



Follow the primrose path to Birmingham.

It's that bloomin' time of year again. It's Spring. Time to change into something more comfortable. Time to get you and your family ready for an enjoyable season. The reason? Your favorite Birmingham store is ready with the freshest, crispiest, newest and finest merchandise for your complete satisfaction. What's your pleasure? You'll find exactly what you've been dreaming about for Spring at the store of your dreams in friendly Birmingham. Nowhere else will you find so much variety, selection, service, value and uncompromising quality. Late evening shopping hours make it a family shopping affair. Think about Spring (or any other season) and you feel good all over to know you live and shop here. Just follow the primrose path.

It leads to the best in

BIRMINGHAM

LOOK FOR THE BIRMINGHAM 'PRESTIGE STORE' EMBLEM



YOUR ASSURANCE OF COMPLETE SHOPPING SATISFACTION