

**YOUR MONEY**  
back without  
conversation  
if you  
can buy it  
for less!



# The Christmas Gift Store



**OPEN EVENINGS**  
Daily until 9  
Saturday until 10  
For Your  
Convenience

## For His Christmas!

**M**OST men know this Store for its quality, its style, its service and incidentally its values. It's a Store that caters to man's apparel desires 365 days of the year—knows through years of customer experience just what he wants. And by the same token is the logical Store to consider his gifts. Herewith we present only a few suggestions, worthy of consideration.



**Mufflers**  
Make  
Fine Gifts!

**E**SPECIALLY those Scotch  
wools in smart plaids,  
stripes and checks, also a beautiful  
array of silks in every conceivable  
design.

The **WOOL SCARFS** are  
**\$1.85 Up**  
The **SILK SCARFS** are  
**\$2.85 Up**

**Sweaters**  
**\$4.95 Up**

**Leather Coats**  
**\$13.50**



**Give Him Hosiery**

And be sure they are  
**INTERWOVEN or PHOENIX**  
SILKS, wools, fine flises and  
mixtures in plain colors  
and patterns in a great array  
for gift giving.

**35c Up**

**Handkerchiefs**  
In a Great Selection  
**25c Up**

Manhattan and Imperial  
**Shirts**  
**\$1.95 Up**

**Silk Pajamas**  
Also Cotton and Flannel  
**\$1.95 Up**

**Bath Robes**  
**\$5.95 Up**



**Ties**

They're ties that were carefully  
chosen—the kind you'll  
want to present as gifts this  
Christmas. Featured here this  
week at—

**\$1 - \$1.50 - \$2**

**Hickok Belts**  
Buckles and Beltgrams  
**\$1.00 Up**

**Gloves**  
Make Ideal Gifts

Trim groves for everyday wear  
and formal occasions.

**\$1.95 Up**

**BECAUSE** of the varied and extensive assemblage of quality  
and practical Christmas Gifts for Men, Women and Children  
and because of our consistently low prices, prompt and courteous  
service, this store may be justly called the **CHRISTMAS GIFT  
STORE!**

**Women's Dainty  
Handkerchiefs**  
As the Ideal Gift

"**SATISFACTION** guaranteed" is  
the slogan that marks the Christ-  
mas gift of Handkerchiefs. There are  
countless novelties in silk and linen,  
some brightly colored, printed or  
painted in odd design. A special  
"kerchief" for every occasion. Also  
an augmented selection of beautiful  
white linen handkerchiefs, hand  
drawn, embroidered or lace trimmed.  
They are featured here—

**10c to \$2.50**

**Hosiery**

Always an Acceptable Gift  
Especially if they are  
"Phoenix", "Onyx Pointex  
Heel" or "Allen A"

America's Foremost Hose  
**T**HIS STORE offers a complete  
selection of these famous Hosiery in  
the sheepest chiffon or service weight,  
also Silk and Wool in all the wanted  
colors at—

**\$1.00 Up**



**Dainty  
LINGERIE**

**O**F ALL gifts—the one that receives the heartiest welcome is that of  
lingerie—and the new models are even more alluring than ever.  
Delicate hand made French things of exquisite crepe, enhanced by trim-  
mings of lace, embroidered net applique or hand drawn work, with  
fluttering satin ribbons as final touch of artistry. In all tints.

**TEDDIES** ..... \$1.50 to \$5.95  
**SLIPS** ..... \$1.25 to \$7.50  
**STEP-INS** ..... \$1.50 to \$3.95  
**BLOOMERS** ..... \$1.00 to \$3.75  
**NIGHTGOWNS** ..... \$1.50 to \$12.00  
**VESTS** ..... \$1.00 to \$2.95



**Gay New Frocks**  
Many New Spring Models

**For Christmas**

**T**O MEET the demands of  
holiday festivities, there are  
countless new Frocks of every  
type, reasonably priced. Frocks  
of jersey, twill, kasha, satin, flat  
crepe, georgette, velvet and crepe  
roma, in black, navy, brown,  
beige, chanel red, jungle green  
and cornflower blue.

