

OPEN EVENINGS

Daily until 9:00
Saturday until 10:00

For Your Convenience

OCTOBER SALE

YOUR MONEY

cheerfully refunded
if you can buy it for
less.

L. E. Davidson

We quote comparative prices so that you might fully grasp the substantial savings to be had on wanted merchandise during the sale.

FOR MEN and BOYS

HATS REDUCED!
Stetson and Melton Excepted
\$5 HATS, now... \$3.85
\$6 HATS, now... \$4.75

CAPS, 20% Off
\$4.95 CAPS, now... \$1.55
\$2.45 CAPS, now... \$1.95
\$2.95 CAPS, now... \$2.35

Neckwear, 20% Off
\$1.00 TIES, now... 79c
\$1.50 TIES, now... \$1.19
\$2.00 TIES, now... \$1.59

Manhattan and Clermont SHIRTS, 20% Off
Whites Only Excepted
\$1.85 SHIRTS, now... \$1.48
\$2.85 SHIRTS, now... \$2.28
\$3.85 SHIRTS, now... \$2.98

Work SHIRTS, now... \$1.59
\$1.00-\$1.25, Black, Khaki and Blue WORK SHIRTS, now... 88c

FANCY SOCKS, now... 39c
25c WORK SOCKS, now... 15c

Entire Stock of Sweaters, 20% Off
\$4.95 SWEATERS, now... \$3.95
\$5.95 SWEATERS, now... \$4.75
\$6.95 SWEATERS, now... \$5.55
\$10.50 SWEATERS, now... \$8.39
\$12.50 SWEATERS, now... \$9.95

DUTCHESS PANTS 20% Off
\$3.50 and \$3.95 PANTS, now... \$2.99
\$4.95 PANTS, now... \$3.95
\$5.95 and \$6.95 PANTS, now... \$5.15
\$7.95 and \$8.50 PANTS, now... \$6.59

Roxford and Stephenson Winter Underwear 20% Off
\$1.95 UNION SUITS, now... \$1.55
\$3.95 UNION SUITS, now... \$3.15
\$5.95 UNION SUITS, now... \$4.75

PAJAMAS, 20% Off
\$1.85 to \$2.25 PAJAMAS, now... \$1.65
\$2.50 to \$2.95 PAJAMAS, now... \$2.19
\$3.50 to \$3.95 PAJAMAS, now... \$2.98
\$4.95 to \$5.95 PAJAMAS, now... \$4.35
\$6.95 to \$7.50 PAJAMAS, now... \$5.85

Boys' 4-Pc. SUITS Reduced!
\$12.00 SUITS, now... \$9.85
\$13.50 SUITS, now... \$10.85
\$16.50 SUITS, now... \$13.45

Boys' Blouses - Shirts Reduced!
\$1.00 and \$1.25 Blouses & Shirts, now... 89c
\$1.50 and \$1.55 Blouses & Shirts, now... \$1.39

Boys' OVERCOATS Reduced!
\$9.95 OVERCOATS, now... \$7.95
\$12.95 OVERCOATS, now... \$10.50
\$14.95 OVERCOATS, now... \$12.50

Cunning Styles in Boys' Knitted Suits Reduced!
\$3.95 SUITS, now... \$3.25
\$4.95 SUITS, now... \$3.95
\$5.95 SUITS, now... \$4.75

Boys' KNICKERS And Plus Four's Reduced!
\$1.95 and \$2.50 KNICKERS, now... \$1.79
\$2.95 and \$3.50 KNICKERS, now... \$2.79
\$3.95 and \$4.95 KNICKERS, now... \$3.65
\$5.95 and \$6.95 KNICKERS, now... \$5.25

Boys' Hats and Caps Reduced!
\$1.25 CAPS, now... 89c
\$1.95 HATS, now... \$1.55
\$2.50 HATS, now... \$1.95

Boys' Slickers Reduced!
\$1.00 SOCKS, now... 89c

Boys' Slickers Reduced!
\$1.25 CAPS, now... 89c
\$1.95 HATS, now... \$1.55
\$2.50 HATS, now... \$1.95

Boys' Slickers Reduced!
\$1.25 CAPS, now... 89c
\$1.95 HATS, now... \$1.55
\$2.50 HATS, now... \$1.95

October is harvest month. It's your harvest in this ever alert store, where you may reap the benefits in the form of splendid bargains in new Fall and Winter merchandise.

With larger stocks than ever before, this store is ready to supply your wants at material savings during this sale. For best selections we suggest early attendance.

