

# Measured In Terms Of Selection And Genuine Savings This Is The Greatest Sale In Our History

The 34th anniversary at Davidson's starts tomorrow at 8:30 A. M. Of course the prices are low. The merchandise is standard and desirable; this is an event that all Birmingham and environs look forward to as the buying opportunity of the year, for it is a great festival of value giving. *P. E. Davidson*



We are celebrating our 34th birthday, and you are all invited to come and share in the good things we have brought into the store for our customer friends. You will be amazed to see that so little money will buy so much in style—right new and mighty useful merchandise.

*P. E. Davidson*

## Celebrate With Us And Save In This Great Sale!



At the  
**Yard Goods Counter**

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

If you are anticipating your needs in dress materials or yard goods do not fail to see the splendid values we offer this month. The materials are numerous in the newest and most desirable designs and the color combinations are in the latest effects.

**Competent Salespeople**  
Are Here to Advise You and Serve You

**Pictorial Review Patterns and Fashions**

- Rayon Crepe** . . . . . yd. 49c  
*Many pleasing patterns. Also plain pastel colors.*
- Crepe De Chine** . . . . . \$1.49  
*This is 20" available of a much higher quality than the low price quoted.*
- Peter Pan Gingham** . . . . . 29c  
*Our large group of this famous gingham generally sold up to 55c yd.*
- 88 Square Percales** . . . . . yd. 19c  
*This fine, smooth cloth feels and looks like a much higher piece of goods. Washable, of course.*
- Fine Washable Prints** yd. 19c  
*A profusion of patterns, colors and combinations.*
- Sheer Batistes** . . . . . yd. 25c  
*Frenchy patterns for lovely frocks for all ages.*
- New Dimities** . . . . . yd. 39c  
*Many delightful patterns for many practical uses.*
- Kalburnie Gingham** . . . . . yd. 15c  
*One small lot. The wholesale market on this cloth is 17½ yd. Your choice while it lasts, only.*
- Non Cling** . . . . . yd. 29c  
*Ideal for vesting, slips and many other uses.*

**Specials**  
in  
**Domestics**  
You'll Enjoy Some Substantial Savings In Domestics by Doing Your Buying Here—And Now!

- Paper Cambric** . . . . . yd. 10c  
*All colors.*
- Unbleached Muslin** . . . . . yd. 8c  
*Our regular 10c grade.*
- Hope Cotton** . . . . . yd. 13c  
*Generally sold 15 to 20c.*
- Fruit of the Loom** . . . . . yd. 19c  
*Regularly sold at 25c.*
- Berkeley Cambric** . . . . . yd. 19c  
*No. 60. A low price for this fine cloth.*
- Berkeley Cambric** . . . . . yd. 29c  
*No. 100. An ideal cloth. A low price.*
- Cheese Cloth** . . . . . 25c  
*Reg. sold at 35c per ply.*

**We Welcome Comparison**

For the  
**Lovers of Fine Linens**

<b>Bridge Sets</b> . . . . .	.95
<i>Made of Fruit of the Loom with red, color borders, also solid colors, with hand worked borders.</i>	
<b>Linen Bridge Sets</b> . . . . .	.95
<i>Gold, blue and green borders.</i>	
<b>Luncheon Cloth</b> . . . . .	3.95
<i>12 square pieces of orange, green, etc. 20" squares to match.</i>	
<b>625 54x84 Imported Linen and Rayon Luncheon Cloth</b> . . . . .	4.95
<i>Remits 3 pink colors and patterns. How to clean and to match to match.</i>	
<b>625 54x84 Imported Linen Luncheon Cloth</b> . . . . .	4.95
<i>Fine bleached linen. Remits 4 and six squares to match.</i>	
<b>795 Imported Linen Luncheon Cloth</b> . . . . .	5.95
<i>Remits 4 and six squares to match.</i>	
<b>1050 Fine Irish Linen Dinner Cloth</b> . . . . .	8.95
<i>22" wide to match. Pre-dyed, 825c.</i>	
<b>Maderia Napkins</b> . . . . .	3.95
<i>These sell regularly at 85c.</i>	
<b>47" All linen patterned Breakfast Cloth</b> . . . . .	.95
<b>63" Merc. Damask, yd.</b> . . . . .	.95

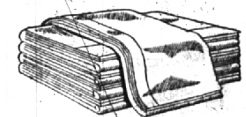
**READ INSIDE PAGES**  
For Sensational Values in Men's & Women's Wear  
The last page offers extraordinary savings in **BOYS' & GIRLS' WEAR**

**At the Notion Counter**  
Here you will find such a varied and complete line of notions as will meet your every need. Notions not made for sale alone— notions that are made for use. At our counter you will find things conveniently arranged for easy selection.

