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



NEW COATS

\$11.00

\$29.50

Sheer Chiffon Hose

In New Spring Shades

These are hose which answer the requirements of every well groomed woman. Colors where the requirements of every the requi

Other Splendid Values

Chiffon and Service Hose, pr. 77c

Chiffon and Service Hose, \$1.35

Chiffon, Semi Service and Service, \$1.65

Your chaice of our entire stock of Phoenic and Ruby Ring Hose regularly sold at 1.95

New Spring Hats

Are Individual

All the wanted

Gloriously sheer is the hose

that covers the active legs of modern misses . . . sheer and clear and beautifully dull.



quoted at

Fine Negligees

\$3.95

Smart Flannel Robes

\$10.00

Spec. \$1.95

New Jewelry

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

Lovely Gloves

\$2.95

\$9.95 Reg. to 18.0

Practical Luggage

Gossard Corsets

and bands

Stylish and Practical

Anniversary Sale Priced!

Are you prepared for

Trench Coats

Spec. \$4.95



Matchless Offerings

\$8.95

\$5.00

Linen Handkerchiefs

Chic Scarfs

\$1.95 \$2.50 \$2.95

Hand Bags

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

Gossard Brassieres

April Showers

Spec. \$2.95 Reg. to 10.00

Silk Umbrellas





Luxurious hand-made lin inexpensive. Soft, supple filk crepe trimmed with misty cream laces and with all the charm of exquisite handwork, applique, and hand-rolled edges. Many are trimmed with genuine Alencon lacs. A host of dainty colots.



fascinating array

personified. You MUST see them.

	IA
Silk Gowns	2.95
These were 3.95 and 4.95; others a that were to 8.95; 6.95 that were to	t 4.95
Rayon Gowns	
Reg. to 3.95. Philippine Gowns	.95
Raf. to 1.59. Silk Pajamas	4.95
Reg. to 8.95. Rayon Pajamas	1.45
Cetton Pajamas	1.00
Reg. to 3.95. Rayon Combinations Reg. to 2.95.	1.45
Reg. 10 2.00.	

Dance Sets 2.45

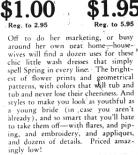
Reg. to 3.95; others at 1.69.

Chemises 2.45

Reg. to 4.95. Reg. to 4.95.
Step-ins
Reg. to 3.95; others at 1.69. Cotton Slips Rayon Bloomers

Special Spring Selling WASH DRESSES

and SMOCKS





\$1.95

QUICK DISPOSAL

We are discontinuing our shoe department and are

offering the entire stock at Less Than Wholesale

\$3.95

. . . perky tricornes and bicornes . . 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

\$1.95 to \$5.00

KOTEX

None to Dealers

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

STORE HOURS

Daily 8:30 A. M. to 6:30 P. M Saturday 8:30 A. M. to 10 P. M. FOR YOUR CONVENIENCE