

JANUARY CLEARANCE

Offers Many Extraordinary Savings For

an unusual January clearance

The success of our January Clearance has been proven by the wonderful response always accorded it—a recognition of the unusual values we offer. People know that it is an opportunity to secure seasonal needs of merit from our regular stock at worthwhile savings.

L. E. Davidson

clearance begins
Sat., January 5
--ends--

Sat., January 26

doors open
8 o'clock sharp
Saturday

The Home

Sheets-Cases-Sheeting-Tubing

- \$1.95 72x99 Pequot Sheets, now... \$1.35
- \$2.15 81x99 Pequot Sheets, now... \$1.49
- \$1.75 81x90 Mohawk Sheets, now... \$1.25
- \$1.95 81x99 Mohawk Sheets, now... \$1.35
- 50c 42x36 Pequot Cases, now... 35c
- 55c 45x36 Pequot Cases, now... 39c
- 45c 42x36 Pequot Cases, now... 29c
- 69c 9" 4 Lockwood Sheeting, now... 55c
- 39c 42" Peppercil Tubing, now... 29c
- 45c 42" Pequot Tubing, now... 35c

Towels and Toweling

- 29c 18x36 Bath Towels, now... 19c
- 55c 22x44 Bath Towels, now... 39c
- 75c 22x44 Bath Towels, now... 59c
- \$1.35 Emb'd Guest Towels, now... 79c
- \$1.25 23x39 Linen Towels, now... 79c
- 10c Wash Cloths, now... 5c
- 29c Stevens Linen Crash, now... 19c
- 2 for 25c Dish Cloths... 3 for 25c

Table Linens

- \$5.50 Imported Luncheon Sets... \$3.95
- \$9.95 Imported Luncheon Sets... \$6.95
- \$12.00 Imported Luncheon Sets... \$8.95
- \$11.50-\$1.95 Imported Bridge Sets \$1.25
- 50x50 Linen Luncheon Cloth... 95c
- \$1.25 Merc. Table Damask, yd... 79c

Blankets and Bed Spreads

- 70x80 Nashua Part Wool Blankets... \$4.45
- 70x80 All Wool Single Blankets... \$4.45
- 70x80 All Wool Double Blankets... \$8.95
- All Crib Blankets, now... 1/2 off
- 81x105 Fcy. Crinkle Bed Spreads... \$1.95
- 81x105 Fcy. Rayon Bed Spreads... \$3.95
- 81x105 Extra Fine Bed Spreads... \$7.95

All Stamped Goods... 1/3 Off

Dress Goods

- Peter Pan Gingham, yd... 39c
- Tissue Gingham, yd... 39c
- Kalbunnie Gingham, yd... 19c
- Percalines, yd... 22c
- Sterling Prints, yd... 22c
- Crepe de Chine, all colors, yd... \$1.49
- Georgettes, all colors, yd... \$1.49
- Canton Chiffon, all colors, yd... 45c
- Non Cling, all colors, yd... 45c
- Fine Sateen, all colors, yd... 39c
- Rayons, up to \$1.50, yd... 69c
- 54" Wool Flannel, yd... \$1.95
- 36" Rayon and Wool, yd... 79c

5c Coats' Thread... 3 for 10c

Black and White—All Numbers

Domestics and Outing

- 18c Unbleached Muslin, yd... 13c
- 25c Unbleached Muslin, yd... 19c
- 22c Hope Cotton, yd... 17c
- 29c Fruit of the Loom, yd... 22c
- 18c White Outing, yd... 13c
- 25c White Outing, yd... 19c

Curtains and Cretannes

- The Back Curtains, \$1.50 to \$2.95
- Curtain Panels, \$1.50 to \$3.95 **1/3 off**
- Curtain Goods, yd., 25c to 85c off
- Cretannes, 39c to \$1.95 **1/2 off**
- Quilt Challies, yd... 19c

Many other items too numerous to mention correspondingly reduced!

Women

Fur Trimmed Coats... 1/2 Off

- "Buy with Confidence"
ANNIS FUR COATS
At Clearance Prices!
- \$112.50 Platinum Coney, Size 36, now... \$87.50
 - \$125.00 Natural Opossum, Size 16, now... \$87.50
 - \$145.00 Natural Tan Pony, Size 18, now... \$107.50
 - \$185.00 Northern Muskrat, Size 36, now... \$132.50
 - \$185.00 Tan Pony Sport, Size 16, now... \$142.50
 - \$325.00 Raccoon, Size 16, now... \$217.50

Smart Dresses

- Silk, Velvet and Wool
- \$5.00 **\$10.95**
- Values to \$10.00 Values to \$25.00

