

# AFTER INVENTORY SALE!

The policy of this store is to keep stocks turning regardless of loss. The completion of our inventory has revealed numerous items that we are desirous to clear to make room for new spring merchandise. Included with the countless seasonable things throughout the store we offer new spring stocks at

## IRRESISTIBLE REDUCTIONS!

**Have You** seen the Mezzanine Floor?  
It's quite the talk of Birmingham, and why not?—wonderful equipment, beautiful surroundings, modern restroom, and desk with private stationery, easy chairs, spacious fitting rooms, and wonderful merchandise attractively priced.

**Sale Begins Friday, February 7th**

**Use Our Arcade**  
It's very convenient whether the day is cold or not, to make a short cut in going from Woodward to Maple, or vice versa. Incidentally, you'll find a real store, all the word implies, to serve you as you want to be served.

*R. E. Davidson*

**Sale Begins Friday, February 7th**

### For Men and Boys

Savings Up to 50%

#### Hart Schaffner & Marx OVERCOATS

1/2 off

What an opportunity to buy these quality overcoats when you can purchase them at such drastic reduction.

Note the Actual Savings!

- \$50 Overcoats, now \$25.00
- \$60 Overcoats, now \$30.00
- \$90 Overcoats, now \$45.00



These are mighty low prices on

#### Hart Schaffner & Marx One and Two Pants Suits

\$28 Values to \$50 \$37 Values to \$65

They look like sale prices... but they're not clearance prices. You'll pick from the best clothes in America, new suits and overcoats just received from Hart Schaffner & Marx, new patterns, new colors, new fabrics, authentic styles. It's a good time to get acquainted with this fine store, a good time to dress up, a good time to save money.

Drop in tomorrow.

First Floor, Maple

#### Boys' 4 Pc. Suits

Sizes 8 to 14, two knickers

Smart looking suits that will serve young men well for early spring wear.

\$9.50 Regular \$13.50 \$12.50 Regular \$16.50

#### Young Men's Suits

Sizes 15 to 20, two trousers

An excellent opportunity to choose for your boy one of the latest styles in high-grade suits.

\$18.75 Regular \$20

Maple Basement

#### Men's New Spring Shoes

... a shoe outstanding in every way, in the number of pairs of shoes offered, in the variety of styles, in the quality and in the low prices.

\$5 to \$9 20% off

#### Rubbers 1-3 off

Maple Basement

- Stetson Hats 1/4 off
  - Caps 1/4 off
  - Manhattan Shirts 1/4 off
  - Hickok Belts 1/4 off
  - Superba Ties 1/4 off
  - Superba Scarfs 1/4 off
- Maple Basement

#### Lumberjackets 1-2 off

- Bradley Sweaters 1/4 off
  - Flannel Shirts 1/4 off
  - Suede Jackets 1/4 off
  - Leather Coats 1/4 off
  - Bathrobes 1/4 off
  - Dutchess Trousers 1/4 off
  - Dutchess Knickers 1/4 off
- Maple Basement

- Winter Underwear 1/3 off
  - Pajamas 1/4 off
  - Intervosen Wool Socks 1/4 off
  - Kaynee Blouses 20% off
  - Kaynee Shirts 20% off
  - Bradley Sweaters 1/4 off
- First Floor, Maple

#### Boys' New Spring Shoes

Mothers will recognize these shoes as strong and durable, built for the hard wear of the youngster's play.

\$3.50 to \$5.85 20% off

#### Rubbers 1-3 off

Maple Basement

- Leather Coats 1/4 off
  - Sheepskin Coats 1/3 off
  - Jersey Suits 1/2 off
  - Wash Suits 1/4 off
  - Wool Knickers 1/3 off
  - Corduroy Knickers \$2.85
  - Corduroy Jackets, Reversible \$4.85
  - Flannel Pajamas 1/3 off
- Maple Basement

Regular price tags remain on merchandise... discounts taken at time of sale.

### For the Home

Savings Up to 50%

#### Sheets - Cases - Sheeting - Tubing

- 50c 42x36 Pequot bleached cases 39c
  - 55c 45x36 Pequot bleached cases 45c
  - \$1.79 63x99 Pequot bleached sheets \$1.29
  - \$1.95 63x108 Pequot bleached sheets \$1.39
  - \$1.95 72x99 Pequot bleached sheets \$1.45
  - \$2.15 72x108 Pequot bleached sheets \$1.49
  - \$2.25 81x99 Pequot bleached sheets \$1.55
  - \$2.35 81x108 Pequot bleached sheets \$1.69
  - Hemstitched sheets - 10% additional
  - Hemstitched cases - 10% additional
  - 45c 42x36 Mohawk cases 35c
  - \$1.75 63x99 Mohawk sheets \$1.29
  - \$1.95 81x99 Mohawk sheets \$1.39
  - 9 4 Lockwood Sheeting, yd. 55c
- Woodward Basement

#### Kotex 29c

None to Dealers Limit 3 to a Customer

#### Blankets - Bedspreads

- BLANKETS—
  - \$4.95 70x80 Part Wool Blankets \$3.95
  - \$10.50 70x80 All Wool Blankets \$8.95
  - \$10.50 70x80 North Star Wool Blankets \$8.95
  - \$17.50 72x84 North Star Wool Blankets \$13.95
  - Crib Blankets 1/4 off
  - BEDSPREADS—
  - \$2.95 Crinkle Bedspreads \$1.95
  - \$5.95 Rayon Bedspreads \$3.95
- Pleasant Color Combinations
- \$12 Rayon Bedspreads \$6.95
  - \$15 Rayon Bed Sets \$10.95
- Bedspread and Bolster
- Woodward Basement

