



Varsity Shop

277 Pierce

"Skiing is a family affair" at the Varsity Shop! (Photo setting is Varsity's Olympic Ski Room, encompassing all Winter Wonderland Needs for skiing, ice-skating, tobogganing and hockey). Vince Secotino, Varsity's owner, is showing Trevor, Elinor and the 5 youngsters the Chamoniex Ski Package (skis, boots, bindings and poles) exclusively designed for the Varsity Shop. The Teen-Age and Adult Ski Packages are specially priced at \$69.95! The deluxe Teen and Jr. Ski Packages make family skiing easy on your budget... just \$49.95 and \$39.95 respectively. (If you prefer, Varsity Shop has an outstanding ski rental department). Note the White Stag and McGregor ski parkas, modeled by the Halls... so warm and attractive... \$12.95 up. For beginner or advanced ice-skaters, Varsity offers over 25 skate styles (by CCM and Bauer, from \$7.95) AND Professional Ice-Skate Sharpening! It's so easy to make Varsity Shop your winter sports headquarters in Birmingham!

Kay Baum

116 West Maple

"I'll buy you that elegant coat, mom, if you'll get this divine skirt 'n sweater for me!" Sometimes Christmas conspirators (oops! I mean "shoppers") find the nicest, best-fitting gifts this way. Elinor and Andrea particularly liked the outfits they are modeling. Elinor is wearing a soft, gray suede topper with a luxurious fox fur collar... casual enough to get her through many busy shopping days but dressy enough to make her feel "special." This style has become a must in many smart Birmingham wardrobes. Andrea has visions of wearing her beautiful white wool sweater and co-ordinated blue skirt, so comfortably through all school activities. The sweater (at \$17.98) has blue trim in 3 shades to accent the gay tassel trim. Skirt incorporates the good looking A-Line in a textured wool (at \$10.98). Kay Baum features the latest styles in dresses and sportswear for teenagers or young matrons... in a wide selection of prices and colors. We know you will find shopping at Kay Baum a Christmas season pleasure.

