The New

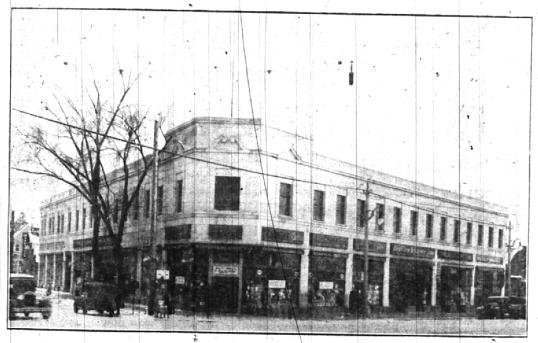
BIRMINGHAM DEPARTMENT STORE
Birmingham's Foremost Store

.X

OPENS TOMORROW

Friday, January 17th, 8 A. M.

ready and able to serve every member of the family better than ever before



In the New Briggs Bldg.—Arcade from Woodward Through to Maple Ave

With the Opening, There'll Be

MUSICAL PROGRAM - REFRESHMENTS

2 to 4 p. m. - 7 to 10 p. m.

And Reduced Prices On New Seasonable Merchandise

Starting at 8 o'clock Tomorrow Morning, January 17th