



The City With The Christmas Spirit . . . BIRMINGHAM—The Friendly City!

Great Selection . . . See all of the newest fashions—representing America's most popular and trusted names . . . stunning women's fashions in exciting new colors . . . handsome men's wear and accessories . . . a variety of kiddies' clothes, too . . . glamorous new home furnishings and appliances to give your home additional comfort and charm . . . a host of sporting equipment, jewelry, and many other items to delight every member of your family.

Easy to Reach . . . excellent highways and streets lead to Birmingham shopping areas and convenient parking facilities. Small town shopping is like shopping center shopping. Its stores are located within a few steps of each other.

Individual Service . . . here is where Birmingham excels. Each customer is a special one and we insist on satisfaction. Visit Downtown Birmingham, tomorrow, where Christmas merchandise is attractively displayed in pleasant, friendly stores.

Sponsored by the Retail Merchants Division of the Birmingham Chamber of Commerce and The Birmingham Eccentric

Adams Pharmacy

If you are having trouble finding the perfect gift, come to Adams Pharmacy. Reliable prescription service. Hallmark cards. Open 9 a.m. to 10 p.m. daily.

Bodine's

Christmas Cards still available. Have you visited our Party shop, here you will find everything for your next Party.

First of Michigan Corporation

Members New York Stock Exchange Complete Investment Service. Municipal Bonds. Portfolio Analysis.

Jacobson's

Christmas will live in the heart and memory forever when they discover the loveliest of Christmas Gifts under their tree . . . A gift from Jacobson's.

Mills Pharmacy

Parfums by Guerlain's "Shalimar", Caron's Nuit de Noel, Chanel No. 5, Voulez Vous, by O'Orsay; Quadrille, by Balenciaga; Shai, by Rosal.

Sfire's

Known Over The Years For The Finest Selection of Quality Foods.

Alice's Wonderland

One Of The Largest Selections Of Children's Books in Birmingham!

Bob Borst Lincoln-Mercury

Is your car giving you peak performance? Let our mechanics, using modern test equipment, check your car to assure you of maximum performance.

Frank's Nursery Sales

The World's greatest Single Collection of unusual and traditional Christmas trim materials from which you may choose.

KLA Laboratories, Inc.

Your Home Music Center Records, Pre-Recorded Tapes, Hi-Fi, and Stereo Components and Accessories.

John Moss, Florist

Come in and see our beautiful selection of Christmas center pieces, home decorations, door badges and all types of Christmas candles.

B. Siegel-Kay Cooley

Whether your Christmas is reflected in the tallness of the city or a candle lite country window, choose joyous gifts from our fabulous collection in all departments.

Low Betterly Organs & Pianos

For your Family Christmas Gift, Select your Conn Organ or Sohmer Piano now.

Burr Shoes

"Birmingham's Oldest & Finest Shoe Store"

The Glamour Nook

You are cordially invited to visit the newest beauty salon in Birmingham. Time now to look your prettiest for the Holiday Season.

Kay Baum

Be sure to visit "Little Kay Baum", a children's shop for ages 3 to 14. Starting Dec. 5, open evenings till Christmas.

Peabody's Market

Top grade meats, famous Peabody's quality fruits & vegetables. Groceries. Delivery service. Large parking area.

Joseph A. Stoltz, Custom Tailor

Our customers deserve and get the very best! Each one of our customers is "someone special", and every garment we tailor is carefully scrutinized.

The Birmingham-Bloomfield Bank

Come in and see us! We're open 'til noon Saturday—6 Friday. Convenient drive-in and walk-up window. Corner of Martin and Bates across from the Post Office.

Christy's Suburban Hair

Vivacious, flirtatious and long lasting curls can be yours at Christy's. Let our expert Beauticians give you that new look, tomorrow.

Goodbody & Co.

Stocks, Bonds and Commodities. Member of New York Stock Exchange and other principal exchanges.

Kresge's

Shop at Kresge's in Birmingham for a complete selection of toys. Convenient charge accounts & layaways for your convenience.

