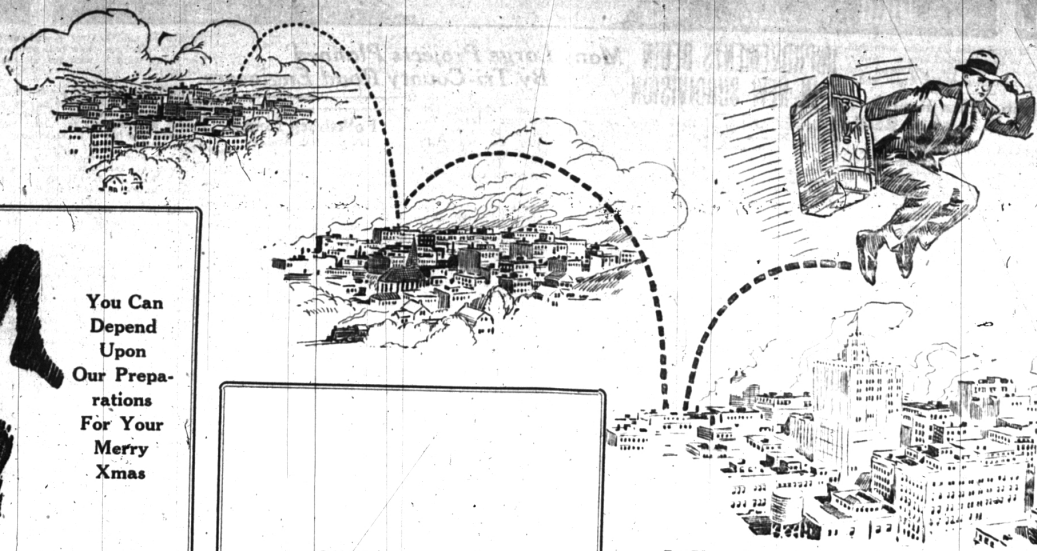


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YOU are cordially invited to come in and see our elaborate preparations for Christmas, feeling certain that you will fully realize your fondest dreams.

We give real value at right prices, placing at your disposal sincerely honest quality and the best holiday selection of the year.

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30 YEARS Birmingham's Foremost Store is your assurance of our being here tomorrow and many other morrows to serve and satisfy you!

R. E. Davidson

*Like the Proverbial Flea
The Peddler Flits from Place to Place*

Consider Ye, The Transient Trader and Your Local Merchant!

THE former, like a flea, is here today and gone tomorrow and what he draws from you he takes out of circulation—away from the arteries of local exchange.

Your home-town merchant, like a bee, stays on the job. He gives to you, and your community, the fruits of his industry and the fruits of your patronage. He lives among you; pays rent, pays taxes; contributes to community affairs and funds; promotes the commercial progress of your town, thereby making property more valuable; makes opportunity greater for your children and prosperity more sure for the entire populace.

And—because he is permanent, he aims to make your patronage permanent—by selling only reliable goods, by according fair treatment to all and by extending a friendly, neighborly service as a foundation and a structure upon which he can perpetuate your good will.



Increase the Force of Your Credit

EVERY time you open a new account—every time you secure credit from any source, you have another opportunity to strengthen your reputation for prompt payment—to make your credit foundation secure.

KEEP YOUR CREDIT RECORD CLEAR! . . . PROTECT YOUR CREDIT AND IT WILL PROTECT YOU!

CREDIT BUREAU

E. W. Lackie, Manager

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EVENINGS AT HOME . . . especially cold evenings . . . can be made doubly cheerful with a box of Hammelef's home made, luscious, sweet cream chocolates.

DRIVE UP TO TOWN TONITE AND TAKE HOME A BOX

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SUCCESS is more often achieved through the regular dollar by dollar accumulation of savings than by "inside tips" and big deals.

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