

BIRMINGHAM DEPARTMENT STORE

L. E. Davidson (Successor to M. Levinson)

116 S. Woodward Ave. Next to D. U. R. Waiting Room

FOR 28 YEARS

BIRMINGHAM'S FOREMOST STORE

OFFER

IF NOT SATISFIED
with your purchase, bring it back within two days in good, sale-able condition and **WE WILL cheerfully REFUND YOUR MONEY**

BUY YOUR EASTER WANTS NOW WHILE STOCKS ARE AT THEIR BEST

Easter Apparel In Great Month-end Selling

Due to its great array of quality Men's and Boys' wear this store has now achieved (and justly so) the role of—

Birmingham's Store for Men and Boys

The "Pie Traynor" Hat IT'S THE HIT OF THE SEASON



EVERYONE knows "PIE"—the star third-baseman of the world's champion Pirates! Here's the hat that he, and other style leaders will wear this spring.

\$5

A smart felt in the season's leading colors, with rich attractive fancy bands to match. Wear it as Pie does here, or snapped down in front or torn it down all over 'round.



You don't "try on" socks like you do clothes, so you never know if they fit smoothly until after you buy them. The safe way is to buy the most famous sock in the world for fit and wear—

Interwoven TOE AND HEEL Socks

We are always glad to recommend Interwovens, because they always make good. Drop into our store and see the wonderful new Interwoven line. Silks, Lilies—in lustrous color effects.

CAPS - GALORE! - CAPS Prices from \$1.50 to \$3.95



LIONDALE FAST COLOR SHIRTS

in fine imported broadelohs, madras, rayons and percales, collars attached, collar to match and neck-band styles, complete size range.

Specially Priced—
\$1.95 to \$3.50



Boys' Four-Piece Suits

Sizes 5 to 10—Priced at
\$12.50

Expertly tailored of good wearing, all wool fabrics. Neat patterns of stripes, checks, and mixtures, in blues, grays and tans. Full mesh lined double-breasted coat, vest and one pair full-cut, full-lined knickers and one pair longies.

Top Coats, Too!

A splendid assortment in pleasing styles and colors. Sizes from 4 to 10.

Specially Priced
\$6.95 and \$8.75

BOYS' CAPS Including NEW JOCKEY STYLE At **\$1.25 and \$1.50**

Hundreds Realize This—Do You?

IT'S a mighty good thing for Birmingham to have a store like the Birmingham Dept. Store. A store where sound and trustworthy merchandise at popular price levels can always be found. A store where quality and value are always correctly represented.

Where customers can "buy" without being "sold." Where interested salespeople seek to serve every customer's need. And where it can be said and proven: "BOTTOM PRICES GUARANTEED."

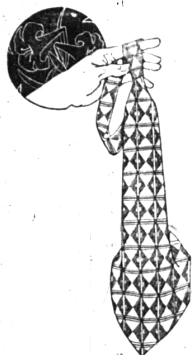
Tell Us If You Ever Find It Otherwise

Robin Hood Clothes for Real American Boys

Featuring this Nationally famous line, because they are faultlessly and beautifully made of fast color suitings, of chambrays, and other dependable materials in a half dozen good colors and color combinations!



SIZES
2
to
10
Prices
98c
to
\$2.95



NECKWEAR

A dazzling showing of beautiful silks and silk and wool.

Boys'—
35c to 75c
Men's—
65c to \$1.65



LAPELESS BLOUSES PATENTED

K. & S. BLOUSES AND SHIRTS

By far the largest and finest assortment of Blouses and Shirts ever shown in Birmingham!
ALL SIZES
Prices
98c to \$2.50

SPORT SWEATERS

That will delight the boys!
AT
\$2.95 to \$4.95

Accessories

FASHION concedes first place to accessories this season and this store is ready with a most comprehensive showing of—



Phoenix Hosiery

With the fashion necessity of securing just the right shade of hosiery, it is no difficult matter in our hosiery section which offers a great array of shades and tints.



Kayser Gloves

They come in all the correct shades for Spring. The new collection is truly representative of the modern woman.



Handkerchiefs

Little swags of georgette that add style and color to the ensemble are the vogue now and our handkerchief section presents many perky little hankies.

From 25c to \$1.00 Ea.



Necklaces

Crystal, amber, sapphire or green beads make these necklaces.



Scarfs

To accentuate the dash and "verve" of the fashionable tailor, this store offers an exclusive line of scarfs. Hand-blocked, hand-painted in the brilliant, impressionistic colors of the season.



Flowers

A garden of chic blooms perennially in our flower section. The single large flower prevails—on milady's shoulder, lapel, cuff, or hip. The spicy carnation, the smart camelia or gardenia—each may be plucked at this store.



NEW FROCKS FOR SPRING

Charming Expressions of the Mode

AT \$10.75 AND \$16.75

With such frocks as these fashion indicates her preference for spring. And so attractive are they that every woman will wish to include at least one in her outfit. They are of printed crepe de chine, georgette crepe, taffetas and satin. Colors include all the newest shades. Unusually low priced at \$10.75 and \$16.75.

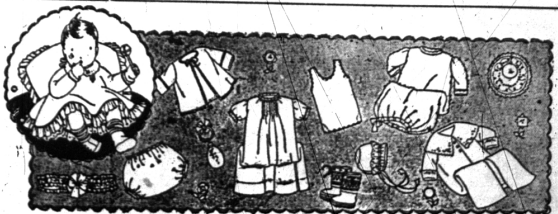


Very Unusual Are These Smart New

HAND BAGS

THE HAND BAGS for spring are so chic, so distinctive in style that they may well serve as the key-note of a charming costume. Here have been assembled a delightful variety of styles—all very moderately priced!

\$1.50 to \$12.75



Infants and Children's Wear

COMPLETE APPAREL AND ACCESSORIES FOR THE WEE TOT AND HER BIGGER SISTER!

Pleasing Assortment --- Moderately Priced

Birmingham Department Store
Will Never Betray Your Confidence