House Dresses

- 69c **\$1.69** **\$2.69**
- Reg. \$1.00 Reg. to \$2.45 Reg. to \$3.45

\$1.95 Smocks, now... \$1.55

\$2.95 Smocks, now \$2.25

Silk Underwear

- Also Philippine and Cotton Garments
- | The Actual Savings | The Garments |
|--------------------|----------------------|
| \$1.00-\$1.25 | 88c Pajamas |
| \$1.95-\$2.25 | \$1.55 Gowns |
| \$2.45-\$2.95 | \$1.95 Chemises |
| \$3.45-\$3.95 | \$2.95 Step-Ins |
| \$4.95-\$5.95 | \$3.95 Dance Sets |
| \$6.95-\$7.95 | \$5.95 Costume Slips |
| \$8.95-\$10 | \$7.95 Vests |
| \$12-\$15 | \$8.95 Bloomers |

\$12.00 Negligees, now... \$7.95

"Merode" Knit Underwear

- Cotton, Silk and Wool, Various Styles
- 95c **\$1.69** **\$2.69**
- Reg. \$1.35 Reg. to \$2.45 Reg. to \$3.95

Kotex - 29c

Phoenix Silk Hosiery

- Also Wool and Sport Hose
- All Sizes - All Wanted Colors
- 89c **\$1.39** **\$1.69**
- Reg. \$1.00 & \$1.25 Reg. \$1.50 & \$1.65 Reg. \$1.75 & \$1.95

Smart Gloves

- Leather, Fabric and Wool
- 95c **\$1.35** **\$2.85** **\$3.85**
- Values to \$1.50 Values to \$3.95 Values to \$5.95

Hand Bags

- Popular Shapes and Colors
- Various Leathers and Suede
- \$1.95 **\$4.95** **\$6.95** **\$9.95**
- Values to \$3.95 Values to \$6.95 Values to \$10.50 Values to \$16.50

Boxed Handkerchiefs... 1/3 Off

Costume Jewelry... 1/2 Off

Women's Sweaters... 1/3 Off

Lounging Robes... 1/3 Off

Women's Bath Robes... 1/2 Off

- \$6.95 Women's Trench Coats **\$4.95**

We reserve the right to limit quantities.

Men

Stetson Hats 1/4 Off

- \$19.50 Horsehide Jackets, now... \$12.95
- \$1.50 Suede Jackets, now... \$12.95
- \$15.00 Horsehide Leather Coats... \$12.95
- \$12.00 Leatherette Coats, now... \$7.95
- Corduroy Sheepskin Coats, now... \$10.95

Bradley Sweaters

- and Other Good Makers
- Varied Styles and Weights
- Wanted Colors - All Sizes
- \$3.95 **\$4.95** **\$5.95** **7.95**
- Values to \$5.95 Values to \$7.45 Values to \$9.95 Values to \$12.50

Wool Lumber Jackets

- \$3.95 **\$4.65** **\$5.25**
- Reg. \$5.95 Reg. \$6.95 Reg. \$7.95

Dutchess Pants

- Breeches and Knickers
- \$1.89 **\$2.89** **\$3.89** **\$5.89**
- Values to \$3.95 Values to \$5.98 Values to \$8.95

Imperial, Clermont and Manhattan Shirts

- Patterned Shirts in Collar Attached and Neck-band Styles. Varied assortment. All sizes.
- \$1.39 **\$2.19** **\$2.89** **\$3.89**
- Reg. \$1.85 Reg. \$2.85 Reg. \$3.85

White Shirt Special!

- \$1.69 **\$2.49** **\$3.39**
- 3 for \$4.75 3 for \$7.00 3 for \$9.50

Racine Flannel Shirts

- Values to \$2.45 Values to \$3.95 Values to \$6.95
- \$1.89 **\$2.89** **\$3.89**

\$1 Big Yank Work Shirts... 79c

- Superba Ties... 1/3 Off
- Annual Tie and Variety... \$2.33
- Reg. \$1.00 Reg. \$1.50 Reg. \$2.50 Reg. \$3.50

Superba Scarfs

- Smart and Varied Selection
- \$1.65 **\$2.85** **\$3.65**
- Reg. \$2.35 Reg. \$3.85 Reg. \$4.95

Adler's Gloves

- Lined and Unlined Leather and Wool
- 95c **\$1.95** **\$3.45** **\$4.25**
- Values to \$1.50 Values to \$2.95 Values to \$4.95

Mittens... 1/3 Off

- Hickory Belts... 25% Off
- Buckles and Beltograms

\$1.50 box of 3 hand rolled initialed Linen Handkerchiefs... \$1.19

Interwoven Socks

- Cotton, Silk, Wool and Silk and Wool
- 29c **\$3.95** **\$5.95** **7.95**
- Reg. 35c Reg. 50c Reg. 75c Reg. 1.00

Men's Golf Socks

- 69c **\$1.39** **\$2.39**
- Reg. \$1.00 Reg. \$1.95 Values to \$3.95

Superior Winter Underwear

- Cotton, Wool and Silk Wool
- \$1.65 **\$2.95** **\$3.95**
- Values to \$2.95 Values to \$4.95 Values to \$6.50
- \$1.25 Shirts and Drawers, ea... 88c

