

32nd ANNIVERSARY SALE

Friday, April 5th, ushers in our great 32nd Anniversary Sale! Not only will the unusual offerings amaze you, but the merchandise—the largest and finest in the history of this store—merchandise that was purchased with utmost care from the country's best known lines, will delight you. Because of limited space we can list but few of the many

MATCHLESS BARGAINS!

THAT WILL PREVAIL THROUGHOUT APRIL

SUPER SPECIALS!

New and Improved
KOTEX, Special 32c Special lot of up to \$1.95
House Dresses . . . 69c
NEW SMOCKS . . . \$1 DRESSES . . . 2 for \$1
 All colors and sizes, Special— Special lot of 2 no. 6, reg. to \$1.95

SUPER SPECIALS!

Genuine Red Label, B. V. D.
Union Suits . . . 98c New Varsity Hats . \$1
 All gay colors, Special—
 Hand Rolled Initialed Linen
Big Yank Shirts . 88c Handkerchiefs . . . \$1
 Blue, Khaki, Black, reg. sizes. Reg. \$1.50, Box of three—

FOR THE HOME

Dress Goods

\$2.25, 39-in. Washable
Crepe De Chine, yd. \$1.69
 \$1.95, Gorgeous Printed
Celanese Voile, yd. . . . 95c
 55c Beautiful and Everlasting
PETER GINGHAM, 39c
 Plain and Prints, yd.—
 49c, New
Printed Dimities, yd. . . 39c
 29c, Fast Color
English Prints, yd. . . 22c
 39c, Manchester and
Rumson Percales, yd. . . 22c
 39c, 32-in. wide
Kalburnie Gingham . . . 22c
 55c, all colors,
Non Cling, now, yd. . . 39c



Sheets - Cases - Sheeting - Tubing

\$1.95—72x99 Pequot Sheets . . . \$1.39
 2.15—81x99 Pequot Sheets . . . 1.49
 2.50—81x99 Pequot Sheets (hemstitched) . . . 1.79
 1.75—81x90 Mohawk Sheets . . . 1.19
 1.95—81x89 Mohawk Sheets . . . 1.29
 50c—42x36 Pequot Cases . . . 39c
 65c—42x36 Pequot Cases (hemstitched) . . . 49c
 55c—45x36 Pequot Cases . . . 45c
 45c—42x36 Mohawk Cases . . . 35c
 9/4 Lockwood Sheeting, yd. . . . 55c
 Bleached and unbleached
 39c, 42-in.
Pepperell Tubing, yd. . . . 29c

Towels - Toweling - Linens - Bedding

75c Linen Guest Towels 59c
 29c, 17x34, Heavy
BATH TOWELS 19c
 Blue, gold, rose, also solid colors.
WASH CLOTHS, to match 5c

29c Stevens Linen Toweling . . . yd. 19c

Bleached with blue, rose, green, and gold borders, also unbleached.
 2 for 25c, "Handy Ann"
Dish Cloths, now 3 for 25c
All Linen Lunch Cloths 95c
 60x50, with smart colored borders.
\$1.95 Linen Bridge Sets \$1.25
 Imported Ciccho-Slovakia, \$5.50
Luncheon Cloths, now \$3.95
 54x70, Napkins to match.
 Extra large, fast color, \$2.95
Crinkled Bed Spreads, now \$1.95
 White with blue, gold, rose, green, and orchid stripes.

Cottons and Domestics

18c Unbleached Muslin, yd. . . . 13c
 yard wide
 22c Hope Cotton, yd. . . . 17c
 yard wide
 29c Fruit of the Loom, yd. . . . 22c
 No. 69
 29c Berkeley Cambric, yd. . . . 22c

Notions - Small Wares

COATS THREAD, 3 for 10c
 Black and white, all numbers.
 5c mercerized DARNING COTTON, 2 for 5c
 5c yd. BLOOMER ELASTIC, 3 yds. for 10c
 6 STRAND FLOSS, all colors, 4 for 10c
 10c DUPLEX SAFETY PINS, 2 for 15c
 10c BOBBY PINS, 2 for 10c
 10c BIAS LAWN TAPE, 2 for 15c
 10c SNAP FASTENERS, 2 for 10c
 10c SHIRT BUTTONS, 2 for 15c
 10c SHOE LACES, 2 for 10c

FOR WOMEN

"Phoenix" and "Ruby Ring" Silk Hosiery Reduced!

Chiffon, serice and semi-serice, Square, pointed and twin heels.
 All wanted colors and sizes.
 89c Reg. to \$1.19
\$1.29 Reg. to \$1.65
\$1.69 Reg. to \$2.25

Up to \$2 fabric and silk
Gloves, now \$1
 Wanted colors.

Special lot of up to \$3.95
HAND BAGS, now \$1.95

Choice of our entire stock of New Silk Dresses

and Ensembles, Smart styles and colors,
 For All Occasions
\$13.95
 All sizes
 Worth \$16 and more.



New Spring Coats

Attractive sport and dress models, in black,
 tan, gray, all sizes.

