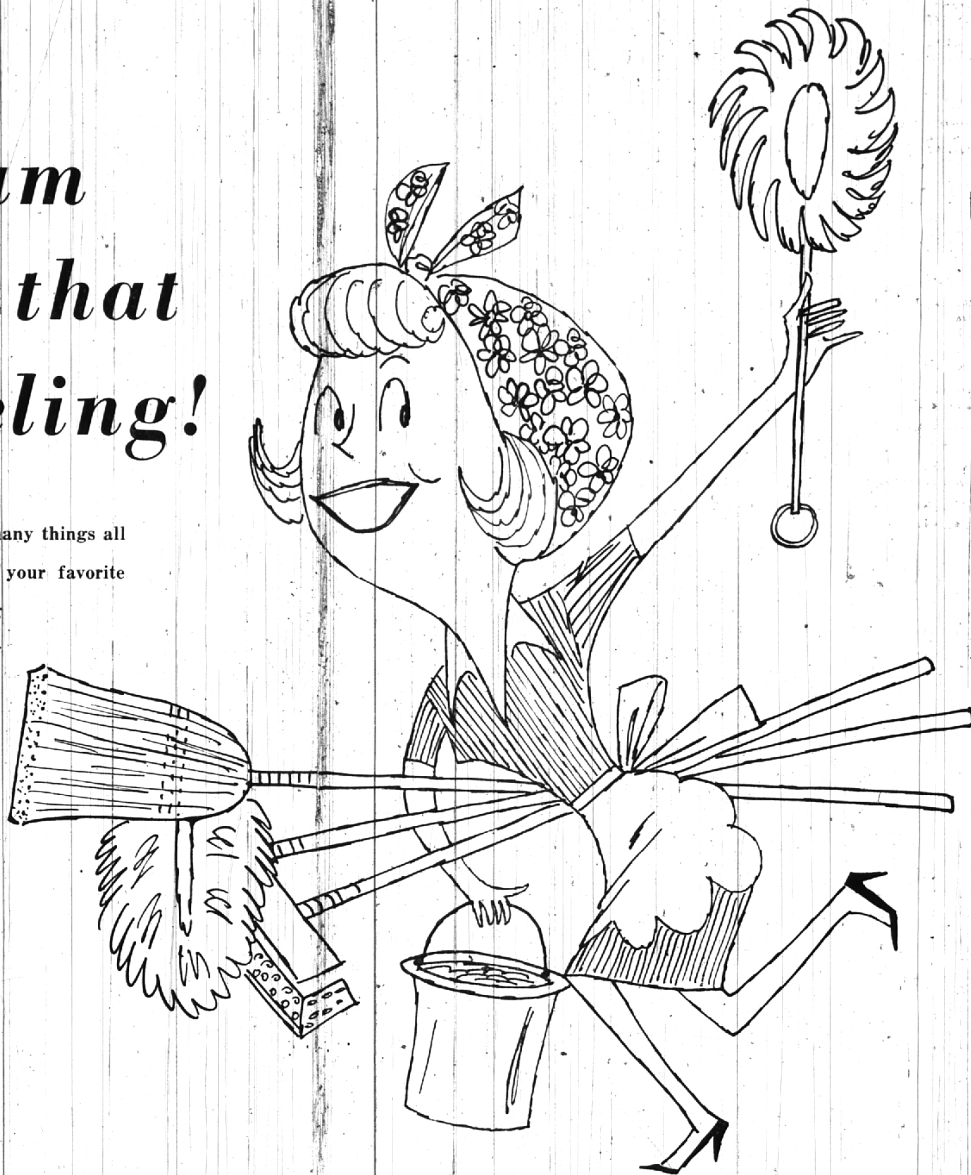


Birmingham gives you that Spring feeling!

What a feeling it is. Makes you want to do so many things all at once! The first thing you want to do is visit your favorite Birmingham store. You'll find the newest Spring merchandise for your home, car and everything for everyone in your family. It gives you a great feeling to know you can always depend on getting the best in service, selection, value . . . day after day friendliness, no matter where you shop. Late shopping hours add to your convenience. Nearby parking in any of the downtown municipal parking lots. The pleasure is all "hours."



MEET YOUR FRIENDLY BIRMINGHAM MERCHANTS



Miss Violet Joseph

It's traditional . . . to depend on Himelchok's for the fine fashion merchandise . . . and outstanding personal service. Miss Violet Joseph . . . store manager at Birmingham, seizes the opportunity to serve you . . . as a friend, as well as a customer.

Himelchok



Wilbur Mason

We are indeed proud of the new addition to our Apparel Shop! Our fashion floor devoted exclusively to women's ready to wear, sportswear, millinery, bridal salon and furs. Apparel for the discriminating woman.