The Peacock Room

"House of America's Finest Shoes." Andrew Geller, Gamin, Barefoot Originals, Town & Country, Carmelletes, Delmanette, Air Step, Risque.

Tabro's Glass, Inc.

"IF IT'S GLASS WE HAVE IT". Auto glass replaced while you wait, tub enclosures, Custom Tailored & Installed. A mirror for Christmas? We have all sizes.

Birmingham Camera Shop

Exclusively camera supplies and equipment. Domestic and import. Experienced people to advise you in the selection and use of any camera or equipment.

Tom Cotter Men's Wear

"A Most Unusual Grouping of Haberdashery"

Gregory, Mayer & Thom

Office supplies & furniture. Christmas cards. If it's for the office, we've got it!

LaBelle's

Christmas Decorations & Cards, Stationery by Cranes & Eatons, Books, Juvenile and Adult. A Galaxie of Christmas Cards.

Peck Tailors & Men's Wear

Mallory Hats, Style-Mart Clothing, Jaysen Shirts, Superba Ties, Catalina Sweaters, Hamley and Paris Belts, Esquire Hose.

The Thunderbird Shop

See our Wonderful collection of toys from all around the world. Educational games and hobby equipment, Dolls—Books. Come, Browse!

Birmingham Federal Savings & Loan Ass'n

3½% paid on savings, current rate. Savings insured to \$10,000. Join our 1962 Christmas Club.

Cranbrook Drugs

Fanny Farmer Candies; Cosmetics by Revlon, Richard Hudnut; Max Factor. Baby supplies; Hallmark Cards. Photo finishing.

Grinnell's

Home of Steinway pianos, Hammond organs, Conn band instruments. Magnavox TV and Stereo, and other renowned names. Opening evenings till Christmas.

Lakes Jewelers

"The Sterling Store of Birmingham" Towle Hairloom Kirk Wallace Gorham Lunt Reed & Barton International

The Prep Shop

Sartorial Refinements for Young Men . . . featuring gifts to please a Christmas Him.

The Time Shop

Watchmakers
Clockmakers
Jewelers

Birmingham Fruit & Grocery Co.

Quality meats, produce & groceries. Christmas baskets made to order. Fresh killed turkeys. Free delivery to Birmingham, Bloomfield, Wing Lake.

Cunningham's

Your finest and most complete Christmas gift selections are as near as your Cunningham's Drug Stores. Open nights 'till Christmas.

Gwynn's

"If It's A Quality Garment, 'Naturally' It's From Gwynn's"

Jack Lawrie Service-Bojax Collision

Guaranteed service on all cars—From tune-ups to automatic transmissions. 18 years experience on Chrysler Corp. cars. Expert Bumping & Painting.

Quarton Food Market

Choice meats cut to order. Unger's Milwaukee Sausage for a Holiday Treat. Fresh fruits and vegetables daily. Charge accounts invited. Delivery service.

Village Sport & Hobby Shop

Hobby Supplies: H.O. trains; chemical supplies; Radio control models; crafts; Archery equip'l. Hunting & Fishing items. Firearms—Handguns. Marine Hardware.

Birmingham Hardware

Give Dad tools this Christmas. Sporting goods; Electrical & garden supplies. Glass—housewares. We make keys.

Danby's Store for Men

"Cricketeer" suits. Donegal exact sleeve length sport shirts. Arrow and Van Heusen dress shirts. Jantzen and Robert Bruce sweaters.

Harrison Luggage

American Tourister Samsonite Silhouette Val-A-Paks & Grasshoppers Skyway

Phillip Layne Shoes For Men

Allen-Edmonds Freeman Jarman Bass

RB Shops

Her Christmas stocking, by ARCHER; Sheer Nylons exactly proportioned for perfect fit.

Wabek Pharmacy - Prescription Center

Fine perfumes & gifts; Jacques Fath, Caron Simonetta, Chanel, Jolie Madame, Ciro, Prince Matchabelli.