\$13.95 Reg. \$18
\$19.95 Reg. \$25

Smart Trench Coats

Red, blue, black, sizes 14 to 38

\$5.95

Marvelous selection of New Sweaters \$2.95

Pleasing styles and colors.

Cotton and Silk Underwear Reduced!

\$1.35 PHILIPPINE GOWNS, now 95c
 \$1.25 "MERODE" VESTS, now 88c
 \$2.25 "MERODE" BLOOMERS, now \$1.69

Gorgeous New Silk Scarfs \$1.39

Others, Anniversary priced, \$2.95

New Neckwear 89c

Smart collar and cuff sets of lace, linen and silk, reg. \$1.25

We Reserve
 the right to
 Limit Quantities

FOR MEN

STETSON HATS - SPECIAL

\$7.95
 Reg. to \$10

MELTON HATS, up to \$6.00 . . . \$4.45

Spring Caps \$1.79
 Your choice of our entire stock of spring caps. Values to \$2.45.

Mashon and IMPERIAL SHIRTS REDUCED

Fast color shirtings, also white.
\$1.59 Reg. \$1.85
\$2.29 Reg. \$2.85
\$2.89 Reg. \$3.85



Superba Ties—Sale

New smart spring neckwear
89c Reg. \$1
\$1.29 Reg. \$1.50
\$1.59 Reg. \$2

Interweave and Phoenix Socks—Special!

Our largest and finest assortment
39c Reg. 55c
59c Reg. 75c
79c Reg. \$1
99c Reg. \$1.25

50c Paris Garters 39c

Single or double grip.

Guaranteed fast color, Faultless Pajamas Special

Coat style and slip over
\$1.79 Reg. to \$2.50
\$2.79 Reg. to \$3.95
\$4.79 Reg. to \$5.95
5.79 Reg. to \$7.50

Dutchess Pants and Knickers

Also Pajamas
\$1.79 Reg. to \$2.50
\$2.79 Reg. to \$3.95
\$4.79 Reg. to \$5.95
\$6.79 Reg. to \$8.95

Hickock Belts 25% Off

Fink's Overalls \$1.79

Regular sizes.

Fink's Coveralls \$2.79

Regular sizes.

Suede Jackets \$12.95

Also horsehide in gray and tan. Reg. to \$19.50.

All wool "Roving" Lumberjacks, now \$4.95

Reg. to \$7.95.

New Bradley Sweaters \$3.95 up

Slip over and coat style, specially priced.

Golf Socks Sale

79c Reg. \$1
\$1.49 Reg. \$1.95
\$2.39 Reg. to \$3.95

COUNTLESS OTHER ITEMS
 too numerous to mention
 AN UNUSUAL SAVINGS!

FOR CHILDREN

Boys' Spring Top Coats

Blue, Gray, Tan
\$6.95 Reg. \$8.95
\$8.95 Reg. \$10.95

HATS TO MATCH—\$1.55

New Knickers Reduced

Golf Style and Plus Four
\$1.69 Reg. \$1.95
\$2.79 Reg. to \$3.95
\$4.39 Reg. to \$6.95

"K & S" Fast Color Blouses and Shirts—Special

89c Reg. to \$1.25
\$1.39 Reg. to \$1.85

Our largest showing of the famous "Robin Hood" Boys' Wash Suits, only 95c

Fast colors, all sizes.

Boys' Fancy Socks Reduced

49c Reg. to 69c
69c Reg. to \$1

The choice of the "Phoenix" line in all wanted colors and combinations

Girls' Felt Hats \$1

Values to \$3.95.

Imported Berets 95c

Tan, orange, blue, navy, white, green.

Girls' New Spring Coats

Novelty trends and weaves, fine woolsens, smart colors,
 and trimmings

\$7.95 Reg. to \$10.95
\$10.95 Reg. to \$13.50
\$11.95 Reg. to \$15

GIRLS' NEW DRESSES

REDUCED

Sizes 7 to 14
\$1.55 Reg. to \$1.95
\$2.35 Reg. to \$2.95
\$3.25 Reg. to \$3.95

Silk Dresses \$8.95

Values to \$12.95

New Dresses

for Miss, 2 to 6
 Anniversary Price
95c Reg. to \$1.25
\$1.79 Reg. to \$2.45
\$2.79 Reg. to \$3.45

Silk Dresses "For Best" \$4.95

Values to \$7.95

Special lot of hand-made Philippine Dresses 95c

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25c and 35c Boys' and Girls' Stockings 19c

Black, white and tan, all sizes.



A Price That Is Easy to Pay Doesn't
 Always Buy Satisfaction—

No matter what you pay or where you buy, you buy satisfaction or disappointment. If you are satisfied you have everything you want—good value, certain quality and honest pricing. We guarantee you will be satisfied with every purchase made here.

L. E. Davidson

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BIRMINGHAM DEPARTMENT STORE
 116 South Woodward Ave. Birmingham's Foremost Store

OPEN EVENINGS
 Saturday until 10 p. m.
 Daily until 9 p. m.
 For Your Convenience