

**34TH
ANNIVERSARY
SALE**

**Another Big Week
of VALUE-GIVING**

Birmingham is now buying in Birmingham . . . judging by the enthusiastic shoppers during the first few days of our sale!

And now—Another Week of values for you—here are some of them. Never were prices so low on such Quality Merchandise. *L.E. Davidson*

This Is The Greatest Sale In Our History

**Every Dress Has
Been Reduced For
This Gala Event**



- Delicious styles and colors, beautiful materials and smartly tailored. Ladies' favorite selection for Mince, Sport, Evening, Large Sizes and Half Sizes.*
- 28 Silk Dresses now \$2.95 (Reg. to \$1.95)
 - 96 Silk Dresses now \$4.95 (Reg. to \$16.00)
 - 42 Silk Dresses now \$8.95 (Choice selection at our \$11.00 range)
 - 41 Silk Dresses now \$12.95 (The price of our dearest and sweetest \$16.00 garments)

**Smart Coats and
Jackets**

Popular Fabrics, wanted colors, beautifully styled, all sizes.

- New Jackets \$4.95
- \$11.00 Jackets, now \$8.95
- \$11.00 Coats, now \$8.95
- \$16.00 Coats, now \$8.95
- \$29.50 Coats, now \$19.95



**Phoenix Silk
Hosiery Sale**

- Chiffon and Seersucker*
- \$1.00 Hose now \$.77
 - \$1.35 Hose now 1.00
 - \$1.65 Hose now 1.49

Silk Underwear Sale

- Dance Sets—Slips—Chemise—Step-ins*
- \$1.69**
Reg. to \$2.95

- Scarfs \$1.95 (Reg. to \$3.00)
- Jewelry \$1.00 (Reg. to \$1.00)
- Gloves spec. \$1.95 (Wanted colors)
- Bags spec. \$1.00 (Others at \$2.95, Reg. to \$5.95)
- New Cotton Dresses \$1.00 (Smart Washable materials)
- Kotex 29c

Buy Now and Save

At the
Yard Goods Counter



Learn to buy—and save—in the Yard Goods Section of this store.

Competent Salespeople are here to advise you and serve you.

Towels and Toweling

- Stevens Linen Crash 17c (Embroidered in beige-hed with rose red, blue, gold, and green borders)
- Glass Toweling 25c (In blue, rose and gold checks)
- Stevens Dish Towels 19c (Made up ready to use)
- Dish Cloths 4 for 25c (24x24)
- All Linen Guest Towels 69c (Plain and colored borders)
- Bath Towels 10c (24x24)
- Bath Towels 25c (White with colored border, also all sizes, plain and combinations in pretty colors)

Save On Domestics

- Paper Cambric 10c
- Unbleached Muslin 8c (One regular 10c grade)
- Hope Cotton 13c (Generally sold 15 to 20c)
- Fruit of the Loom 19c (Regularly sold at 25c)
- Berkeley Cambric 19c (No. 99. A low price for this fine cloth)

At the Notion Counter

- Coats Thread 3 for 10 (100 yd. good 30c and white. All sizes)
- Corticeil Silk Thread 2 for 15 (50 yd. good. All colors)
- 25c Dress Shields 19c
- 50c Dress Shields 39c
- 5c 1/4" White Elastic 2 for 5
- 10c O.N.T. Crochet Cotton 3 for 25
- 5c Darning Cotton, all colors 2 for 5
- Six Strand Floss, all colors ea. 2c



- Shirts & Shirts 50c ea. (30c and 40c)
- Union Suits 69c (Reg. to \$1.00)
- School Knickers Reg. to \$1.00
- Golf Knickers Reg. to \$1.00
- Wool Shorts Reg. to \$2.95
- Ties, Special Gym Shoes Reg. to \$2.95
- Top Coats Reg. to \$5.95
- 4 Pc. Suits Reg. to \$1.95
- Coveralls 69c
- Caps, Special 1.00
- Socks, Special pr. 25c
- Wash Suits 69c
- Bradley Sweaters Reg. to \$1.95
- K & E Blouses Reg. to \$1.95
- K & E Shirts Reg. to \$1.95
- Gym Shoes Reg. to \$2.95
- Top Coats Reg. to \$5.95
- 4 Pc. Suits Reg. to \$1.95
- Coveralls 69c
- Caps, Special 1.00

Dress Goods

- Rayon Crepe yd. 49c
- Crepe De Chine yd. \$1.49
- Peter Pan Gingham yd. 29c
- 88 Square Percales yd. 19c
- Fine Washable Prints yd. 19c
- Sheer Batistes yd. 25c
- New Dimities yd. 39c
- Kalburnie Gingham yd. 15c
- Non Cling yd. 29c

