

Your Christmas and my Christmas will be happy only in proportion as you view it in its true meaning; GIVING, not getting, is its genuine foundation.



Do Your Christmas Shopping Early

# Birmingham Will Celebrate

## THE OFFICIAL OPENING OF THE CHRISTMAS SHOPPING SEASON

*Santa Claus will be here! He'll arrive at about 4 P. M. Saturday to greet all the little folks of the community. He will assist in turning on the Christmas lights which together with the beautiful decorations being placed by the local merchants will make the business section of Birmingham more attractive than it has ever been before. Bring the kiddies down town. There will be a treat from Santa for the little folks.*

*Your Birmingham Stores and Shops have gathered gift merchandise from all parts of the world. Saturday is the big day. Shop your local stores and you'll find practically all of the things you have, or should have, on your Christmas shopping list. Large selections . . . fine quality . . . reasonable prices . . . and all offered in that friendly neighborly spirit which characterizes the merchants of your local community.*

## It's Christmas Shopping Time In Birmingham

Shop Early and Avoid the "Last Minute" Rush. Stocks have been arriving for weeks and will continue to pour in to local stores, to make your Christmas Shopping in Birmingham most advantageous. Local shopping is more convenient. There's no department hunting . . . No weary walks from store to store . . . No parking problems . . . No traffic snarls . . . And your purchases can be placed right in your car by your obliging local merchants.

# SHOP IN BIRMINGHAM

The Christmas Program is sponsored by The Birmingham Retail Merchants Assn.

