

*This Week . . . We are Open*  
**THURSDAY and FRIDAY, UNTIL 8:45 P.M.**



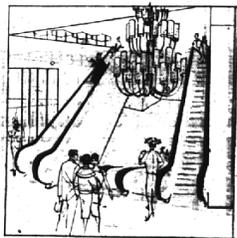
The Cranbrook Room—High Fashions



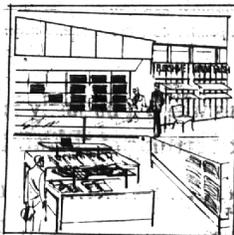
The Lamp and Gift Shop



Looking Into the "Birmingham Room" (Assembly Room)



Entrance to Escalators, showing the Huge Brass Chandelier



Men's Furnishings and Shoes



Infants Shop

To our New Customers and Neighbors:

The planning and building of a new Department Store is a serious responsibility. When an established and reputable firm like Demery's—with fifty years of successful merchandising experience in its background, decides to spread its wings . . . the site of the new store with respect to the convenience of the greatest number of families . . . is the first and foremost consideration.

We chose Birmingham, for many reasons . . .

We are a store with a proud background of having served generations of the finest Detroit families. Thousands of these customers, progressively moving to the suburbs, have continued to make Demery's their shopping headquarters. We recognize that the fast-growing population in Birmingham and the surrounding communities, needs the convenience of nearby shopping facilities for ALL their needs, which a Department Store such as Demery's can provide.

We think highly of Birmingham merchants . . .

Numerous high-calibre stores and shops in every field, have made Birmingham the outstanding shopping area it is today. We hope we may participate in the reputation they have established; it is our goal that, by joining their numbers, we can help to make Birmingham an ever greater shopping area than it is at present.

Most importantly, our family of employees at DEMERY'S-BIRMINGHAM, have been specially trained to extend traditionally friendly, helpful service to our customers. Our Birmingham personnel includes hundreds of Birmingham men and women, whom we are most happy to welcome to our organization; we want them to feel they are an integral part of our new and beautiful store.

So . . . we are ready and eager to join other Birmingham merchants in serving you with the newest in fashions and home needs, and extending every possible service. Come in often—thrill to a new concept in shopping pleasure. Remember, this is the store we designed with YOU in mind.

Cordially,

*B. A. Beck*

President

*John Wm. Butler*

Executive Vice-President

These Are Some of the Demery Services Planned to Make Your Shopping a Pleasure . . .

- NEW, NEW FASHIONS—Demery-approved, selected for Fashion Value . . . for your way of life.
- BRAND NAMES—In every merchandise category, we highlight the labels and brands of national repute—you deserve the best.
- BEAUTY SALON—The last word in efficient, modern techniques for the beauty-seekers. The finest beauty products known are used, for your satisfaction.
- OPTICAL DEPARTMENT—A convenient shop for filling prescriptions for glasses, servicing optical needs, complete stocks of RX glasses, sun glasses, magnifiers, binoculars, etc.
- SHOE REPAIR SHOP—staffed by experts in shoe repair, color-matched dyeing, professional orthopedic services. Repair work done while you wait.
- THE BIRMINGHAM ROOM—A stately, beautifully appointed meeting room where civic, cultural and educational groups are invited to gather.
- CHARGE ACCOUNTS—A Demery Optional Charge Account is the convenient and easy way to shop, with terms arranged to suit your convenience. Use your regular "Charge-Plate" if you now have an account.
- S&H GREEN STAMPS—We are the ONLY Department store in Birmingham and Detroit, giving these valuable little Green Stamps. You get them with every purchase; they add up quickly, enabling you to select valuable gifts for yourself, your home.
- THE S&H GREEN STAMP REDEMPTION CENTER—This is a beautiful store in itself—filled with choice, brand-name items for your selection—over 1500 items from which to choose.

The  
 Store we designed  
 With You  
 In Mind

**Demery's**  
 DETROIT—BIRMINGHAM

It's  
 so  
 beautiful  
 inside . . .  
 designed to  
 make your  
 shopping  
 fun!