

This is the Doorway that leads to all those intimate things so dear to every woman's heart!



Hosiery

Phoenix and Ruby Ring



Values \$1 to \$2.95
Opening Special
25% off
FIRST FLOOR

Gloves



Values \$1.00 to \$5.95
Opening Special
25% off
FIRST FLOOR

Scarfs



Values \$1.95 to \$4.95
Opening Special
25% off
FIRST FLOOR

Lingerie



Values \$1.95 to \$13.50
Opening Special
25% off
FIRST FLOOR

And to make your first visit an everlasting memory, the choicest assortments one can imagine are offered on opening day at

**New Lingerie
New Negligees
Costume
Jewelry**



Jewelry
Values \$1 to \$5
Opening Special
25% off
FIRST FLOOR

1/4 Off
CORSETS
25% off

... the Gossard line of beauty ...

Guard those slim curves! When the slender figure begins to spread, watch out. Even so slight a restraint as a dainty Hook Around, with its added inch or two of length, and its invisible boning placed as only Gossard knows how, will train back the youthful lines.

\$2 to \$15

25% off
MEZZANINE FLOOR

**And Scores of
other Fine
Accessories**



Bags

Values \$2.95 to \$18
Opening Special
25% off
FIRST FLOOR

We present to you the most modern ideas in Merchandise . . . Equipment . . . Service.
Between music and refreshments, slip over and look around.

25% Off On All Purchases

The smart woman . . . the smart miss of
Birmingham will glory in these new

COATS - DRESSES - HATS - SHOES

Chosen to feature the opening of a fine store—and offered
at prices that strongly imply how much better
this store can serve you

Smart HATS -- Special



Marvelously stunning . . . intriguing . . . these
Paris inspired millinery creations presented in our
millinery department. Newest shapes, shades and
clever fashion conceits are represented. Outstanding
values worth \$2.95. Opening special, only

\$1.00

MEZZANINE



Shoes 25% off

Shoes that interpret the mode in an
ultra-smart way and rival the most exclusive
metropolitan shop in smart styles. Every en-
semble or outfit will find here the comple-
menting shoe. Economy is recognized, too.
You will find expert fitting service and many
clever models from which to choose.

\$5 to \$10

25% off

MEZZANINE

New Spring Dresses

Specially priced

Dresses with the new silhouette,
fitted princess lines and longer
skirts with their uneven hem
lines are here for every occasion
... in styles for Miss and Matron
... Simply tailored models for
office or school wear ... flattery
styles for tea time and informal
evening wear, that ripple surpris-
ingly into fullness below the hips.
Straight slim lines with a dignity
becoming to matrons. The new
pastel tints so popular for early
spring wear are here in pretty
prints, crepes and novelty mate-
rials.



Presented in Two Great Groups

\$6.95
Regular \$11

\$11.95
Regular \$16

MEZZANINE

Coats

Every One Luxuriously Trimmed In Fur!
Rich velvet-like fabrics . . . colorful tweeds
that go in jauntily for sports . . . here in a
special selling for Misses and Matrons. Some
tend toward the graceful Princess line . . .
others are strictly tailored. Many have pointed
cuffs. And the season's popular colors are
shown . . . browns, wine tones, greens, blues,
black, mixtures.

Priced in Two Great Groups

\$28.00
Values to \$39.50

\$38.00
Values to \$59.50

MEZZANINE