**\$875**  
to  
**1975**

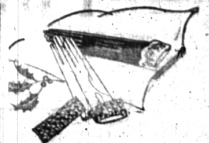


**Parasols  
AND JEWELRY**

A most interesting collection that  
will make lovely gifts!

**\$1.50 up**

**Bags**  
Are Sure to Please!  
A pleasing assortment to match  
and coordinate with all wanted  
colors.  
**\$1.25 to \$12.75**



**Scarfs**

Are essential accessories and make  
**SMART GIFTS**  
**79c up**

**Gloves**

An endless variety in Chamoisette  
and leather—  
Make An Ideal Gift!  
**\$1.00 up**

## Boys' Wear

**SHIRTS - BLOUSES**  
1.00 up  
**TIES**  
50c up  
**HANDKERCHIEFS**  
10c up  
**SWEATERS**  
\$1.95 up  
**BELTS**  
65c up  
**PAJAMAS**  
\$1.65 up  
**SOX**  
35c up



**BOYS' OVERCOATS** \$5.95 up  
**BOYS' SUITS** \$4.95 up  
**BOYS' SHEEPSKINS** \$9.85

**BOYS' GLOVES** ..... 39c up  
**CAPS** ..... \$1.25  
**SCARFS** ..... \$1.85

## Blankets - Bedding - Linens - Towels

MAKE USEFUL AS WELL AS LASTING GIFTS!

Large Size Bed  
**BLANKETS**  
Pretty Plaid are  
**\$2.95**

70 x 80 Part Wool  
**BLANKETS**  
In Attractive Colors  
**\$5.95**

**ALL WOOL  
BLANKETS**  
Beautiful Plaids and  
Colors  
**\$12.50**

**EMBROIDERED  
PILLOW CASES**  
**\$1.25 pr.**

Stamped  
and Embroidered  
**PILLOW CASES**  
**\$1.25 pr. up**

Satin and Crinkle  
**BED SPREADS**  
**\$3.95**

**RAYON SPREADS**  
**\$5.95 up**

Czechoslovakia  
**LUNCHEON SETS**  
**\$2.95 up**

Imported Linens  
**BRIDGE SETS**  
**\$2.85 up**

Stamped  
**VANITY SETS**  
**50c up**

Hand Embroidered  
**LINEN SCARFS**  
**\$2.95**

Stamped - Hemstitched  
**LINEN TOWELS**  
**65c**

Hand Embroidered  
**LINEN TOWELS**  
**\$1.35**

**BATH TOWELS**  
**39c up**

**BATH TOWEL  
SETS**  
Beautiful Large Towel  
and Wash Cloth to  
Match  
**\$1.65**

## Girls Wear And Accessories

**COATS - DRESSES - HATS**  
**25% Off**



**Bath Robes** ..... \$1.00 up  
**Suede Shirts** ..... \$5.50  
**Scarf and  
Hat Sets** ..... \$2.50 up  
**Handkerchiefs** ..... 5c up  
**Infants' Sweater  
Sets** ..... \$5.95 up  
**Sleeping Garments  
and Pajamas** ..... \$1.25 up  
**Crib Blankets** ..... 55c up  
**Toys for Girls  
and Boys** ..... 25c up

## CHRISTMAS GIFTS

will be carefully wrapped  
in neat white boxes and  
tied with holly ribbon,  
without charge.

**L. E. Davidson**  
**BIRMINGHAM DEPARTMENT STORE**  
116 SO. WOODWARD AVENUE  
Next Door to D. U. R. Waiting Room  
*Birmingham's Foremost Store*

**OUT OF TOWN GIFTS  
WILL BE SENT  
POSTPAID  
ANYWHERE IN THE  
UNITED STATES**