Sheets and Cases

- 45x 72 Pequot Sheets ea. \$.79
- 63x 99 Pequot Sheets ea. .99
- 72x 99 Pequot Sheets ea. 1.09
- 72x108 Pequot Sheets ea. 1.19
- 81x 99 Pequot Sheets ea. 1.29
- 81x 99 Pequot Sheets (Hmstd.) ea. 1.59
- 81x108 Pequot Sheets ea. 1.39
- 72x 99 Mohawk Sheets ea. .99
- 81x 99 Mohawk Sheets ea. 1.09
- 42x 36 Pequot Cases ea. .33
- 42x 36 Mohawk Cases ea. .29
- 42x 36 Pequot Cases (Hmstd.) ea. .45
- 45x 36 Pequot Cases ea. .37
- 9 4 Lockwood Sheeting (Unbleached) yd. .37
- 9 4 Lockwood Sheeting (Bleached) yd. .42
- 42" Tubing yd. .29

Bed Spreads

- Crinkle Spreads, rose-gold-blue \$1.55 (Our regular \$1.95 grade, now)
- Colonial Spreads, rose-gold-blue 2.95 (Regularly \$3.95 quality, now)
- \$4.95 Rayon Spreads (bolster attached), now 2.95

Curtains and Curtain Material

- Panels, Special 50c to \$1.25
- Pairs, Special \$1.25 to \$1.95
- Curtain Material, Special yd. 25c (White, rose and beige)

Dresses

- Big Sister Dresses \$1.79 (New)
- Silk Dresses \$3.95 (Reg. to \$12.95)
- Wool Sweaters \$1.95 (Reg. to \$3.95)
- New Hats \$1.50 (V. 119)
- French Berets 69c (V. 119)
- Rayon Vests & Bloomers 39c
- Non Cling Bloomers 35c (V. 119)
- Pajamas & Sleepers 95c (Reg. to \$1.95)
- Cunning Creepers \$1.00 (Infants Coats \$1.50)

Dutchess Trousers

- Special \$1.49 (Reg. to \$2.55) (Others at \$2.95 to \$3.95)
- Dutchess Golf Knickers \$4.95 & \$8.95
- Bradley Sweaters \$4.75 & \$5.75 (New patterns, rich colors, Improved Bradley quality)

Golf Socks



- Special \$1.00 (Others at \$1.00)
- New Shirts \$1.00 (Full shirts, generously cut, fast colors, white, blue, tan and patterns)
- Choice Shirts \$1.55 (Our cut to suit at pattern shirts, reg. to \$3.00, also whites that were \$1.50 and \$2.50)

Work SOCKS

- 10c pr.
- 35c Dress Socks 29c
- 50c Dress Socks 39c
- \$1.00 Dress Socks 79c (Paris & Brighton)
- 50c Garters 39c

Hickok Belts

- Buckles and Beltograms \$1.00 (Special) (69c reg. \$1.00) (High up \$2.00)

New Suspenders

- \$1.00 (Including our regular stock up to high up \$2.00)

Hart Schaffner and Marx Suits

\$21 (Reg. to \$50)



ALTERATIONS AT COST

This is a most unusual buy. You better get yours while the getting is good.

Fish Brand Slickers

Special \$4.95

Trench Coats

\$5.95

Flannel Shirts

\$1.95 (Others at \$2.95 to \$1.65)

Big Yank Work Shirts

Blue, khaki, black, 79c

Stetson Hats

\$5.95 & \$6.95 (that were \$8 & \$10)



Melton Hats

now \$3.95 and \$4.95 (reg. \$5.00 and \$7.00)

Caps

\$1.50 (Your choice of our entire stock that were \$1.95 and \$2.45)

Adler Gloves

\$2.85 (That were \$3.95)



Canvas Gloves

pr. 10c (Reg. 15c)

Work Gloves

pr. 39c (Reg. 50c)

Work Gloves

pr. 79c (Reg. to \$1.95)

Manhattan Pajamas

also Faultless, No-Belt (Special) \$1.65 (2 for \$3.25) (reg. to \$3.00)



Kid Slippers

\$1.95 (reg. 1.00)

STORE HOURS

Daily 8:30 A. M. to 6:30 P. M.
Saturday 8:30 A. M. to 10:00 P. M.
For Your Convenience

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

Woodward Avenue thru to Maple

CHILDREN'S SHOES

Less Than Wholesale
Bluchers - Straps - Oxfords
.95 1.45 1.85
Reg. to 2.50 Reg. to 3.50 Reg. to 4.50