Sheets & Sheeting
\$1.75, \$1.90 Mohawk Sheets, now... \$1.25
45c, 42x36 Mohawk Cases, now... 35c
\$1.95, \$1.90 Pequot Sheets, now... \$1.45
50c, 42x36 Pequot Cases, now... 39c
9-4 Lockwood Sheeting 49c Bleached and Unbleached, now 49c
30c, 42-inch Pillow Tubing, now... 29c

Curtains & Materials
Reduced!
\$2.50 Ruffled Curtains, Colored borders, Now, pr... \$1.85
\$2.50 Curtain Panels, Now, each... \$1.85
\$3.95 Curtain Panels, Now, each... \$2.95
49c Curtain Goods, Now, yard... 49c
22c, 42-inch Curtain Goods, Now, yard... 29c

DRESS GOODS, Etc.
\$2.25, 38-inch CREPE DE CHENE... \$1.79
All colors, Now
\$2.25, 39-inch GEORGETTE CREPE... \$1.79
All colors, Now
\$2.95, Yard wide BROCADED CREPE... \$2.35
Now
Up to \$1.50 RAYONS, now... 79c
Peter Pan Gingham... 45c
Now, yard
25c, 32-inch Kalburnie Gingham... 19c
Now
29c, Yard wide STERLING PRINTS... 22c
55c, Yard wide SATEEN... 45c
All colors, Now

BLANKETS Reduced!
\$1.35, Single Plaid Blankets... 98c
\$5.95, 66x80 Part Wool Blankets... \$4.75
Pretty knock design in Rose, Leaf, Blue, Gold, Orchid, Gray
\$12.50, 66x80 All Wool Blankets... \$9.75
In attractive block design and wanted colorings

CRETONNES Reduced!
39c Cretonnes, now... 29c
60c and 70c Cretonnes, now... 55c
\$1.85 Damask Cretonnes, now... 98c
22c, Yard wide CHALLIES... 18c
Large selections, Now

OUTING FLANNEL
20c, 27-inch WHITE OUTING, now... 15c
25c, yard wide Colored Outing, now... 19c

TOWELING
20c, 12-inch, All Lines STEVENS' CRASH... 22c
Bleached and unbleached, Now
20c, Blue and red check Glass Toweling, now... 22c
Reg. 15c, yd, Now

TOWELS REDUCED
20c BATH TOWELS... 19c
25c, Colored border HUCK TOWELS... 23c
\$1.25, Embroidered LINEN TOWELS... 89c

Smart Coats For Baby
Made of Silk, Broadcloth and Chuckilla
Reduced!
\$3.95 and \$4.95 COATS, now... \$3.65
\$5.95 and \$6.95 COATS, now... \$5.35
\$7.95 and \$8.75 COATS, now... \$6.75
\$10.00 and \$12.75 COATS, now... \$8.95

Hand Made Dresses For Baby
Reduced!
\$2.25 DRESSES, now... \$1.79
\$2.95 DRESSES, now... \$2.35
\$3.95 DRESSES, now... \$3.25
\$4.95 DRESSES, now... \$3.95

Velvet and Velour BONNETS Reduced!
\$2.95 BONNETS, now... \$2.35
\$3.95 BONNETS, now... \$2.95
\$4.95 BONNETS, now... \$3.75

Damasks & Cloths
\$1.50, 27-inch WOOL FLANNEL, now... 98c
\$1.85, Yard wide WOOL CREPE, now... 98c
UNDERWEAR CREPE 25c Rep. 35c value, Now, yd

Cottons & Domestic
HOPE MUSLIN, now... 19c
Genuine Fruit Of The Loom MUSLIN, yard... 22c
BERKLEY CAMBRIC 22c No. 60, Yard

Smart Coats For Baby
Reduced!
\$3.95 and \$4.95 COATS, now... \$3.65
\$5.95 and \$6.95 COATS, now... \$5.35
\$7.95 and \$8.75 COATS, now... \$6.75
\$10.00 and \$12.75 COATS, now... \$8.95

Infants' Sweaters
1 to 6 Years
Reduced!
\$1.50 and \$1.95 SWEATERS, now... \$1.39
\$2.95 and \$3.50 SWEATERS, now... \$2.95
\$3.95 and \$4.95 SWEATERS, now... \$3.75

Infants' Sweater Sets
Sweater, Leggings, Cap, Mittens
Reduced to
\$4.95 Up to \$7.50 Value
\$6.95 Up to \$10.00 Value

Hand Made Dresses For Baby
Reduced!
\$2.25 DRESSES, now... \$1.79
\$2.95 DRESSES, now... \$2.35
\$3.95 DRESSES, now... \$3.25
\$4.95 DRESSES, now... \$3.95

Velvet and Velour BONNETS Reduced!
\$2.95 BONNETS, now... \$2.35
\$3.95 BONNETS, now... \$2.95
\$4.95 BONNETS, now... \$3.75

Infants' Sacques
All wool. Many hand made.
Reduced!
\$1.00 SACSQUES, now... 79c
\$1.95 SACSQUES, now... \$1.55

Dr. Denton Sleepers
Reduced!
Genuine
Sizes 0-1-2, now... 98c
Sizes 3-4-5, now... \$1.29
Sizes 6-7-8, now... \$1.49
Sizes 9-10, now... \$1.69
Sizes 11-12, now... \$1.98

KNITTED BONNETS
And Hoods
Reduced!
95c and \$1.25 BONNETS, now... 79c
\$1.50 and \$1.95 BONNETS, now... \$1.39
\$2.95 and \$3.95 BONNETS, now... \$2.69

Boots Reduced!
35c BOOTIES, now... 29c
65c BOOTIES, now... 49c
95c BOOTIES, now... 79c
\$1.25 BOOTIES, now... 98c

Timely values like these accounts for this store's enviable reputation as Birmingham's Foremost Store.

