

BUY IN BIRMINGHAM!

Look For It **FIRST** In Birmingham



We hope that we have made ourselves clear in the last few weeks regarding the reasons for our organization. We also hope that our messages to you have not been construed as complaints, but rather as so many facts and so much information. As business men of Birmingham we have definite problems. With the recent adoption of the N.R.A. code throughout the community, we have found its operation to be a strain on our economic structure. We are glad to do our part toward local recovery. We ask you to do your part by looking for it first in Birmingham and buying here whenever possible.

We have, as an organization, pledged ourselves to give you the finest type of service that is humanly possible and to offer every possible facility that we can extend. In return for this we respectfully ask you to seriously consider the practicability of making your purchases here in Birmingham before you buy elsewhere. "Look for it first in Birmingham." Any one of us will be glad to receive inquiries from you regarding your needs and to honestly advise you as to our capacity to be of service to you.

LOOK FOR IT FIRST IN BIRMINGHAM .. BE NEIGHBORLY

RETAIL MERCHANTS ASS'N