

IN ALL
Birmingham's
History
No Sale Like
This

BIRMINGHAM DEPARTMENT STORE

116 SO. WOODWARD AVE.

Next to D. U. R. Waiting Room

SERVICE
In its Broadest Interpretation
SAVINGS
Real, Not Theoretical
SATISFACTION
Quality, Regardless of Price

1898 28th Anniversary Sales 1926

Starting Saturday, April 10, ends Saturday, April 24

Saturday, April 10, right at the beginning of the Spring season, we launch the opening sales of the 28th anniversary of this store's birthday celebration with a gift party in which the gifts will take the shape of savings of real dollars for patrons who have made

possible the success of this ever alert store. The event will also be conclusive demonstration of Mr. L. E. Davidson's (new owner) merchandising supremacy in which values will rise on the bargain skyline as never before in Birmingham's History!

In all Birmingham's history no sale like this. It's a true interpretation of the wonderful values we are offering when you consider it is not a clearance sale the end of the season, but brand new merchandise right in the beginning of the season.
Very sincerely,
Mrs. M. D. Kitchen

I have been with this store seven years and can safely and honestly say there never was a sale to compare with this at the beginning of the season. The merchandise is of a higher quality, the variety very much greater and the prices are unbelievably low.
Faithfully yours,
Mrs. Bessie Maxwell.

Men's Furnishings

\$1.95 FINCK'S BEST
OVERALLS
Regular Sizes
\$1.65

HICKOK
BELTS and
BUCKLES **10% Off**

Blue Chambray
Work Shirts
Full Cut, Excellent
Quality—Low at 85c
Special
69c



HATS!
CAPS! **20% Off**

ALL
PANTS... **20% Off**
Dutchess Included

GENUINE
B. V. D.
ATHLETIC SUITS
Sizes 34 to 44
98c
All Other Underwear
20% Off

Rain Coats and
Umbrellas
20% Off

ALL NEW
PAJAMAS **10% Off**

Cotton Socks
All Colors—All Sizes
2 Pr. For 29c

All other Socks, In-
terwoven and Phoe-
enix In- **10% Off**
cluded.

Golf Knickers
Golf Caps
Golf Hose
Golf Sweaters
10% Off

One Lot of
55c KNIT
NECKWEAR **28c**
All Other **10% Off**
Neckwear



One Lot of
DRESS
SHIRTS **\$1.00**
All other **10% Off**
Dress Shirts

CANVAS
GLOVES, pr. **11c**

KOTEX **39c**
Regular Size Pkg.
NONE TO DEALERS

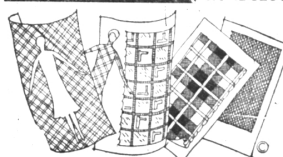
LUX regular **8 1/2 c**
size

P. & G. SOAP, **3 1/2 c**
per bar

PALMOLIVE **6 1/2 c**
SOAP, per bar

COATS'
THREAD
Black and white, all Nos.
3 1/2 c

O. N. T. Cotton
3 For 28c



ALL TABLE LINENS
ALL NAPKINS
ALL TOWELS AND
TOWELING
10% Off

Blankets and Bedding



NASHUA DOUBLE BED BLANKETS,
Beautiful Plaids, 64x76... **\$2.39**
All Other Blankets—**20% Off**

Pequot Sheets, **\$1.49** Pequot Pillow **45c**
81x90 Cases, 36x42
Lockwood **\$1.39** Lockwood Pillow **35c**
Sheets, 81x90 Cases, 36x42
ALL OTHER SHEETS, SHEETING
AND PILLOW TUBING **10% Off**

Yard Goods will go quickly
at these Prices

Silk Dress Patterns, **\$13.50**
Beautiful Quality, Each
ALL OTHER SILKS, RAYONS AND
BROADCLOTHS **10% Off**

Peter Pan Gingham,
Prints and Plaids, Per Yard **48c**
Manchester Percales, **24c**
Per Yard
32-in. FAST COLOR
GINGHAM, per yd. **15c**
ALL OTHER YARD
GOODS **10% Off**

\$7.95 Rayon Bed
Spreads
Seamless, with or **\$5.95**
without Bolster
ALL OTHER BED SPREADS
10% Off

39c CRETONNES, **28c**
Yd.

65c CRETONNES, **53c**
Yd.

\$1.25 TERRY CRE-
TONNES, yd. **98c**

Curtains and Cretonnes

\$1.65 and \$1.95
Ruffled Curtains
PER PAIR
\$1.28
All other Curtains
and Curtain Goods **20% Off**



Women's Wear and Accessories

16.75 SILK **\$14.95**
DRESSES

10.75 SILK **\$8.95**
DRESSES

All Other **10% Off**
DRESSES

\$1.95
SMOCKS **\$1.69**

GOSSARD and AMERI-
CAN LADY **10% Off**
CORSETS

ALL **10% Off**
APRONS

ALL UMBRELLAS
and PARA- **20% Off**
SOLS

Lovely
Undergarments
New Crisp
Teddies
Step-ins
Cowns
Bloomers
and
Slips
20% OFF

of Voile, Rayon and Silk



ALL **10% Off**
HOSE
Phoenix Included

ALL **20% Off**
BAGS

ALL **20% Off**
SCARFS

All Handkerchiefs
20% Off

ALL **20% Off**
JEWELRY

Artificial Flowers
20% Off

All Kayser and
Van Raalte Gloves
10% Off

Boys Wear Dept.



ALL ROBIN HOOD
WASH
SUITS **20% Off**
All Sizes

ALL **20% Off**
KNICKERS
All Sizes

ALL NEW
PAJAMAS **10% Off**
All Sizes

ALL BLOUSES
AND SHIRTS **10% Off**
All Sizes

ALL SPRING AND SUMMER
UNDER-
WEAR, all new **10% Off**

ALL SPORT
SWEATERS **10% Off**

\$12.50 BOYS' 4-pc.
WOOL
SUITS **\$9.95**

TOP
COATS... **20% Off**

ALL **10 % Off**
CAPS

This Is a Good Time To Lay In a Supply of Infants Needs



JUVENILE DRESSES

Of Gingham, Voile
and Silk **20%**

ALL
Infants' Hand Made Dresses
Hand Made Gertrudes
Hand Made Bonnets
Hand Made Japanese Quilts
Hand Made Japanese
Jackets

INFANTS'
Sweaters Capes
Sacques Etc.,
Booties Etc.

20% off

WHEN you consider that our merchandise is priced close in the first place, the above reductions are indeed extraordinary!

Girls too, will share in this Gala Event

ALL GIRLS' DRESSES
Gingham - Voile
Broadcloth **20% Off**
Silk

All Girls' **25% Off**
Coats

All Girls' **25% Off**
Hats

All Girls' **10% Off**
Hose



Scores of odds and
ends at sensational
reductions!

To discourage dealers
from taking advantage of
these extraordinary speci-
als we must limit quan-
tities.

IF NOT SATISFIED
with your purchase, bring it back within two days in
good, salable condition and
We Will Cheerfully Refund Your Money

Birmingham Department Store
Birmingham's Foremost Store