

Our entire store and staff extend this week

**BLACH'S**

Shoppers will find our stocks wonderfully prepared to meet their every need in apparel for men, women and boys. The store is conveniently located at 3rd Avenue at 19th Street.

Free parcel checking service and public telephones on first floor. Ladies' rest-room on third floor. Men's wash room, second floor. Feel free to make use of these conveniences.

## A Genuine Birmingham Welcome to Fair Visitors

CHARGE ACCOUNT SERVICE RENDERED — CREDIT OFFICE, THIRD FLOOR

Foremost in Fashion

Far Most in Value



3rd Ave. at 19th St.  
Member Better Business Bureau

Brides-elect of October and November find a charming selection of Bridal Apparel, to make choosing as delightful as it should be.



Blachs' Millinery Shop continually reflects

### The latest idea from Paris—in Hats

Relayed to us through leading fashion makers of New York.

Newness is the motto, correctness the rule. Styles selected under the expert eye of Miss Fox portray the last word of what is worn on Fifth Avenue and what is wanted in Birmingham.

The new vogue spotlights the large Drooped Hat

It may be of velvet, or of felt, or of silk combinations. It may be of velour and the metallic materials. It may be either you prefer, and will be found here, in widely varied treatments, at—

# \$10

Advancing into leadership by rapid strides, Blachs' Women's Wear Department has now become the widely

## Recognized Fashion Authority of Birmingham

Each day—new evidence of the esteem in which Blachs' Style Service is held. Customers tell us so. And their ever-growing patronage is proof conclusive.

Mrs. Rose Goldring, our New York buyer, dividing her time between New York and Paris, is constantly in touch with style sources. Mr. Hafter, long experienced in serving Birmingham women, knows intimately their fashion whims and fancies. In collaboration, these two provide, week after week, a most inclusive showing of styles, at their newest and smartest.

Here you find the City's Outstanding array of

## Coats—as chic as Paris itself

Testifying to the foresight of our buying organization, is our present complete stock of coats (in face of serious strike conditions) — something few stores can report.

The Kashmir family is the "ruling house" for the season in fabrics for coats. They combine a richness of surface that harmonizes most effectively with the vogue for luxurious fur trimmings.

Shawl collars and deep cuffs lend themselves happily to the use of longer haired furs. Or sometimes coats blouse at the waistline to emphasize smartly tailored lines. Black, the brown variations, greens and grays and dark, warm reds—all bear the stamp, "Correct."

And there are coats for service, for sports occasions, trig, tailored and durable as their use demands.

Blachs' coat sections show wraps for every need, ranging

\$32.50 to \$225

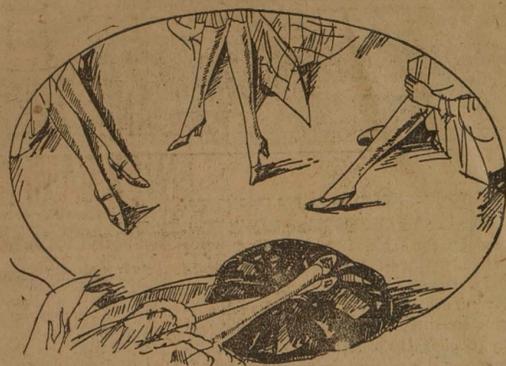


The Vionnet sleeve, one of Fashion's favored fall modes (as here illustrated), is shown in a wide array on Blachs' Fourth Floor.

## In Frocks—New Details

The Vionnet sleeve is now at its zenith of smartness. In the realm of materials, crepe satin for street wear, and velvet for afternoon and evening hold the popular sway of the moment. Black dominates among colors considered smart. Deep wine tones follow closely, while jungle green, marine blue and the browns are far up in the procession. Shown in hundreds of new versions—

\$17.50 to \$125



The perfect harmony or contrast—in

## Madelon Silk Hose

Madelon hose (sold here alone in Alabama) provides an array of new colors that permits the perfect completion of any costume.

- |           |             |              |
|-----------|-------------|--------------|
| Black     | Mauve       | Atmosphere   |
| Fawn      | Castor      | Tanours      |
| Parchment | Shadow      | French Taupe |
| Malacca   | Stroller    | Gunmetal     |
| Chamois   | Tan         | Moonlight    |
| Tuscan    | Piping Rock |              |

No. 2002 Sheer Chiffon Silk—

# \$1.85

This, popular number adds daily to its already mounting popularity in Birmingham. Flawlessly smooth, full-fashioned, all silk—it is a remarkable value.

Mail orders carefully filled in Madelon Silk Hosiery.



### What Patrons Say of Blachs' Fashions

Mrs. R.—"I've just quit looking anywhere else. I know I can always find what I want here."

Mrs. I.—"I'm just crazy about your shop. I think your clothes are adorable."

Mrs. K.—"I just can't get (her daughter's name) in another store."

Miss S.—"To satisfy my own mind, I have looked everywhere in town and have found nothing to compare with your styles."

Mrs. K.—"My daughter loves to shop here. You have such girlish styles."

Miss G.—"I could have saved two perfectly good days if I hadn't shopped elsewhere for the things I saw here first were without comparison."

Miss H.—"Tis no use for me to shop for I could easily find a dozen dresses that please me perfectly."