

10th

Anniversary

Visit us, won't you, in the next several days, and enjoy both the special values being offered and the warm welcome of our 10th anniversary. You'll find among the many famous brands we feature with pride these world famous names:

Excello Shirts
Gant Shirts

Bronzini Neckwear
Countess Mara Neckwear

*Allen Solly Hose and Sweaters
*Byford '98' Hose

*Viyella Sport Shirts
*Izod of London Sport Shirts
Bronzini Sport Shirts

Church Sportswear
Pendleton Sportswear

*Ballantyne of Peebles Sweaters
*Allen Paine Sweaters

French Shriner Shoes

Lebow Clothes

*Barracuta Rainwear
London Fog Rainwear

Hamley Belts

Knox Hats
*Borsalino Hats
White of New Haven Hats

*Daks Trousers

*Specially imported

The Story of a Store That Ran Before It Crawled

Ten years ago this week, Young's of Birmingham opened its doors at 203 Pierce street.

It dedicated itself to the retailing of Men's Wearing Apparel of only the finest quality; to maintaining at all times an atmosphere of warm informality; to providing a personal interest in every customer requirement.

Because our dedication was most intense, we became zealously anxious to develop an image of being the foremost store of its kind in the community. Before long, we found ourselves hurriedly running toward this goal rather than cautiously testing our new efforts at a slower, crawl-like pace!

The result? Our customers saw \$400 Cashmere Coats, \$100 pure Beaver Hats, \$125 Vicuna Sweaters, \$300 Vicuna Sport Coats, \$75 Alligator Shoes, \$50 Bronzini Ties and \$55 Adrian Sport Shirts! We had confused High Prices with High Quality!

Fortunately, we had the sense to come back to earth. By the beginning of 1953 we found what the Birmingham area really wanted: Good honest quality at fair and reasonable prices . . . prices that would provide guaranteed satisfaction without the penalty of esoteric exclusiveness. Sanity came to pass, and hysterical zeal was bid adieu at Young's!

With this down-to-earth policy came sound and upward growth in volume, customer satisfaction, and patronage support and loyalty. Thus, our "dedicated-to" image has come about and we have grown to become a leading Men's Specialty Store in Detroit Suburbia . . . a men's store that views your needs as a personal consultant, with no request too small or too large, too unusual or too simple. Each receives our most careful friendly attention. What we have that you need, we offer with pride; what you need and we don't have, we will get for you.

So, on this tenth anniversary, may we assure you, and our many friends, that:

1. In clothing purchased from Young's you will always look and feel better.
2. At Young's you will always be graciously welcomed, and will find an atmosphere of friendly hospitality, whether you buy, or just wish to look around.
3. And, again at Christmas time, our traditional "Apple Hospitality" will provide that extra glow of welcome.

All of us thank you and express our sincere appreciation for your patronage during the past decade and pledge our wish to serve you even better in the years to come.

Dick Young
Alie Mary Harrigan
Bob Holly
Charles L. Harvey
Fred Glass
Mike Kearns
Foy E. Swann

203 PIERCE STREET

BIRMINGHAM

Young's
of
Birmingham