

# BUY IN BIRMINGHAM!



## The Sign of Your Friend and Neighbor



The Birmingham business and professional man is your friend and neighbor. Geographically, he is literally and necessarily your neighbor. This gives both of you a distinct advantage—an advantage upon which he has based his willingness to set himself up as a retailer or professional man within this community and offer his particular type of service. The geographical advantage provides you with an easy opportunity for shopping and making your daily purchases—why not avail yourself of it?

More than being a neighbor, he is your friend. No matter what he sells you, the Birmingham merchant is in a very definite way a value to you and to your family. His interest in you is active, intimate and imminent. If you would only ask him, he can and will serve you better than you have ever been served before. In asking him, you are asking the man who owns his own business, a man who is the direct contact between you and your needs.

Make your simplest wish known to him and he immediately becomes a personal agent towards its fulfillment. Can't you begin to see a new significance to those words!—"He is your friend and neighbor"?

**LOOK FOR IT FIRST IN BIRMINGHAM .. BE NEIGHBORLY**

# RETAIL MERCHANTS ASS'N