



## Step up to carefree shopping in Birmingham.

It's a wonderful feeling to know you have all the advantages when you shop in Birmingham. You know whatever you need for you and your family is awaiting you at your favorite store. If it's new, they'll have it. If it's exciting, they'll have it. If it's variety, they'll have it. If it's exclusive, they'll have it. In fact, you name it, they'll have it. Nice to know you don't have to shop around, when it's right here in Birmingham. If you want to shop with the entire family, that's easy, too. Late hours accommodate you for evenings of leisurely shopping. When you think about it, getting ready for summer is a pleasure in Birmingham. Your friendly merchant planned it that way. Just step up to

# BIRMINGHAM

LOOK FOR THE BIRMINGHAM 'PRESTIGE STORE' EMBLEM



YOUR ASSURANCE OF COMPLETE SHOPPING SATISFACTION