



No Tricks! Just Treats.

Halloween is a tricky time of the year. And we're all for fun, too. But, when it comes to selecting your new fall fashions, you'll find only treats. No tricks! That's why when you shop at your favorite Birmingham merchant, you're always assured of the finest quality, best selections, makers of renown and service that's second-to-none. Nothing pleases a man more than a wife who's beautifully dressed . . . and we love pleasing wives. The smart wife shops in Birmingham for every member of the family. Knows the variety is there and the personal attention goes without saying. Stop in this weekend and browse till your heart's content. Makes it a real treat shopping in friendly . . .

BIRMINGHAM

LOOK FOR THE BIRMINGHAM "PRESTIGE STORE" EMBLEM



YOUR ASSURANCE OF COMPLETE SHOPPING SATISFACTION