

Unparalleled Values in Womens Wear

We are going the limit in offering you values that are truly without equal in even this new era of merchandising.



34th ANNIVERSARY SALE

NEW COATS

\$11.00 TO \$29.50

A group of sports and dress models that are unusual values.

Many of them have the new raglan sleeve... smart scarf necklines, the softest radiating silhouette... touches of fur. There are wool crepes, tweeds, broadcloth, and other popular fabrics... in navy, gray, beige, brown, black... as well as the new checks. Some are belted... some show the season's chic three-quarter length. All are superbly tailored and unusual indeed at this pricing.

34th ANNIVERSARY SALE

NEW FROCKS

High in Fashion's Favor

\$3.95 TO \$16.00

Don't say we didn't warn you! These frocks are simply irresistible. You will come in intending to buy just one... but unless you are very strong-minded indeed you will go home with at least two. The styles are glamorous... the colors and prints too tempting for words... the fabrics are the kind that usually can be found only in much more expensive frocks. They have just arrived... they are newness personified. You MUST see them.

Sizes for Misses, Sizes for Small Women, Large Sizes and Half Sizes.

Smart Shoes

Sensationally priced for QUICK DISPOSAL

We are discontinuing our shoe department and are offering the entire stock at

Less Than Wholesale

\$1.95 \$3.95
Reg. to 6.00 Reg. to 10.00

34th ANNIVERSARY SALE

Sheer Chiffon Hose

In New Spring Shades

Gloriously sheer is the hose that covers the active legs of modern misses... clear and beautifully dull. These are hose which answer the requirements of every well-groomed woman. Colors are ultra smart and new.

\$1

All the wanted colors are here for your approval and selection.

Other Splendid Values

Chiffon and Service Hose, pr. 77c
All silk, all perfect, all sizes.

Chiffon and Service Hose, \$1.35
A new, unobtainable, improved job stockings by Phoenix, spec.

Chiffon, Semi Service and Service, \$1.65
Your choice of our entire stock of Phoenix and Bishop King Hose regularly sold at 1.35.

Smart Accessories

quoted at

Matchless Offerings

Fine Negligees
Admirable garments... Thrilling designs.
\$3.95 \$3.95
Reg. to 12.50 Reg. to 25.00

Smart Flannel Robes
City styled affairs and plain colored...
\$5.00 \$10.00
Spec. Spec.

Hand Made Novelty
Linen Handkerchiefs
When you see the "Hobbs" assortment you will know why this store is known as Handkerchief Headquarters.
25c
2.75 the Doz.

Chic Scarfs
Long silk scarfs that will brighten up a dull outfit in luminous, colorful, color.
Spec. \$1.95
Reg. to 4.95

New Jewelry
Priced so low that jewelry comes to be "retailment".

Ear Drops \$1.00 Necklaces- Bracelets Reg. to 4.95 Clasps

Lovely Gloves
Silk, butterfly gloves... swifter, washable gloves of fine silk and hosiery.
\$1.95 \$2.50 \$2.95
Extra Spec. Feature Spec. Reg. to 4.95

Hand Bags
The distinctive styles and the superb quality... will influence you as much as the low price.
\$1.00 \$5.95
Spec. Reg. to 10.00

Practical Luggage
Priced for Quick Clearance

Gossard Corsets
A stylish garment for every type and purpose. \$1.50 to \$10.00.

Gossard Brassieres and bands
Silk and Fine-Net Anniversary Sale Priced!

Are you prepared for April Showers

Trench Coats
that are smart and practical
Spec. \$2.95
Reg. to 10.00

Silk Umbrellas
Aid in Guard Wind Handles. Smart colorful silks.
Spec. \$4.95
Reg. to 12.50

34th ANNIVERSARY SALE

SILK LINGERIE

in a fascinating array

Silk Gowns 2.95 <i>(These were 3.95 and 4.95; others at 4.95 that were to 8.95; 6.95 that were to 13.50.)</i>	Dance Sets 2.45 Reg. to 3.95; others at 1.60.
Rayon Gowns 1.45 Reg. to 3.95.	Chemises 2.45 Reg. to 4.95.
Philippine Gowns95 Reg. to 1.50.	Step-ins 2.45 Reg. to 3.95; others at 1.60.
Silk Pajamas 4.95	Silk Slips 2.45 Reg. to 5.95.
Rayon Pajamas 1.45 Reg. 1.95.	Cotton Slips95 Reg. 1.25.
Cotton Pajamas 1.00 Reg. to 3.95.	Rayon Bloomers85 Reg. to 1.50.
Rayon Combinations 1.45 Reg. to 2.95.	Rayon Vests45 Reg. to 1.25.

34th ANNIVERSARY SALE

New Spring Hats

Are Individual

They are just little wisps of hats... perky tricorones and bicorones... toques and berets... many with cunning feather trimmings. Felts, ribbons, satins... in all the new shades. You will be delighted to find such charming hats at only

\$1.95 to \$5.00

34th ANNIVERSARY SALE

Special Spring Selling WASH DRESSES

and SMOCKS

\$1.00 \$1.95
Reg. to 2.95 Reg. to 5.95

Off to do her marketing, or busy around her own neat home—housewives will find a dozen uses for these chic little wash dresses that simply spell Spring in every line. The brightest of flower prints and geometrical patterns, with colors that will tub and tub and never lose their cheeriness. And styles to make you look as youthful as a young bride (in case you aren't already), and so smart that you'll hate to take them off—with flares, and piping, and embroidery, and appliques, and dozens of details. Priced amazingly low!

KOTEX
29c
None to Dealers

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 P. M.
FOR YOUR CONVENIENCE