

# OPENING

## FRIDAY, APRIL 9th

### BIRMINGHAM'S NEW STORE - DONE IN OLD STYLE

PINE COUNTERS - CRACKER BARREL - CHEESE - POT BELLIED STOVE

#### FOR LADIES-

##### White Stag Sportswear—

Famous for many years as the country's outstanding designer and producer of women's active sportswear. The new Cotton Ticker line is certain to be the leader for summer style. Very casual, and not costly. You must see the Sandpiper Coat, the Sundowner, slim-slim and trouser slacks, the Barnabender Skirt, the Grand Daddy Shirt. Beautiful colors and stripes.

##### Peerless Casual Dresses—

One of New York's leading lines of summer casuals. You'll be surprised at these values. We invite comparison in quality, styling and prices. We're proud of these dresses.

##### Pendleton Shirts—

Yes, for women. Famous for three generations as the outstanding woolen shirt manufacturer. Pendleton of Oregon now offers a genuine Pendleton Shirt for women. Soft, pure wools, in beautiful solid colors.

##### Bloch-Freres Handkerchiefs—

Here is a magnificent collection of beautiful handkerchiefs. A few are domestic, but most come from France and Switzerland. Ask to see a French lace mousseline. The thread is so fine that the hand work has to be done in damp cellars, where the thread can be kept stable.

##### Luxite Lingerie—

Exquisite, sheer, beautiful. In nylon and woven fabrics. Soft colors.

##### Film Star Creations—

These unique handbags from California come in soft suedes and leathers. Modern, but not extreme. Unusual belts for summer costumes. Look like a film star.

##### Holeproof Nylons—

Spring and summer shades. Seamless and full-fashioned. Three lengths in every size. Fresh stock.

##### Fownes Gloves—

New finer. Fabrics, knits, and leather. Shorties and longer models. Beautifully styled. Fairly priced.

##### Maidmold Brassieres—

From 42nd to 10th place among brassiere manufacturers in five years. That means quality and style.

##### Tish-u-Knit—

Nylon and fine-woolen sweaters in soft spring shades. Cardigan and pull-over. Wide range of colors and designs. New in Birmingham. "Classics in a class by themselves."

##### Town and Country—

Gay scarfs to show off. All colors. Classic and novelty designs.

##### Vera de Give—

Here's a group of full taffeta petticoats. Formerly called petticoats. Plaids with a swish. Others with tulle and rayon bands. Full colors, too. Really necessary for that 1948 look.

##### Miss Anida—

Here are some interesting items. Cotton petticoats with camisoles. Lace. Entrancing, but not costly.

##### Randolph Knit—

Famous line of anklets. Unique ribbing and colors. Can blend with any outfit.

A very complete assortment of Notions and Dressmaking Supplies. Deliveries of yard goods is very slow, but we have some printed percales, linens, etc. Towels from Cannon Mills. Sheets by Lady Pepperell.

##### Campus Girl—

Nighties and pajamas of the style adored by the college girl. Even a Mother Hubbard nightgown. Shades of the Nineties!

##### Ann Barton—

Boston's eminent creator of costume jewelry. Unique, colorful, well-made. Reasonably priced. You can afford a change for every costume.

##### Julius Heymann—

This group of exquisite compact, pill boxes and opera compact surely merits your attention. We looked long and hard for these.

**205  
PIERCE**  
OPPOSITE MUNICIPAL BLDG.

#### SIXTY DOZEN EGGS and A NEW STORE

Almost forty years ago a very small boy fell pants-first into a crate of eggs. The open crate was laying on the floor, in front of a pine counter, in a typical Western country store. Great quantities of merchandise were strewn about on the counters, while the shelves were piled high with everything from calico to horse collars.

There was a loud laugh from the shoppers as they saw the boy trying to get out of the slippery mess. But no one helped. After all, how could this group of farmers understand the miserable feelings of a small boy wallowing around in the whites and yolks of sixty dozen eggs?

And because of this incident, which happened so long ago, Birmingham is now going to have a new store.

You see, the visions of that country store kept coming back to the boy, and to the man. He could see, always as a boy, that wondrous array of merchandise. He could see the cracker barrel, into which the customers would slyly reach when the proprietor was not looking. He could see one man stand behind the slab of cheese and the storekeeper, while his accomplice sliced off two generous chunks. He could remember how the genial storekeeper, who was quite large around the waist, would call everyone by name and ask about the children and crops. He could always remember the warmth and friendship which existed between them all.

