In demonstrative contexts, speakers of Franconian of Rhine and Moselle reinforce the phonetic matter or emphasize the deictic strength of determiners or pronouns by the local adverbs do/lo ‘there’ in an intermediate position. We claim that a new demonstrative has been grammaticalized. We act on the assumption that in a pre-grammaticalization state, the local adverb is loosely right adjoined to the top of the DP (1). A functional Index Phrase (IndP) (see Roehrs 2010) which denotes a deictic location of the respective NP and which is associated with a feature of prosodic emphasis. Once the grammaticalization process has begun, the former adverb do/lo is base generated as the head of IndP (2). Thus, according to Van Gelderen (2007), grammaticalization is interpreted as reanalysis of a phrasal category to a syntactic head. Since (2) is not an appropriate serialization for the coalescence of the definite article and the adverb to begin, we assume that the IndP changes the position of its head from right to left (3). This change is inspired by the anaphoric use of the demonstrative, where the exact position of the head of IndP is ambiguous (4). Usually, lexical and functional phrases in the nominal domain of German are left-headed, which makes plausible why the IndP also returns to left-headedness in the case of a complex demonstrative.