

COMFORT TO BE KEYNOTE OF MEN'S CLOTHING FOR COMING SUMMER

The coming Summer will see dressed in more varied fashion than ever before. Few give winter enough thought to be comfortable, let alone moderate. Men who have a clothes closet will find that there are new styles of flannels, for example, that wear well and are very comfortable. It will be possible for a man to wear clothes for a sort of outdoor or indoor wear. It will be possible for him to have a durable wardrobe that will be most comfortable on any occasion.

weight felts and the so-called "body straws." The former are usually of the snap brim variety, with the narrow brim dipped in front and crown pinched. Both grays and tans will be worn. The latter type include pinstripes, legs byrns and milans. The very best dressed men do not wear colored bands outside of their club colors in this type of hat. However, a great many do have pinstriped bands on their leghorns and milans.

If you are considering buying a new bathing suit do not get one that has a white jersey. Fewer of these will be seen this Summer than ever before. Your boundaries in this matter are almost limitless. Cross stripes, mortise stripes, broken stripes, solid colors, small patterns and bold designs will be worn by almost everybody.

It costs nothing to publish a news item in The Eccentric, Mrs. Birmingham. Call for a reporter on 11 or 12.

Pensive Audrey



What could Audrey Ferris be thinking about? Maybe about how her popularity is growing so rapidly, but, then, why be so sad?

PARIS FAVORS BLACK FOR NIGHT

White is most fashionable for Paris evening wear and it is very becoming to dark or Auburn hair or near a warm or very white skin, with natural or artificially colored cheeks and expressive features. Bright colored jewelry, like emeralds, rubies or sapphires, can be worn as necklace, earrings, bracelet or brooch. Black is always very striking when worn with blonde hair and brightened up by pearls or diamonds. It is very fashionable and it can be effectively enlivened by a colored wrap. Dresses of intense colors, such as scarlet, sapphire or chartruese green, are also in vogue and becoming to the same type of woman.

One lone woman broke up a football play at Chico, Cal., just as the ball was snapped. She was an aviator, making a forced landing by parachute and lit in the midst of the scrimmage, the ropes of the chute entangling the players. Although decidedly "off side," she was not penalized.

KEEPING IN STEP with the EASTER PARADE



These past few months have slipped by so quickly and we find another season is upon us. It is hard to believe that a week from next Sunday is Easter! And of course Easter means a new wardrobe . . . it means new light, warm, weather clothing to give utmost comfort. But Easter hasn't caught us unexpectedly and to prove it we cordially invite you to visit our new enlarged store. If you like pretty things you'll find them here.

Spring Hoisery

The warm weather unquestionably demands hosiery of light texture and soft colors. You'll find just what you want in our new Spring stock.

- ROLLINS
- KAYSER
- EVENKNIT
- MERRILL

Price Range
\$1 - \$1.50 - \$1.65
\$1.95 to \$3.75

New Easter Shades

- Rose Blush
- Pastel Parchment
- Shell Gray
- Stone
- Aloma
- Algerian
- Sandust
- Blue Fox
- Pearl Blush

Women's Wear

SCARFS **FLOWERS**

Your Spring wardrobe is not complete without several jaunty scarfs to complete each type of costume. Triangular or squares.

Throughout every Spring and Easter fashion, the feminine note is lent by gay "boutonnieres" and flowers. Something here to suit your taste.

GLOVES

The washable tailored kid glove notes for the coming season. Silk gloves, too, are popular for spring wear.

PURSES

The bulging pocketbook of winter is out of the question with warm weather clothing. New Spring patterns are here to replace it.

COSTUME JEWELRY

In removing to our new larger store we incorporated an unusually complete line of costume jewelry in our stock. Conveniently displayed in a glass top show case to the right as you enter the north door.

LINGERIE

Feminine underapparel is called to your attention this week. Specifically, the warning is out for Easter brides. But it should be a worthwhile reminder to all Birmingham women. Silk daintiness in Step-ins, Bloomers, Combination Suits, Vests, Girdles, Brasieres and Combinettes find color in Peach, Flesh and Pink.



NEW HATS

THE Spring mode brings the return of straw . . . and it is draped and manipulated in the same manner as felts.

Tans and natural straws are popular, some have a touch of color to match your coat.

Baku's, straws, viscas, Bankoks, and Paris meme hats, and the new

Hat and Scarf Sets
and
Hat and Purse Sets

are among our collection for Spring, 1929

The Irene Hat Shop
BIRMINGHAM THEATRE BLDG.

SPRING

Florsheim Shoes

Styles for men who dress their feet for good appearance—who know new smart shoes are important. FLORSHEIM again offers the finest and best—new models—new leathers.

Call and let us show you.

Most Styles \$10

WILLIAMS BOOT SHOP
115 WEST MAPLE
PHONE 117

SHOES for EASTER

For Women
Tread-Easy Shoes
for comfort and style. Soft fits in pump and strap styles.

For Children
Pied Piper

The fit comes first, then long satisfactory wear.

On Easter Sunday when the World of Fashion promenades down the Avenue, you'll know that no smarter shoes than the pair you purchase here will be seen. Every color, every style, every distinguished feature of the season is noted in our extensive display.

WILLIAMS BOOT SHOP
115 WEST MAPLE
PHONE 117

Mens' Wear

SHIRTS
Fresh, crisp, new shirts for Easter Day! That is sure to please. New shirts give real springiness for the occasion. Stripes, madras and broadcloths with or without collars attached.

TIES
Isn't it about time to add a bit more color to that "bunch" of ties in the closet? Spring is Youth! Youth is Color! And here you will find colors aplenty.

HOSE
What goes to be said for ties applies as well for hose. Every man appreciates and delights in wearing new hose.

and . . .
Caps . . . Golf Hose and Sweaters . . . Handkerchiefs . . . Summer Union Suits . . . to complete the Easter Fashion Parade.

THE WELL DRESSED MAN on EASTER
Sooner or later you will have to change over to the light weight apparel for warm weather. You might as well get in step with the rest and set Easter as the day to make this change. We can help you in choosing your new wardrobe this year more than ever before.

Children's Wear

BOYS
With countless days coming, sunny needs new blouses and shirts of cool fabrics. We offer a large assortment of Kaynee blouses and shirts from which to choose. Then he will need a new cap . . . stockings . . . light sweater, etc.

GIRLS
The true maternal instinct will not forget to have little daughter arrayed as befits a "young lady" on Easter morn. Pretty little dresses and panties to match with knee length stockings. And a bright warm (light) sweater for chilly evenings.

LET THE CHILDREN SHOP
Mothers will find that many of their "errands" can be successfully entrusted to the children if they are sent to Mulholland's. For here they will be given just what you have asked for. And if we haven't it we will phone you while they are waiting.

INFANTS
When baby is dressed for Easter Sunday a new bonnet will be in order. Of course it must be light and flimsy and reflect the spirit of the season. And booties, dresses, stockings, bathrobes and other accessories make this a logical headquarters for mothers.

GIFTS
If you have thought of gifts for some little boy or girl we shall be glad to show you something appropriate . . . and then nicely wrap it.