FOR WOMEN and GIRLS

KOTEX FREE!
with your purchase of two at 49c each

WOMEN'S COATS
Dressy and Sport Models
Specially Priced
— at —
\$25.00 to \$69.50

GOSARD Corsets & Brassieres
Girdles and Combinations
Reduced!
\$1.25 and \$1.50 GARMENTS, now... 98c
\$2.00 GARMENTS, now... \$1.65
\$3.50 and \$3.95 GARMENTS, now... \$2.98
\$5.00 GARMENTS, now... \$3.98
\$12.00 to \$15.50 GARMENTS, now... \$8.98

SILK DRESSES
Wanted Styles, Colors and Materials
SPECIAL VALUES
\$10 to \$25

SMART JERSEY DRESSES
Smart Styles and Colors
\$5.55

FABRIC GLOVES
Reduced!
\$1.00 GLOVES, now... 79c
\$1.50 GLOVES, now... \$1.19
\$2.00 GLOVES, now... \$1.55

BAGS REDUCED!
Up to \$2.95 BAGS, now... \$1.00
Up to \$3.50 BAGS, now... \$2.69
Up to \$4.95 BAGS, now... \$3.55

SILK UNDERWEAR 20% Off
Step-In, Teddies, Gowns, Pajamas, Vests, Bloomers, Slips
The Reductions
\$1.00 GARMENTS, now... 79c
\$1.95 GARMENTS, now... \$1.55
\$2.95 and \$3.95 GARMENTS, now... \$2.75
\$4.95 and \$5.95 GARMENTS, now... \$4.35
\$6.95 and \$7.50 GARMENTS, now... \$5.75
\$8.95 to \$12.00 GARMENTS, now... \$8.35

Women's Knickers
Reduced!
\$2.95 KNICKERS, now... \$2.55
\$3.95 KNICKERS, now... \$3.95
\$4.95 and \$5.95 WOMEN'S SLICKERS... \$3.95
Red, blue and green, Now

Women's Smocks
Pretty Colored and Styles
Reduced!
\$1.95 SMOCKS, now... \$1.55
\$2.50 SMOCKS, now... \$1.95
\$2.95 SMOCKS, now... \$2.35
Up to \$6.95 Women's Sweaters... \$3.95

Scarfs Reduced!
\$2.95 SCARFS, now... \$2.45
\$3.50 SCARFS, now... \$2.95
Fancy Colored LINEN HANDKERCHIEFS
Special
6 for \$1.00
Regular 35c

Children's Stockings
Black and Beige
Reduced!
35c STOCKINGS... 23c
50c STOCKINGS... 39c
\$3.95, Size 6 to 12 GIRLS' SLICKERS... \$2.95
Red, blue and green, Now

Hats to Match
69c

GIRLS' NEW COATS
Beautiful Heavy Cloths. All Fur Trimmed. All Colors. All Sizes.
Reduced!
\$6.95 and \$8.95 COATS, now... \$6.55
\$10.95 and \$12.75 COATS, now... \$9.85
\$16.95 and \$19.75 COATS, now... \$15.75
\$25.00 COATS, now... \$19.85

Girls' Jersey Dresses
2 to 6 and 7 to 14
Specially Priced!
\$2.95 DRESSES, now... \$2.69
\$4.95 DRESSES, now... \$4.25
\$5.95 DRESSES, now... \$5.55

Girls' Wash Dresses
2 to 6 and 7 to 14
Reduced!
98c and \$1.25 DRESSES, now... 79c
\$1.95 and \$2.50 DRESSES, now... \$1.69
\$2.95 DRESSES, now... \$2.35

SILK DRESSES
Of Georgette and Crepe
In Sizes 3 to 10
Reduced!
\$5.95 DRESSES, now... \$4.75
\$6.95 DRESSES, now... \$5.55
\$7.95 DRESSES, now... \$6.35
\$10.75 DRESSES, now... \$8.59

GIRLS' FELT HATS
Reduced!
\$1.95 HATS, now... \$1.55
\$2.95 HATS, now... \$2.35

YOUR MONEY cheerfully refunded if you can buy it for less. L. E. Davidson

L. E. Davidson BIRMINGHAM DEPARTMENT STORE

116 So. Woodward Ave. Birmingham's Foremost Store

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