

# PROSPERITY WEEK

What It Means to Birmingham in This Store—**TODAY (Wednesday) IS LADIES' DAY**  
Sensational Reductions (Wednesday Only) Come! Profit!!

## Sale! New Dresses

Dresses for Every Type and Occasion

First Important Fall Dress Sale

In Three Great Groups!

\$8.85 worth \$10.00 and more

\$12.95 worth \$16.00 and more

\$19.95 worth \$25.00 and more

THE dress news of the season! An event befitting Prosperity Week. The greatest dress values Birmingham women have ever known. Street and afternoon dresses and dresses for general business wear. Satin, georgette, flat crepe, wool crepe and many satins trimmed with velvet. These models are the very pick of the new fall and winter dress fashions.

<b>KOTEX</b> 3 for 98c	White and Colored <b>LINEN HDKF's</b> 10c
<b>TRENCH COATS</b> Smart, Wanted Color Combinations \$7.95	<b>SLICKERS</b> Up to \$5.95 \$1.00
<b>BATH ROBES</b> NEGLIGES 20% Off	SMART <b>SILK SCARFS</b> 20% Off
LOVELY SILK <b>UNDERWEAR</b> 20% Off	Fine Fabric and <b>KID GLOVES</b> 20% Off
<b>CORSETS</b> Add Bras's 20% Off	<b>HAND BAGS</b> 20% Off

## Hosiery Classic

Guaranteed Perfect  
Phoenix Silk Stockings

EVERY pair of stockings included in this special low price tomorrow is full fashioned. The silk toes and heels are interlined with lisle.

LOVELY new colors such as dove gray, peach bloom, French nude; chambray, nymph, gun-metal, flesh, evening, grain, piping rock, moonlight, etc.

Lovely Coats Every One Originated in Paris

**REDUCED!**  
\$19.75 Values to \$29.75

\$39.75 Values to \$59.50

\$49.75 Values to \$69.50

88c worth \$1.00 and more

\$1.29 worth \$1.50 and more

\$1.69 worth \$1.95 and more

Open Every Evening

## Real Service

We believe that the greatest service a store can render is to put the necessities of every-day life within the reach of everyone—and at lowest prices consistent with good quality. This store is giving just such service to this community and we take justifiable pride in pointing to the good, dependable, well known quality merchandise we offer at money-saving prices. If you have not yet got the habit of buying—and saving—here, come in soon and get acquainted.

L. E. Davidson

## Smart New Coats

Rich and Supple Fabrics Mark the New Coat Modes

NEVER have the coats of fall and winter been so luxurious—so abundantly trimmed with lovely furs. Never quite so youthful or slenderizing in silhouette. Coats for afternoon wear flaunt very important looking sleeves, some widely flared and drooped at the hand and decorated with fur tails or "bracelets."

## WOMEN LIKE GALA WEEK

President of Local University Women Believes Community Is Bettered

"When a suburban community has the energy and enterprise to initiate a local project for community prosperity, every person in every organization should feel proud of the fact," said Mrs. A. J. Halgren, former president of the Birmingham branch of the American Association of University Women, today.

"Our organization, though not a commercial one, is through its members in close touch with the business life of the town. The success of the local shops depends on their customers, and the happiness and comfort of their customers depends upon the success of the local shops, for only with successful merchants can be found easily and quickly the myriad articles we buy today. For this reason, if for no other, Prosperity Week should bring home to every-body the close relation between the individual and the group."

"The American Association of University Women functions better in a live, wide awake center than it is the sincere hope of the Birmingham branch that this village may be more alive and wide-awake through the efforts of the A. A. U. W. to bring intelligent analysis to the everyday problems of the home, school and community. Prosperity Week is a good symptom, the local branch of the association is happy to endorse the project, believing that it is a sincere, constructive effort to benefit the whole community."

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## BOWLING

Results of last night's bowling at the Blackner alleys on Woodward avenue are as follows:

Birmingham Barbers			
Sulky	150	169	147—466
Walton	130	109	153—392
Walks	145	150	90—385
Eze	123	124	150—406
Livy	123	131	107—361
Total			2019
Birmingham Eccentric			
Stanley	171	112	148—431
Dove	114	114	147—375
Sutton	175	132	142—449
Todd	113	118	123—354
Ahlich	128	128	97—353
Total			1972
I. O. O. F. Lodge			
Adams	163	168	84—415
Nixon	146	155	169—470
Greenus	100	108	129—337
Joffson	153	137	130—420
Steska	198	143	117—518
Total			2249
Birmingham Hardware			
Mints	178	113	190—481
Fisher	119	158	129—406
McBride	138	101	136—375
Dolan	201	157	190—548
Schgaek	140	155	179—474
Total			2281
Firemen			
Gaskill	136	190	145—471
Moore	140	157	179—476
Morrow	157	130	149—436
Pepperall	142	159	125—426
Jones	125	153	117—435
Total			2234
Lumber Co.			
Stearns	174	149	185—508
Lewis	124	181	102—407
Lee	106	151	108—365
Graves	156	141	161—458
Mouthtrap	163	203	170—536
Total			2335
Bell Bros. Garage			
Bottroell	151	126	125—402
Bell	143	158	134—435
Seaver	144	136	146—426
N. Bell	115	125	138—378
Dutch	130	122	108—360
Total			2161
Peck Tailors			
Jewell	145	131	155—431
Brown	123	133	145—401
Schleski	157	120	115—372
Grant	104	144	151—400
Clement	138	147	231—516
Total			2011

Park Your Car HERE!  
25c

Hargreaves Cord Tires  
and  
Quality Tubes

(Next to Evans-Legg Sales Rm. North side.)

WE WILL ADVISE YOU

EXPERT advice is always welcomed by the motorist who wants that his car shall serve him properly. We will render you efficient service whether you are looking for supplies, or merely want to be advised. Little wonder that Mr. Dollar Bill speaks so well of us. He knows we're worthy.

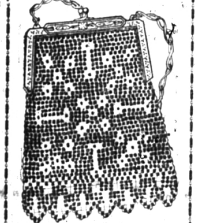
The Shop That Gives Your Dollar a Long Ride

**SAUNERS-ELDER BATTERIES & SERVICE TIRES & SERVICE ACCESSORIES**

119 S. WOODWARD PHONE 301

Try an Eccentric Classified Ad

For—  
Wednesday  
and  
Thursday



**MESH BAGS**  
(Whiting & Davis)  
Special—\$7.50

A COMPLETE ASSORTMENT  
Watch For Friday's Paper

Specials on Diamonds and Overlays

**L. R. MIX**  
Jeweler  
Field Building  
Phone 721

52 Issues of The Eccentric \$1.50

NUMBER THREE OF A SERIES OF SIX ADVERTISEMENTS DURING Prosperity Week

We now offer

## ARNOIL

STEAM TREATMENTS WITH THE ARNO STEAMER

This newest aid to beautiful hair is in great demand among women who demand the best thing in life. Four distinct treatments to correct these conditions—dandruff, falling hair, excessively oily hair, tight scalp and dry hair.

We will be glad to demonstrate the remarkable effectiveness of the Arno method of caring for beautiful hair.

**MARGUERITE MARCEL SHOP**  
145 S. Woodward Telephone 505

L. E. Davidson

# BIRMINGHAM DEPARTMENT STORE

116 So. Woodward Avenue

Birmingham's Foremost Store

Thursday, Is Boys' Day

Unusual Bargains