Jacobson



Paul Kurth

Birmingham's oldest established Hardware, in the Heart of Birmingham since 1909.

Huston Hardware Co.



Martin Frank

Now Serving Our 3rd Generation of Men and Young Men.

Higgins & Frank



Carlos B. Schmidt

You'll find everything General Electric makes for the home on display at our G.E. Sales Center. The most complete display in the District area.

In business locally since 1914, you can buy with confidence in the product, the price, and the service of . . . Hawthorne Electrical Co.

APPLIANCES
Hawthorne Electrical Co.
G. E. Appliance and TV
375 Hamilton

Milk's Appliances
1493 South Woodward

AUTOMOBILE DEALER
Bob Borst Lincoln-Mercury
479 South Woodward

CHILDREN'S SHOP
Jacobson's
275 N. Woodward

COIN-OP DRY CLEANING
Poly-Clean Center
You Leave It, We Do The Work.
327 Hamilton

CONFECTIONERY
Sanders
250 N. Woodward
(Next to Demery's)
273 Pierce Street
499 Hunter Blvd.
(National Markets)

DEPARTMENT STORES
Demery's
200 North Woodward

DRUG STORES
Shain's Rexall Drug
105 West Maple

FLOOR COVERING
Edw. Jones Floor Covering
Famous Names in Carpeting
283 Hamilton, MI 4-4483

FLORISTS
Bell Greenhouses
928 S. Woodward, MI 4-0811

FOOD STORES
A&P Food Store
Adams Road at Bowlers
W. Maple at Lahser

Birmingham Fruit & Grocery Co.
Year town's oldest food store!
Free Delivery
124 N. Woodward MI 4-4030

The Kroger Co.
East Maple

Quarton Food Market
We Deliver! MI 4-5310
1744 West Maple

Sire's
180 West Maple

Wrigley's
855 Hunter Blvd.
1855 Woodward
6592 Telegraph

FURNITURE
Scott-Shuppine, Inc.
1185 S. Adams

GARAGE & COLLISION
Herold Turner Ford
Service, Collision, Paint Jobs (all cars)
464 S. Woodward MI 4-7500

GREETING CARDS
Holiday Card Shop
150 West Maple

HARDWARE
Huston Hardware Co.
Serving Birmingham Over 50 Years
205 N. Woodward

HOME DECORATING
Jacobson's
325 N. Woodward

JEWELRY
Connelly's Jewelers
162 N. Woodward
Lakes' Jewelers
100 South Woodward
Ross Jewelers
244 East Maple

LEATHER GOODS
Harrison Luggage & Leather
Goods
303 East Maple

LUMBER
Erb-Restrick Lumber Company
Paint and Hardware
425 South Eton Rd.

MEN'S CLOTHING
Danby's Stores For Men
122 West Maple
Dickinson's
272 West Maple
Jacobson's
305 N. Woodward
Todd's Gentry Shop
159 West Maple
Higgins & Frank
Wabook Building

MUSIC
Grinnell's
299 West Maple

NURSERY
Frank's Nursery Sales
210 South Woodward

OFFICE SUPPLIES
Gregory, Mayer & Thom
Gifts and Stationery
167 North Woodward

PAINT
Birmingham Paint,
Glass & Wallpaper
335 East Maple

RESTAURANTS
Estelle's Fine Foods
116 North Woodward
Machus Restaurant &
Pastry Shoppe
160 West Maple

Rudin's Fine Foods
Party Trays Our Specialty
195 West Maple, MI 6-4333
Village Delicatessen
Our Specialty: Kosher Corned Beef!
377 Hamilton Row
MI 7-2113 (Delivery)

SAVINGS & LOAN
Birmingham Federal Savings
& Loan Ass'n.
4% Dividends Paid. Current Rate
99 West Maple, corner Pierce

SHOE STORES
Burr Shoes
225 North Woodward
Hack Shoe Store
Normal as well as Prescription Shoes.
Proper fitting since 1916.
235 Pierce

Hansel & Groel
Child Life Orthopedic and Regular Shoes
185 S. Woodward

Sherman Shoes
Birmingham's Finest Selection of
Men's and Boys' Footwear
115 W. Maple

McSweeney's
Fine Footwear
277 Pierce

SPORTING GOODS
Griswold Sports
269 Hamilton
Village Sport & Hobby
134 South Woodward

TV-HI-FI-RADIO
McCallum & Dean
More Music For Your Hi-Fi Dealer
409 East Maple

TRAVEL
Birmingham Travel Service
379 Hamilton

VARIETY STORE
S. S. Kresge Co.
223 West Maple

WOMEN'S APPAREL
Jacobson's
West Maple at Bates
Himelchok's
168 West Maple
Kay Baum
166 West Maple
B. Siegel - Kay Cooley
190 West Maple