Birmingham Lumber Co.

Whether you're building, repairing, or remodeling, if it's quality and uniformity in lumber you want . . . check with Birmingham Lumber first!

Davidson's

At Davidson's, Christmas dazzles . . . it gleams . . . it glows in every corner. Come see what we mean . . .

Hawthorne Electric

Headquarters for General Electric Appliances and Television. Our low discount prices make it easy to enjoy the very best.

Machus

Christmas Torte Cakes, Dinner Rolls, Stollen Christmas Cookies, Fruit Cakes. Also Buffet foods prepared, tea sandwiches & Hors D'oeuvres.

Reeve's Standard Service

Open 24 Hours Daily, 7 Days a Week. Complete auto service: Brakes, Tune-ups, minor repair. Atlas tires make wonderful Christmas gifts. AAA Road Service.

Walling, Lerchen & Co.

Members of the New York Stock Exchange. Investment services for every need—individual, corporate, and institutional.

Birmingham Office Supply

A friendly store. Free parking in front and back. Christmas cards, stationery and desk items.

Demery's

The Gifts You Buy for Others . . . mean S & H Green Stamps for you. Open Every Night 'Till 9 P.M.

Higgins & Frank

"America's Finest Shirts" by The Troy Shirtmaker's Guild. Exclusively Ours!

McCallum & Dean

Zenith TV. More music for your Hi-Fi Dollar. Custom installations: Ampex, Bell, Scott, Fisher, Garrard Electro-Voice.

Shain's Rexall Drugs

Serving You Since 1906.

Wilson Drug Company

Featuring Birmingham's Largest and Most Complete Cosmetic & Toiletries Department.

Birmingham Paint, Glass & Wallpaper

"Everything For The Beautification and Preservation Of The Home"

Dickinson's

Hart, Schaffner & Marx, Manhattan Shirts, Stetson Hats, Supp Hose, Mr. John Neckwear.

Himmelhoch's

Naturally at Himmelhoch's, the best in high fashion for women and children . . . a store in the process of being beautified, inside and out.

McSweeney Shoes

"Specialists In The Proper Fit of Children's Shoes"

Albert Sheetz Candy Co.

A Famous Name in Candy Since 1872. Fine fudges Bon-bons, Chocolates. Largest selection in Michigan. Drive-in window. Parking lot.

Wigley Markets

A complete line of holiday foods for parties and festive eating.

Birmingham Travel Service

Your trip is our trust, South Oakland County's Most Experienced Travel Service.

Erb-Restrick Lumber Co.

Let the "House Doctor" help you with your Holiday "fix-up" plans. Beautiful paneling! All your building and remodeling needs. Power and hand tools.

Huston Hardware

"Serving Birmingham For Over 50 Years"

F. J. Mulholland Co.

As another Christmas season approaches we are looking forward to serving you. Mulholland's offers the utmost in service and merchandise.

Sherman's Shoe

Florsheim Roblee Hush-Puppies Padwin Buster Brown

Young Clothes

Distinctive Clothes for Children carefully selected and moderately priced.

Bell Greenhouse

For over 40 years—our own greenhouses in Birmingham. A Poinsettia or Azalea from Bell's this Christmas will be a welcome gift.

Ferguson's

Come visit our beautiful store—we carry a complete line of outstanding sportswear. Let us co-ordinate your winter wardrobe for you. Shop early!

Inspiration Shop

Exceptional Gifts unmatched anywhere to suit all tastes, in all price ranges.

Milks Appliances

Frigidaire, Hotpoint, RCA Whirlpool, Kelvinator, Tappan, Matsushita, RCA Victor, Hoover Zenith Admiral, Maytag. "The Area's Largest Laundry Dealer!"

Scott-Shuptrine Co., Inc.

Add a new dimension to the bright cheerfulness of Christmas with a gift of distinctive furniture for the home.

Young's of Birmingham

"A Unique Clothing Store Established For The Sole Purpose Of Satisfying The Complete Apparel Needs Of Men."