

The Men's Department Has One of the Choice Locations in the New Store.

FRONTING MAPLE AVENUE



*A Fine Store Within a Store
Featuring*

HART SCHAFFNER & MARX CLOTHES

Stetson Hats

Superba Neckwear

Interwoven Socks

Manhattan Shirts

Hickok Belts

Adler Gloves

**and other lines of known merchandise recognized
for quality, for value, for style**

The young man and the "head of the house" can now
get the smartest styles right here in Birmingham. If
he drops in to look things over on the opening day,
he'll save some real money, too.

As an introduction, we're offering

25% REDUCTIONS ON ALL FURNISHINGS

*But a fine furnishings and hat department is not enough—
You'll also be able to get*

THE NEW STYLES



IN

HART SCHAFFNER AND MARX CLOTHES

at the Birmingham Department Store

*Correct
Styles for Business
Men*

*Correct
Styles for Young
Men*

*Authentic
University Models in
High School Sizes*

You'll know them by the label . . . the herald on
horseback. You'd know them even without the label
for their fine style, their perfect tailoring, their splen-
did all wool fabrics. This new store is proud to an-
nounce that these fine clothes will be presented here.
To celebrate this alliance with the world's greatest
makers of fine clothes, we offer

\$35, \$40, and \$45
Suits and Overcoats
for only
\$28
Alterations at Cost

\$50, \$55, and \$60
Two-Trouser Suits
for only
\$37
Alterations at Cost

\$65, \$75, and \$85
Overcoats
for only
\$42
Alterations at Cost