

In Keeping With

The Fashion Pace

Set by Forward-Thinking

Birmingham Merchants...

We Join With

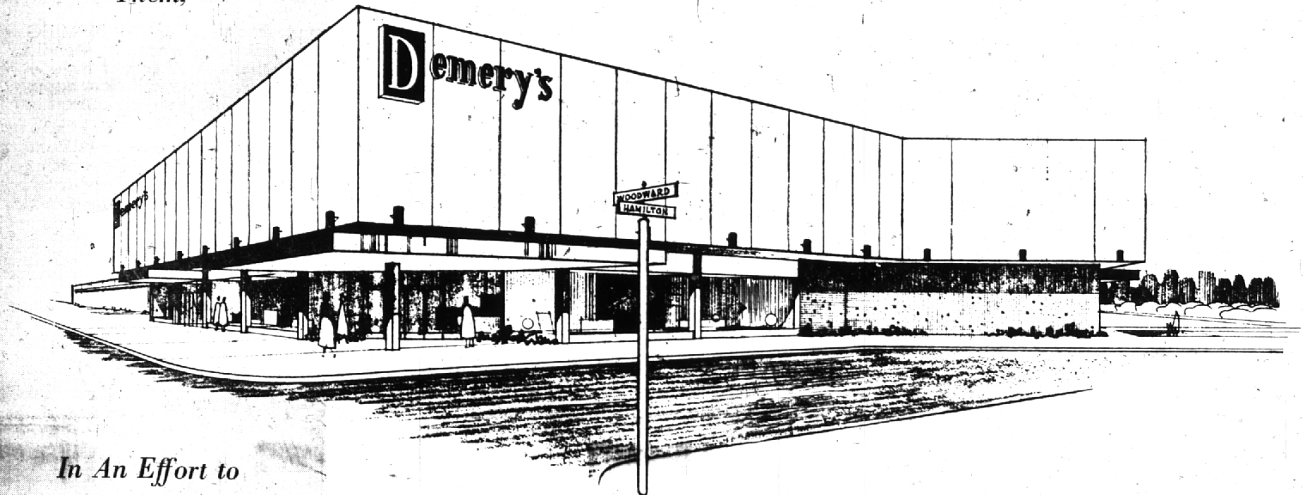
Demery's
DETROIT—BIRMINGHAM

Them,

*we are proud to announce
the opening of our new
Department Store in Birmingham*

"the most Beautiful Store in the World"

We invite you to be among the first to cross the portals of this breathtakingly beautiful Birmingham store... to revel in a world of new, new fashions displayed in a setting of exquisite, colorful decor, and softly diffused lighting. This is the store we designed with YOU in mind... the latch-string is out for you and your family—do come in Thursday!



In An Effort to

Please You...

To

Make Shopping in

Birmingham a

Happy and Profitable.

Experience

- Conveniently Located — accessible to many areas and suburbs
- Augmented Parking facilities
- Remember — you get S & H Green Stamps with every purchase
- Credit Terms to suit your convenience
- OPEN EVERY FRIDAY till 8:45 P.M.

In keeping with the civic and cultural atmosphere of the beautiful city of Birmingham, "DEMERY'S—BIRMINGHAM" reflects the co-ordinated dream of the store owners, the consultants and the architects, from its very inception. Over 76,000 sq. ft. of space are devoted to customer sales, and traditional Demery customer services. Three spacious floor levels make shopping convenient, pleasurable and relaxed. Central escalators are the largest width made, permitting shoppers with children to ride together in comfort and safety. An aura of elegance is everywhere, from the colorful top-level, the "Floor of Fashion", with its stunning Cranbrook Room of specially-chosen women's apparel, bright Children's Shops, women's shoe salon, millinery, Beauty Salon, a stately "Birmingham Room" for civic and club activities... on down to the magnificently appointed Main Floor Level. Here the handsomely decorated and complete Men's Clothing Store, including furnishings and shoes... Fashion accessories, women's sportswear, Lingerie and Cosmetic sections, present an imaginative vista of color and excitingly new, quality merchandise—brands you know and like. The glowing lower floor level offers to the homemaker a brilliantly conceived concept of Linens, Bedding, Curtains, homewares and gifts including Lamps, China, Glassware and Silver; easy-to-shop Notions, stationery, yard goods and small appliances. Beyond, in truly beautiful focus, is an expansive S&H Green Stamp Redemption Center—practically a store in itself!

These are the Fine Business Firms who can be Justly Proud of their combined teamwork, in the Completion and opening of "DEMERY'S—BIRMINGHAM".

<i>Allen H. Dahme Associates, Inc.</i>	<i>Comstock Park, Mich.</i>
<small>Interior Designers—Store Consultants</small>		
<i>David E. Post, A. I. A.</i>	<i>Comstock Park, Mich.</i>
<small>Store Architect</small>		
<i>Darin & Armstrong, Inc.</i>	<i>Detroit, Mich.</i>
<small>General Construction Trades</small>		
<i>Armstrong Plumbing & Heating Co.</i>	<i>Detroit, Mich.</i>
<small>Mechanical Contractors</small>		
<i>Harlan Electric Co.</i>	<i>Detroit, Mich.</i>
<small>Electrical Contractors</small>		
<i>Viking Sprinkler Co.</i>	<i>Detroit, Mich.</i>
<small>Sprinkler Systems (Fire Protection)</small>		
<i>Ledermann Elevator Co.</i>	<i>Detroit, Mich.</i>
<small>Elevator</small>		
<i>Westinghouse Electric Co.</i>	<i>Detroit, Mich.</i>
<small>Escalators</small>		
<i>Walsh Resilient Flooring Co.</i>	<i>Detroit, Mich.</i>
<small>Vinyl—Asphalt—Tile Flooring</small>		
<i>A. & M. Karagheusian, Inc.</i>	<i>Chicago, Ill.</i>
<small>Gulfstan Carpeting</small>		
<i>Max Grove Associates, Inc.</i>	<i>Chicago, Ill.</i>
<small>Illuminating Engineers</small>		
<i>Acme Neon Sign Co.</i>	<i>Detroit, Mich.</i>
<small>Exterior Signs</small>		

DEMERY'S—BIRMINGHAM Store Hours: 9:30 A.M. to 5:45 P.M. (Excepting Fridays, Open Till 8:45 P.M.)