

*The New*

*L. E. Davidson*  
**BIRMINGHAM DEPARTMENT STORE**  
*Birmingham's Foremost Store*

**OPENS TOMORROW**

**Friday, January 17th, 8 A. M.**

*Open Until 10 P. M.*

*ready and able to serve every member  
of the family better than ever before*



*In the New Briggs Bldg.—Arcade from Woodward Through to Maple Ave.*

*With the Opening, There'll Be*

**MUSICAL PROGRAM - REFRESHMENTS**

*2 to 4 p. m. - 7 to 10 p. m.*

*And Reduced Prices On  
New Seasonable Merchandise*

*Starting at 8 o'clock Tomorrow Morning, January 17th*