



It's been ages since you've seen a summer fashion like this!

Mummies didn't have a choice. They all looked alike. Today the individual look in fashion is as you like it—simple and flattering. Birmingham summer fashions offer you all the newest shapes, comfortable fabrics and quality names to make your summer living easy. Whether you're pampering yourself or your family, you'll find the best of everything in Birmingham. A myriad of stores with exclusive merchandise for people who love fine things, and want to make them a part of their daily living. Add this to the late week-end shopping hours, that allow the entire family to browse and make purchases in a leisurely manner, and you know why you always shop in

**BIRMINGHAM**



LOOK FOR THE BIRMINGHAM 'PRESTIGE STORE' EMBLEM

YOUR ASSURANCE OF COMPLETE SHOPPING SATISFACTION