from a family boasting 35 years of experience in the dry cleaning business.

He prides himself not only in giving guaranteed service but also in keeping abreast of the times in his field.

"You get the finest dry cleaning service money can buy."

He introduces a new and distinctive drapery process which accurately measures your draperies before fine dry-cleaning, then forms and decorator-folds them to that precise measurement.

BIRMINGHAM CLEANERS



Alfred LaBelle

IT WAS 35 years ago that Alfred and Mrs. LaBelle opened a small book shop in Birmingham.

Since that time it has grown and expanded to include gifts of quality and elegance, and has become the most complete and beautiful shop of its kind in the country.

The LaBelles love Birmingham and serve it well. They believe in its future, and have every intention of going along and keeping in step with its progress.

LA BELLE'S



Richard Young

RICHARD YOUNG, proprietor of Young's of Birmingham, considers his successful business to be based upon true reliability, good taste and accommodating service.

A high degree of customer confidence is often proved when he receives a letter or telephone call saying "Please send our son, Tom, at school some socks, ties, shirts and whatever you think he needs. You know his size and preferences." And there is the man in London, England, who writes, "Please send me a pair of shoes. You have my size!"

"Quality first, price second."

YOUNG'S OF BIRMINGHAM



Nino Genna

TWENTY-FIVE years in the beauty business is a long time—but it takes a long time to perfect the kind of skill that makes NINO one of the country's finest hairdressers.

His lovely new Birmingham salon provides a setting of both beauty and comfort for his patrons.

Decorated in simple elegance, the salon is quiet, soothing and restful, while the convenience and privacy of individual booths offers the ultimate in beauty service.

NINO SALON



Don Paget

"WE SPECIALIZE in women's footwear fashions for today, with an eye towards tomorrow's trends," says Don Paget, who manages the Juliard shoe shop in Birmingham.

With 18 years in the shoe business, this concern presents high style in many famous brands such as Erics, De Liso, and that fine imported casual for women known as Amalfis.

"Footwear fashions for today."

In addition to these, their branch store at West Maple and Telegraph Road carries the famous Simplex and Jumping Jack lines of children's shoes.

JULIARD'S INC.



James D. McSweeney

"IT REQUIRES a quality shoe to produce a correct fitting, for either children or adults," says James D. McSweeney, owner of the Birmingham store for tots and teens.

Both manager Cliff Reed and "J. D." (as he is known to his many friends) have a wide background of shoe experience. Together they have built an enviable reputation in the community for their ability in correct shoe fitting.

Besides children's regular and orthopedic footwear, McSweeney's carry that famous brand of flats for women—the Haymaker.

McSWEENEY'S SHOE STORE

BIRMINGHAM BUSINESS DIRECTORY

APPLIANCES

Dubuc Vacuum Cleaner Sales & Service
1287 S. Woodward
Hawthorne Electric Co.
162 North Woodward
Milk's Appliances
1493 South Woodward

AUTOMOBILE DEALERS

North Chevrolet
1000 South Woodward
Harold Turner Ford
464 South Woodward

BEAUTY SALONS

Gabrielle's Modern Beauty
271 West Maple
Nino Salon
706 North Woodward

BOOKS, GIFTS & STATIONERY

La Belle's
137 West Maple
Village Bookshelf
790 North Woodward

CAMERA & SUPPLIES

Birmingham Camera Shop
168 South Woodward

CAR WASH

Jax Kar Wash
300 South Hunter
CHILDREN'S SHOPS

CLEANERS & DYERS

Alice's Wonderland
595 East Maple
Young Folks
175 West Maple
Birmingham Cleaners
Woodward at Adams
West Maple at Cranbrook
Douglas Cleaners
534 South Woodward

DEPARTMENT STORES

S. S. Kresge Co.
West Maple at Henrietta
F. J. Mulholland Co.
223 North Woodward

DRUG STORES

Adams Pharmacy
1955 South Woodward
Cranbrook Drugs
2511 West Maple
Shain's Rexall Drugs
105 West Maple

Wabek Pharmacy—
Prescription Center
296 West Maple
407 West Brown
Wilson Drug Company
101 North Woodward

FLORIST

Bell Greenhouses
928 South Woodward

FABRICS

Stewart's Fabric Shop
202 East Maple

FURS

Dimas Furs
227 South Woodward

FURNITURE

Lewis Furniture
235 Pierce
Triangle Furniture Co.
128 South Woodward

GAS STATIONS

Bob Adams Shell Service
120 South Hunter Blvd.

GROCERY STORES

Birmingham Fruit Market
124 North Woodward
Olson's Market
407 West Brown
Peabody's Market
154 South Hunter
Sara's Market
180 West Maple

HARDWARE

Birmingham Hardware
152 North Woodward
Huston Hardware
205 North Woodward

INSURANCE

Hugh C White Agency
217 Pierce

INTERIOR DECORATOR

Sherwood Studios
160 South Woodward

JEWELRY

Lakes Jewelers
100 South Woodward

Herb Ring Distinctive Jewelry
286 East Brown
The Time Shop
151 South Bates

LEATHER GOODS

Harrison's Luggage &
Leather Goods
233 East Maple

LUMBER

Erb-Restrict Lumber Co.
425 South Eton

MEN'S CLOTHING

Dickinson's
272 West Maple
Gwynn Custom Tailoring
112 South Woodward
Higgins & Frank
268 West Maple
Mathew's Custom Tailors
288 East Maple
Martimer's
123 West Maple
Peck Tailors & Men's Wear
108 South Woodward
Young's of Birmingham
203 Pierce

MUSIC SHOP

Grinnell's
299 West Maple

PAINT

Acme Quality Paint
163 North Woodward
Birmingham Paint,
Glass & Wallpaper
335 East Maple

SHOE STORES

Burr Shoe, Inc.
255 North Woodward
Gillies Shoes
100 North Woodward
Hansel 'n' Gretel Shoppes
135 South Woodward
Juliard's, Inc.
154 West Maple
McSweeney's Shoe Store
277 Pierce
Sherman Shoes
115 West Maple

SPORTING GOODS

The Varsity Shop
277 Pierce
Village Sport & Hobby
154 South Woodward

TELEVISION & RADIO

Birmingham Electronics
141 East Maple
Birmingham Television
1842 South Woodward

TRAVEL AGENCY

Birmingham Travel Service
379 Hamilton

WOMEN'S APPAREL

Kay Cooley
190 West Maple
Davidson's
139 South Woodward
The Glassford Shop
135 Pierce
D. J. Healy
263 Pierce
Himelbach's
168 West Maple
Kay Baum Shop
162 West Maple
Linda Lee
159 West Maple
RB Shops
142 West Maple