

If youth, somehow, could be inoculated with a deep thirst and hunger for knowledge, how much richer our world would be. Accumulated knowledge already available is so wide and varied . . . and so much of it never is sought out by too many people.

The Birmingham Eccentric

Wednesday, November 25, 1953

SECTION 4

make your Christmas Gifting easier!

Home-shopping makes Christmas merrier for you . . . and those you love! Right here, in BIRMINGHAM is everything you need to make their Christmas dreams come gloriously true. You could travel far and wide and still not find a grander selection . . . or better values . . . anywhere. So save time and trouble . . . and enjoy the added fun of shopping here at home . . . in the friendly stores you know . . . stores that know you and go all-out to serve you!



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In one of the Newest Styles.

Wide Choice of Colors.

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