<b>Coats Thread</b> . . . . .	3 for 10
<i>All colors. 100, 110, and 120. All sizes.</i>	
<b>Corticelli Silk Thread</b> . . . . .	2 for 15
<i>50 yd. spools. All colors.</i>	
<b>25c Dress Shields</b> . . . . .	19c
<i>Small, medium and large.</i>	
<b>50c Dress Shields</b> . . . . .	39c
<i>Small, medium and large.</i>	
<b>10c Shoulder Strap Ribbon</b> 3 for 25	
<i>All colors.</i>	
<b>5c Lingerie Tape</b> . . . . .	3 for 10
<b>5c 14" White Elastic</b> . . . . .	2 for 5
<b>10c ONT Crochet Cotton</b> . . . . .	3 for 25
<i>All colors.</i>	
<b>5c Darning Cotton</b> . . . . .	2 for 5
<i>All colors.</i>	
<b>Six Strand Floss</b> . . . . .	ea. 2c
<i>All colors.</i>	
<b>10c Wilsnap Fasteners</b> . . . . .	3 for 25
<b>10c Duplex Safety Pins</b> . . . . .	3 for 25

**Towels and Toweling**

- NOTE THE SAVINGS**
- Stevens Linen Crash** . . . . . yd. 17c  
*Unbleached or bleached with rose, red, blue, gold and green borders.*
  - Glass Toweling** . . . . . yd. 25c  
*In blue, rose and gold checks.*
  - Stevens Dish Towels** . . . . . ea. 19c  
*Made up ready for use.*
  - Dish Cloths** . . . . . 4 for 25c
  - All Linen Guest Towels** ea. 69c  
*Plain and colored borders.*
  - All Linen Guest Towels** ea. 49c  
*Colored borders.*
  - Bath Towels** . . . . . 10c
  - Bath Towels** . . . . . 25c  
*White with colored border, also all over plaid combinations in pretty colors.*



**Pequot Sheets and Cases Sale**

- Splendid quality sheeting, sheets, and pillow cases are offered at prices that mean excellent values. Thrifty housewives will be quick to take advantage of this chance to enjoy worthwhile savings in bed linen.*
- 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
  - 81x108 Pequot Sheets . . . . . ea. 1.59
  - 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. 45
  - 9 4 Lockwood Sheeting (Unbleached) . . . . . yd. 37
  - 9 4 Lockwood Sheeting (Bleached) . . . . . yd. 42
  - 42" Tubing . . . . . yd. 29

**Bed Spreads**

- Dress Up the Bed!**
- Crinkle Spreads, rose-gold-blue . . . . . 1.55  
*Color 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
  - 5.95 Rayon Spreads (90x108, all colors), now . . . . . 3.95
  - 12.00 Rayon Spreads (full size blue and orchid), now . . . . . 5.95
  - 15.00 Rayon Spread and Bolster Set, now . . . . . 8.95



**Blanket Sale**

- All Wool Blankets**  
**Cotton & Wool Mixed**
- These big, fluffy, all wool blankets are the best the market affords. They are made from highest grade fleece wool and are woven to give warmth and the cotton adds strength. They will wash beautifully and will last a long time.*
- \$6.95 Reg. \$10.50
  - \$2.95 Reg. \$4.95



- 300 Pairs and Panels**  
*Plain white or Ecru. Also white with pretty green, blue, pink, and yellow dots. Rich looking panels, plain and fancy with fringe buttons. Specially priced.*
- Panels** . . . . . 50c to 1.25
  - Pairs** . . . . . 1.25 to 1.95
- Curtain Material**  
*All white, also Ecru, plain and fancy. Some have colored dots and designs. Anniversary priced. Yard, 25c*
- All better curtain material priced regularly to 60c Now, 49c*

- Colorful Cretonnes**  
*Cheerful patterns in a profusion of colors featured at:*
- 29c yd. and 39c yd.  
*Reg. Value 39c Reg. Value to 69c*

**WANTED**  
Experienced Salesladies  
Apply Immediately to  
**MR. L. E. DAVIDSON**

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

Woodward Avenue thru to Maple

**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**