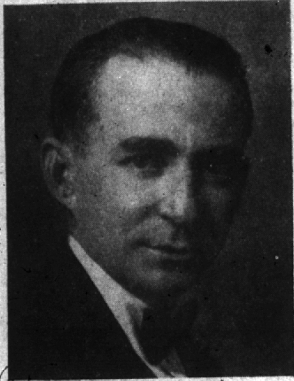


OUR 25th Anniversary Event

A SALE FEATURING EXCEPTIONAL VALUE at TRUE BARGAIN PRICES



FRANK J. MULHOLLAND
FOUNDER

Twenty-five years ago Frank J. Mulholland founded the F. J. Mulholland Company based on the principles that only merchandise of good quality manufactured by dependable concerns would be carried and that prices would remain well within the reach of all potential customers. Service and courtesy were also to become trade-marks of the new business. Frank J. Mulholland passed away in 1937, but he left an organization steeped in the traditions which he had developed. Today, still in full control of the Mulholland family, the business is thriving by employing the same methods which Frank J. Mulholland instituted 25 years ago.

The announcement advertisement listed below is a facsimile of the very first Mulholland ad. It appeared in the Eccentric 25 years ago.

ANNOUNCEMENT

Saturday,
Birmingham's New
Dry Goods Store
Will Open Its Doors
to the Public

It WILL be our aim to carry a complete line of Men's, Ladies' and Children's Furnishings, as well as all the seasonable Dry Goods merchandise. We have had many years' experience in this business and believe our real values will obtain and hold your desired patronage. Come in and see us.

F. J. Mulholland Co.

NEXT TO FIRST STATE SAVINGS BANK
109 N. Woodward
Birmingham

Open
Friday
Evening
Until
Nine

Note Our Original
Location on the Above Ad

ONE LOT Lunch Cloths 36" x 36" \$1.00 Reg. \$1.59 1 Sale	ONE LOT BEDSPREADS Green, blue, and grey. Reg. \$7.95, Sale \$4.95	ALL WOOL BLANKETS Broken Colors \$9.95 Reg. \$15.95 9 Sale	BEAUTY TREAD RUGS Reg. \$4.98, Sale \$3.98 Reg. \$5.98, Sale \$4.98
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Quaker Net **LACE CURTAINS** Reg. \$3.25 **\$2.25 Sale** Reg. \$5.95 **\$4.50 Sale** Reg. \$4.95 **\$3.50 Sale**

One Lot LADIES' DRESSES Up to \$16.95 On Sale \$3.95	One Lot LADIES' DRESSES 20% of marked prices
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ONE LOT LADIES HOUSE COATS to \$8.95 On Sale **\$3.95**

One Lot EMBROIDERED Pillow Case Sets Reg. \$3.25 \$2.25 Sale	Close out of CHILDREN'S RAIN COATS Choice \$1.95	One Lot CROCHETING COTTON Big Ball 10c
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← AN EXACT DUPLICATE OF THE FIRST F. J. MULHOLLAND ADVERTISEMENT TO APPEAR IN THE ECCENTRIC 25 YEARS AGO →

One Lot Foundation Garments Regularly priced up to \$12.95 1/2 of marked prices	One Lot Ladies' JACKETS Lined and unlined models of national brand lines . . . Discontinued numbers. Regularly Priced Up To \$15.95 Close Out \$10.95
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COLORED SHEETS and PILLOW CASES	●ROSE ●BLUE ●PEACH	SHEETS . . . On Sale 72" x 108" Reg. \$3.29 \$2.75	Pillow Cases Reg. 79c 69c
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Children's Sox Reg. 39c **19c Sale** Be sure to visit our tables of **BARGAINS 50c & \$1.00**

MEN'S & BOYS' DEPARTMENT

- Men's Summer Slacks . . . Regularly 3.95 up Less 20%
- One Lot Boys' Herringbone & Gabardine Slacks. \$2.54 to \$4.95 Vals. Sale \$1.59
- Boys' Play Shorts, \$1.95 to \$3.50 Vals. Less 20%
- Men's Sports Coats 100% wool \$14.95 to \$22.95 Vals. . . Less 20%
- Men's Polo and Tee Shirts, \$1.00 to \$2.95 Vals. Less 20%
- Glover & Manhattan Men's Pajamas, \$3.95 to \$9.95 Vals. Less 20%
- One Lot Men's Rayon & Cotton Anklets, 49c Vals. Sale 29c
- One Lot Men's Slack Suits, \$9.95 to \$14.95 Vals. Less 1-3

Men's SWIM TRUNKS Wool, cotton and lastex by Jantzen, Rugby, Manasco and McGregor. \$2.95 to \$5.00 Less 20%	Men's SPORT SHIRTS Long or short sleeves in rayon cotton, spun rayon and meshes. \$3.95 to \$9.95 Less 20%	Boys' Sport Shirts & Polo Shirts \$1.00 to \$3.95 Less 20%	Boys' WASH SUITS Shirts & Shorts 1.95 to 4.95 20% Reg. Prices Boys' PAJAMAS Kaynee & Model \$2.50 and \$3.95 Less 20%	Men's NECKTIES \$1.00 Vals. . . 79c \$1.50 Vals. . \$1.29 \$2.00 Vals. . \$1.79 \$2.50 Vals. . \$1.98 \$3.00 Vals. . \$2.39
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