Faultless Pajamas

- Cotton, Silk and Flannel
- \$1.55 **\$2.45** **\$3.35** **\$4.95**
- Values to \$2.25 Values to \$4.95 Values to \$7.50

Night Gowns... 1/4 Off

- Bath Robes... 1/3 Off
- Lounging Robes... 1/3 Off
- Trench Coats... 1/3 Off
- Fish Brand Slickers... \$4.95

Boys

Girls' Coats... 1/2 Off

- Varied Selection
- Girls' Wool Dresses... 1/2 Off
- Girls' Wash Dresses... 1/3 Off
- Girls' Silk Dresses... 1/3 Off
- Girls' Rain Sets... \$4.95
- Trench Coat and Hat to Match
- Girls' Hats... 1/2 Off
- Imported Berets... 95c
- Girls' Knit Underwear 1/3 Off
- Cotton and Silk and Wool
- \$1 Girls' Sport Hose... 79c
- Girls' Socks and Stockings
- 27c **\$3.95** **67c**
- Reg. 50c Reg. to 99c Reg. to \$1.00
- Girls' Outing Pajamas 1/3 Off
- Girls' and Boys' Bath Robes
- 79c **\$1.39** **\$2.39** **\$3.69**
- Reg. \$1.00 Reg. \$1.85 Reg. \$2.95 Reg. to \$4.95
- Girls' Fancy Wool Gloves
- 39c **79c** **\$1.00**
- Reg. 50c Reg. \$1.00
- Girls' Sweaters... 1/3 Off
- Wool Scarf and Cap Set... \$1.95
- \$1.25 All Wool
- Skating Caps... 69c

Infants

Infants' Coats... 1/2 Off

- Infants' Vests and Linen, Hand Made
- Peasant Dresses... 1/3 Off
- Infants' Silk Dresses... 1/3 Off
- Infants' Hand Made
- Dresses and Gertrudes 1/3 Off
- Infants' \$5.95 to \$10.00 Brushed Wool
- Sweater Sets... 1/2 Off
- Infants'
- Wool Knitted Sets... 1/3 Off
- Infants'
- All Wool Sweaters... 1/3 Off
- Infants' Wool Saques... 1/3 Off
- Infants' Booties... 1/3 Off
- Knitted Caps & Hoods 1/3 Off
- Wool Shawls... 1/2 Off
- Infants' Vests and Bands
- Wool, Rayon and Wool, and Silk and Wool
- 39c **79c** **\$1.19** **\$1.49**
- Values to 85c Reg. \$1.00 Reg. \$1.50 Reg. \$1.95
- Dr. Denton Sleepers... 20% Off
- Novelty Sleepers... 1/3 Off
- \$8.95 Suede Zipper Suits \$6.95
- Cohen - Brown - Green - Red, Size 2 to 6, Reduced to—
- \$1.25 and \$1.95 Zipper, Cotton
- Fleeced Leggings... 1/3 Off
- Chambray and Twill
- Play Suits, Overalls... 1/4 Off
- and Coveralls

Girls

Boys

- Boys' and Girls' Blue Carduary
- Sheepskin Coats
- Size 7 to 9 **\$6.95** **\$7.95**
- Size 10 to 18 **\$7.95** **\$10 to 18**
- Boys' Leather Coats... \$8.95
- Boys' Winter O'Coats **1/3 off**
- Chinchillas, Meltons, Novelties, Size 2 to 10—\$5.95 to \$14.90—
- Boys' Sweaters... 1/3 Off
- Wool Aviation Helmets... 79c
- Leather Aviation Helmets. 95c
- Leather Aviation Helmets 1.25
- Boys' Knickers and Breeches
- An Endless Variety of School and Dress Knickers
- \$1.65 **\$2.35** **\$3.15** **\$3.95**
- Values to \$2.50 Values to \$3.45 Values to \$4.50 Values to \$5.95
- Boys' Socks and Stockings
- 27c **37c** **67c**
- Reg. 35c Reg. to 99c Reg. to \$1.00
- Boys' Union Suits... 1/3 Off
- Boys' Wash Suits... 1/3 Off
- Boys' Jersey Suits... 1/2 Off
- Boys' Blouses and Shirts
- 79c **\$1.29**
- Values to \$1.25 Values to \$1.85
- Boys' Leather Gauntlets... 95c
- Boys' & Girls' Leather Gloves
- \$1.19 **\$1.59**
- Reg. \$1.50 Reg. \$1.95
- Boys' & Girls' Leather Mittens
- 45c **65c**
- Reg. 50c Reg. 85c

January reductions

Considering that original prices were unusually low, the goods brand new of advanced style and known quality—our bona fide price reductions this month are not only interesting, but highly profitable to all of our customers who share in the January Clearance.

L. E. Davidson

don't forget!
clearance starts
Saturday
at eight sharp

OPEN EVENINGS
Daily Until 9:00
Saturday Until 10:00
For Your Convenience

L. E. Davidson BIRMINGHAM DEPARTMENT STORE

Birmingham's Foremost Store