

ere All Their Christmas Wishes Come True

Yes, SANTA arrives at Demery's in Birmingham, on Friday!

He'll land right in the middle of Demery's
Exciting new TOYLAND... just take the elevator or the
Escalator to the Second Level — his shiny new
Throne is in the "Birmingham Room" — and he wants
to see all good girls and boys, real soon!

Santa is bigger and jollier than Ever, all rested after
a Long Vacation at the North Pole, and anxious to chat
with the children about their very dearest wishes for Christmas.



Santa sent this message (quote): Bring all the children to see me—we have very important
Business to Talk Over—and while they're Here, they can see all the wonderful toys in

DEMERY'S TOYLAND

The collection includes toys for every "little wheel" in the family . . . there are toys to
ride, to pull, to roll; Dolls that little girls can hardly wait to cuddle; space games
to intrigue the boldest, most daring Astronaut. There are toys that educate, too . . . Toys
with a Purpose, to make every child happy. . . Toys that develop talent, too . . . but mostly
TOYS JUST FOR FUN!



- *From now on, Demery's will Remain Open EVERY NIGHT TILL CHRISTMAS.*
- *Use your Charge Account to do ALL Your Christmas Shopping.*
- *Parking is Convenient—right Next to the Store.*
- *Remember — at Demery's you get EXTRA savings with S & H Green Stamps—save them to buy Gifts for Yourself. And be sure to visit the beautiful S & H GREEN STAMP REDEMPTION CENTER on our Lower Level—filled with exciting, famous-brand gifts—yours for the choosing.*