#### Linens - Towels - Toweling

- LINENS—
  - \$1.25 Linen Bridge Sets 95c
  - \$5.50 Linen Luncheon Sets \$3.95
  - \$6.95 Linen Luncheon Sets \$4.95
  - \$7.95 Linen Luncheon Sets \$5.95
  - \$10.00 Linen Luncheon Sets \$7.95
  - \$12.00 Linen Dinner Sets \$9.95
  - \$25.00 Linen Dinner Sets \$18.95
- First Floor, Woodward

- TOWELS—
  - 25c 19x36 Bath Towels 19c
  - 95c 22x42 Bath Towels 69c
  - \$1.35 22x42 Bath Towels 95c
  - 10c Wash Cloths 4 for 25c
  - 75c Linen Towels 55c
  - \$1.25 Linen Towels 95c
  - 29c Stevens Linen Toweling, yd. 19c
  - Unbleached and bleached, with green, gold, also red, blue and pink borders.
  - 10c Dish Cloths 3 for 25c
- Woodward Basement

#### Curtains - Cretonnes

- All Curtains 1/4 off
- All Panels 1/4 off
- All Curtain Goods 1/4 off
- 39c Cretonnes, yd. 29c
- 69c Cretonnes, yd. 45c

#### Newest Spring Wash Goods

- Peter Pan Gingham, yd. 49c
  - Sterling Prints, yd. 25c
  - Rumson Percales, yd. 25c
  - Rayons, up to \$1.50 yd., yd. 69c
  - 49c DIMITIES, yd. 39c
  - Fruit of the Loom, yd. 25c
  - 29c Berkeley No. 60, yd. 25c
  - 39c Berkeley No. 100, yd. 33c
  - 18c Unbleached Muslin, yd. 13c
  - 18c Outing, white, yd. 13c
- First Floor, Woodward

### For Women and Girls

Savings Up to 50%

#### Silk Hosiery

Full fashioned, wanted colors, all sizes.

77c pr.

"Phoenix" and "Ruby Ring" standard stockings.

\$1.50 to \$2.95 All at 1-4 off

First Floor, Woodward

- Anklets 1/3 off
- Luggage 1/4 off
- Hand Bags 1/4 off
- Kid Gloves 1/4 off
- Fabric Gloves 1/4 off

#### Jewelry 1-2 off

- Scarfs 1/4 off
  - Collar and Cuff Sets 1/4 off
  - Silk Slips 1/4 off
  - Chemises 1/4 off
  - Dance Sets 1/4 off
  - Step-ins 1/4 off
  - Silk Gowns 1/4 off
  - Philippine Gowns 1/4 off
  - Silk Pajamas 1/4 off
  - Cotton Pajamas 1/4 off
  - Knit Underwear 1/3 off
- First Floor, Woodward

#### Girls' New Spring Shoes

\$3.50 to \$5.50 20% off

#### Infants' New Shoes

\$1.25 up to \$2.50 20% off

#### Zippers 1-3 off

Mezzanine

- Juvenile Coats 1/3 off
  - Leggings 1/4 off
  - Sweaters 1/4 off
  - Sweater Sets 1/4 off
  - Dr. Denton Sleepers 20% off
  - Gloves 20% off
  - Mittens 20% off
  - Winter Underwear 1/3 off
- Woodward Basement

Regular price tags remain on merchandise... discounts taken at time of sale.

#### Smart Frocks

Assembled here are the greatest values of the season—offered at prices that are amazing for loveliness. All timely seasonable frocks, each up-to-the-minute in style, with the new flowing lines and longer skirts. There are types for every figure and coloring—all beautiful in quality, worth considerable more than what we are asking.



Fitted Bodies Circular Flares Exquisite Shirring Uneven Hemlines

\$9.95

\$14.95

Negligees 1/3 Off Bath Robes Quilted Robes

#### Modish Shoes For Smart Women

A wide variety of our smartest models offered in this great selling. Here are pumps, walking oxfords, and dress slippers, intimately styled and carefully made. The values are exceptional, and we suggest the earliest possible buying. \$5 to \$10.

20% off

\$2.95 and \$5 Zippers 1-3 off

#### Hats For Early Spring

Here is every style... every material... every color. Bimmed hats... off-the-face hats... berets... caps. There are felt, faillie, matine, tweeds, fresh and new, all smart for present and early spring wear.

\$2.95 \$5.00 \$7.50

#### Berets 95c

Woodward Basement

#### Gossard Corsets

To guard those slim curves! More than ever, with the new silhouette gaining popularity, does the smart woman need some slight support. For the woman inclined to be plump, our fitting department will help choose the right Gossard garment to bring out the best lines of her figure.



\$1.50 to \$15

10% off

Brassieres 59c to \$1.50 10% off

\$5.95 Girls' Wool Dresses, \$3.95

Sizes 8 to 11, fine for school and dress.

#### Wash Dresses 1-3 off

7 to 11. Buy now for early spring wear.

#### Smart Practical Coats 1-3 off

Sizes 7 to 11. Ideal for wear now and early spring

#### Leather Coats 1-3 off

The girl who likes out-of-door sports will be delighted with one of these.

Open Evenings  
Daily until 9 p. m.  
Saturday until 10 p. m.  
for your convenience

# L. E. Davidson BIRMINGHAM DEPARTMENT STORE

Arcade from Woodward Thru to Maple, in the new Briggs Building

## Birmingham's Foremost Store

Open Evenings  
Daily until 9 p. m.  
Saturday until 10 p. m.  
for your convenience