



“We'll Stack This Sale Up Against Anybody's . . . Anywhere!”

Birmingham Merchants

CHALLENGE

= SALE =

THIS WEEK . . . FRI. and SAT.

A City-Wide Sale In Which Your Birmingham Merchants Are Sacrificing Profits For Volume

Check Over The “Challenge Sale” Advertisements In This Issue! “Window Shop” The Stores of “Challenge Sale” Merchants! Investigate the Bargains Being Offered . . . And You Will Find That Quality Merchandise Is Being Offered At Prices Substantially Below Present Day Levels.

Buy With Confidence in Birmingham

Birmingham Shoppers Demand Merchandise of Superior Quality, and Your Local Merchants Meet That Demand By Offering the Better Type of Goods, at Prices Which Are Consistently Low—Quality Considered. “CHALLENGE SALE SPECIALS” Are Being Taken From the Regular Stocks of Participating Merchants . . . They Are Not “Sale Items” Specially Purchased For “Special Sales.”

BUY NOW FOR YOUR PRESENT NEEDS AND ALSO FOR THE MONTHS AHEAD

THIS “CHALLENGE SALE” IS SPONSORED BY THE BIRMINGHAM RETAIL MERCHANTS ASS'N

Members of B'ham Retail Merchants Ass'n

- | | |
|-------------------------------------|--|
| Atlantic and Pacific Tea Co. | Wm. Wieland Furniture Repair |
| Aldrich Service Station | Williams Boot Shop |
| Allen's Service Station | Willis Printing |
| Annaliese Beauty Salons | Wilson Drug Co. |
| Arnold Photographic Studios | Grace Wilson's Knitting Shop |
| Babcock and Salisbury | H. E. Wolfe, Packard Sales and Service |
| Beck Cleaners and Dyers, Inc. | F. W. Woolworth Co. |
| Bell Brothers, Service Station | Leonard Electric Co. |
| Howard Bell, Florist | Leop-Parian Hair Dresser |
| Birmingham Drug | Levinson's Department Store |
| Birmingham Eccentric | Machus Pastry and Bakery Shop |
| Birmingham Economy Market | Mathews' Tailor Shop |
| Birmingham Fruit Co. | Majestic Hat Shop |
| Birmingham Hardware | Beatie Maxwell Shop |
| Birmingham Oil and Gas | Maxwell Farms |
| Birmingham Plating and Bicycle Shop | Maybelle Beauty Shop |
| Birmingham Upholstering | McBride Hardware Co. |
| Blasdel Service Station | McBride Tea Room |
| Bodine's News Stand | McClellan Feed and Salt Co. |
| Charlotte Shop | McKee Service |
| Charr Shop | McNellis Jewelry |
| Cunningham Drug Store | Milks Super Service |
| Paul De Voll, Chrysler-Plymouth | Mouthrop Supply Co. |
| Davidson's | F. J. Mulholland Co. |
| Dickinson's Men's Shop | Oldershaw & Wood, LaSalle and Pontiac |
| Erwin and Smith | Olsen's Market |
| Freeman's Beauty Shoppe | E. W. Osborne, Ford Sales |
| Goodyear Service | Parisian Shoe Repair |
| Greens Wall Paper | Parks Coal Co. |
| Harper Method Shop | Parmenter Floral Shop |
| Hawthorne Electric Co. | The Charles R. Peck Sons |
| D. J. Healy Shop | Queen Key Shop |
| The Hicks Hat Shop | R. B. Hosiery |
| Harry Hill, Shoe Repair | Ridley Cleaners, Inc. |
| Huston Hardware | Sanders Tri-Cleaning Co. |
| Nelson Jones, Grocer | Sara's Beauty Salon |
| Key Basin Shop | Schettler Drug Co. |
| Keller Hat Shop | Scriba Candies |
| S. S. Kresge Co. | Sells Electric Co. |
| Kroger Grocery & Baking Co. | Siro Brothers |
| LaBelle's | Shain's Drugs |
| Lawson and Son | Shattuck's Paint Store |
| The Twin Shop | Snell Service Station |
| Keller Hat Shop | F. E. Sternal |
| Van's Pharmacy | Stroup's Market |
| Vaughan Hat Shop | Summer Motor Sales and Service, Inc. |
| Virginia Meat Market | Ted's Secret Service |
| Walton's Jeweler & Barber Shop | Texaso Certified Service |
| Ward's Grocery | |
| Watson Auto Body | |
| Wentz's Market | |
| West Maple Barber Shop | |