

PRESIDENTS' DAY SALE!

THURS. FRI. & SAT. FEB. 17, 18 and 19


BIRMINGHAM
BLOOMFIELD

ALCOVE
INCREDIBLE
BASEMENT
SALE
ON NOW
SAVINGS UP TO
70% off
3 DAYS ONLY

ALCOVE
INCREDIBLE
BASEMENT
SALE
ON NOW
BUCKSKIN
JACKETS
29⁹⁹ up
PLUS
SAVINGS ON
ALL WOOLS & LEATHERS
3 DAYS ONLY

ALCOVE
INCREDIBLE
BASEMENT
SALE
ON NOW
DRESSES
9⁹⁹ up
GAUCHO SETS
14⁹⁹ up
3 DAYS ONLY

ALCOVE
INCREDIBLE
BASEMENT
SALE
ON NOW
BLOUSES **5⁹⁹ up**
SWEATERS **8⁹⁹ up**
SKIRTS **8⁹⁹ up**
SLACKS **11⁹⁹ up**
& MUCH MUCH MORE
3 DAYS ONLY

1/2 OFF SALE
C.R. Gibson
Photo Albums
all sizes
\$5. to \$18.50

dunns camera
130 W. MAPLE BIRMINGHAM
644-9010

UP TO
1/2 OFF
AND MORE
Kay Bawin
166 W. Maple Birmingham

**All Wool
Cable-Knit
Crew Neck Sweaters!**
by **LEVI'S**
A fabulous buy in a
handsome traditional style.
President's Sale **9⁹⁹**
Price ... just reg. \$20.
HERE AND NOW
JUST LEVI'S ... in a family way
241 Pierce St., Birmingham
642-1122

WE'VE ELECTED TO
HAVE OUR
1/2 of 1/2
OFF SALE
all remaining Fall-Winter
★ Coats ★ Dresses
★ Suits ★ Gowns
★ Sportswear
NOW REDUCED TO 75%
OFF THE REGULAR PRICE
ALL SALES CASH AND FINAL
DAVIDSON'S
of Pierce Street
OPEN THURSDAY TILL 9 P.M.

\$50* UP TO FREE
Bring In A Worth
1976 Penny — \$1*
1970 Penny — \$5*
1966 Penny — \$10*
1963 Penny — \$25*
19145 Penny — \$50*
Minimum Purchases
Necessary
Pickwick will exchange the above pennies for
merchandise Certificates good toward purchases
on all Pickwick fashions including new spring
items as well as all winter merchandise — which
is already reduced 40-60% OFF
Nothing
Held Back
Trade Pennies
Thru Feb. 21
Certificates
Good Thru
Feb. 28, 1977
All Bank Cards
Honored
the PICKWICK
Meadowbrook Mall
Walton & Adams
Eastover
Downtown Birmingham
296 W. Maple
at Bore
New Orleans Mall
10 Mile at Greenfield
Southfield
Old Orchard Shopping Center
Maple at Orchard Lake Rd.
W. Bloomfield

The
Final
Reduction
Seduction
Sale...
**mark
keller**
243 West Maple 6452036

**3rd ANNUAL
STORE WIDE CLEARANCE
Sale**

Gents 14 kt. yellow gold
& diamond & onyx ring
reg. 465.00 Sale 250.00

Cultured pearl
necklace with
pearl & diamond
clasp.
reg. 900.00
Sale 425.00

Custom
design
hand made
emerald & diamond
ring.
reg. 3750.00
Sale 2000.00
18 kt. yellow
gold and
diamond watch
reg. 1895.00
Sale 900.00
3 pc. Pewter Coffee Set
Reg: \$138.50 Sale \$70.00
4 pc. Silverplated Coffee Service
Reg: \$435.00 Sale \$220.00
14 kt. White gold Diamond Cuff links
Reg: \$475.00 Sale \$230.00
White gold Sapphire and Diamond ring
Reg: \$1800.00 Sale \$850.00
Many, many rings to choose from including
Diamond Engagement Rings 30% to 60% off.
Sale still on until Feb. 28th. up to 60% off.
LAKE JEWELERS
3 generations — 100 years of jewelry experience
100 S. WOODWARD 313/MJ 4-5315
BIRMINGHAM, MICHIGAN 48011

**30% off on all
Ladies • Dresses
Skirts • Shorts • Sweaters**
**30% off on all
Mens • Skirts • Shorts • Sweaters**
TOUT 'N TENNIS
280 N. Woodward • Birmingham
647-8090
Grand American Mall
Just North of CityCenter
Municipal Parking Directly Behind

ABRAHAM LINCOLN • GEORGE WASHINGTON
SALEABRATION on our 1977
SPRING DESIGNER FOOTWEAR
NOW THRU FEB. 21
ONLY
All red, white, blue and all combination
of reds and white, blue and white, etc.
20% OFF
ALL SPRING & SUMMER HANDBAGS
25% OFF
ALL SALES FINAL • COME EARLY FOR BEST SELECTION
DAVIDSON'S
Shoe & Handbag Salon
245 Pierce Birmingham 642-9666