But as the boy grew, times changed. Two wars intervened. Efficiency and mass production changed our way of life. We all began to race through our days and years. The mellowness of old wood was replaced with glass and chrome and plastics. With all of this change came an alertness in business which left little time for real friendliness. Merchandising became a high art, but with it all something was lost.

So, after all these years between, I've decided to do something I've always wanted to do — run a store.

But it isn't going to be the usual type of modern store. It's going to be a fine replica of the village store of a generation ago, a casual sort of place with knotty pine counters and shelves. In the center will be an old pot-bellied stove, with comfortable arm chairs about. Pine stools will be at the counters. The aisles will be wide. You can stop and visit. It's going to have an old-fashioned cracker barrel into which you will be welcome to reach. And there'll be cheese too, to go with the crackers. Many other surprises will await you.

We're going to try very hard to handle the kind of merchandise our neighbors in Birmingham will want. It's been coming in for weeks from a score of states. But it will take us a while before we get all of the various lines we expect to handle. Many lines of merchandise are still difficult to obtain. So, we ask your patience for a time.

We really want your suggestions from the very first. We'll try our best to carry them out. If you enjoy coming to Campbell's Village Store, then we know this business will be a pleasant adventure for us—and that's what we want it to be. Come in on Friday or Saturday. Have a cup of coffee, and get acquainted.

Ross S. Campbell,  
Proprietor.

#### FOR GENTLEMEN-

##### Pendleton Shirts—

New in Birmingham. Famous for three generations. We're proud of this line of fine shirts, now hats in summer weight wools. Cool and absorbent. Every man should own at least one Pendleton.

##### Cheney Cravats—

Since 1838, makers of fine neck wear. Cheney makes their own silks, from their own designs. Name finer. Top price is \$2.50.

##### Reis Underwear—

This underwear comes in all popular styles, scandals and shirts, or shorts and shirts. T-shirts. Some colors, but mostly white.

##### Jayson Shirts—

Spread collars (a la Lord Byron) for that bold look. Other styles in all sizes. Buttons are really sewed on. Laundered beautifully, won't shrink. Some of these shirts come in that tougher Egyptian cotton.

##### Alligator—

"It's sure to rain." When you think of rainwear, you just naturally think of Alligator. No more, need be said.

##### Bloch-Heller—

Nine years ago two Swiss shirt-makers arrived in Minnesota, started a small plant. "Game and Lark" shirts are famous in Minnesota. Now in Birmingham. In iridescent hues. Summer sport type. Beautifully made.

##### English Byford Hose—

From England come these fine, soft, woolen hose. Can be dried without stretching. English rib design. Some are put camel hair. None more than \$1.50.

##### The Gordon Company—

"Very Eaton" sports coats. Spring and summer shades. Three-button models. No longer labels this season. Flannel and gabardine slacks. Fine fabrics, well-tailored.

##### Westminster Hosiery—

As shown in Esquire. A fine line of different rib. Distinguished from ordinary hosiery. The new colors and styles. Mostly shorts with non-slip elastic tops. But some longs for we who are disenchanted.

##### Knopf Coats—

From Boston. Fine sports coats and jackets for two generations. Casual corduroys.

##### Texas Tanning—

"Tex-Tan" leathers. Belts and bill-folds. Smooth, calfskin and smoother crocodile. A few western numbers for dude ranch set. Take a look at the head-topped saddle on display. The horse won't buck, but might buckle.

##### Jayson Pajamas—

This famous line in solids and patterns. Middy and button type. Spring and summer weights.

#### SPECIAL BLEND COFFEE

One of the best coffee blenders has prepared a very fine and balanced blend of fresh coffee beans. Made especially for Birmingham water. Ground fresh. Under our own label. Try a pound for real satisfaction.

#### Augusta Knitting—

The new Jones "Haps". Modern one-piece shirt and shorts underwear. Stretches like elastic. No buttons, no waistband. No ironing. Your money back if these are not the most convenient and comfortable underwear you ever wore.

#### Adler Wool Hose—

All white. Boil them, and they'll dry the same size. No stretching or shrinking. Highly absorbent. You can wear them all summer.

#### King's Men Toiletries—

That famous gold bottle, Aromas for the he-man. Try "Heather and Plaid" if you're a Scotchman. "Castle Elms" if Irish. If you like the pines, you might have better luck with "English Leather."

#### Store Hours

Mon., Tues., Thurs. and Sat. — 9:30-5:30  
Wed. — 9:30-12 Noon  
Fri. — 9:30-9 P.M.

**TELEPHONE  
5300**

