



Good taste need not be expensive.

Classic charm traditionally Birmingham. Whether you're planning a tea, having your husband's boss over for dinner, museum-trotting, antique-spotting, flower-showing or theatre-going . . . you're dressed to the occasion beautifully. Missed that trip to Paris? Forget it! Your favorite Birmingham merchant has been there for you. He planned well ahead for the new season fashions and knows what appeals to Birminghamites. The mood is as romantic as a moon-drenched garden. Each fashion is superbly tailored with fashion perfectionists in mind. And you'll find the range of prices pleasing, too. This week-end would be an excellent time to see what's new and exciting for you and your family. Many stores feature late shopping hours for your convenience. Just think, you can explore the wonderful world of fashion right here in tasteful . . .

BIRMINGHAM

LOOK FOR THE BIRMINGHAM "PRESTIGE STORE" EMBLEM



YOUR ASSURANCE OF COMPLETE SHOPPING SATISFACTION