



Heralds

MEN'S NIGHT...

MONDAY EVENING • 7 P.M. to 10 P.M. DEC. 9th
in Birmingham . . . *the fountain of fashion*



FASHION, FUN and REFRESHMENT!

Through the efforts of the retail division of the Birmingham Chamber of Commerce.

Featuring these innovations for shopping ease in the
RETAIL MERCHANTS SERVICE-CENTER AT HENRIETTA & W. MAPLE

★ **INSTANT CHARGE ACCOUNTS**

For the stores of your choice in a matter of minutes

★ **DELUXE GIFT WRAPPING SERVICE**

As a special accommodation at a reasonable charge

★ **SHOPPERS GUIDE**

Just describe the gift item you are seeking and its location will be furnished

★ **SANTA CLAUS**

Starting at Noon on Tuesday, Dec. 10 Santa in his candy striped domain.