

As we go into the second week . . . we illustrate and list a few of the Outstanding Values in the JULY SALES



Included Are the New **DONEGAL CRASHES** by **Hart, Schaffner and Marx**

\$27.50

Extra Trousers or Knickers are only \$5.50

Called Donegals because they're patterned after the famous crashes made in the Donegal district of Ireland. The hardenonnet lining gives the comfort of silk and the wear of sturdy materials. In Schaffner easy drape style or sport with a half belt stitched down . . . in Platinum gray, Arab tan or Sherwood green.

FIRST FLOOR

FINAL CLEARAWAY!
Hart, Schaffner & Marx SUITS . . . \$15

Covering one short lot of Good All Year Suits, but discontinued by us.

FIRST FLOOR

- White Flannels As Low as \$5.95
 - Linen Knickers Only \$2.95
 - White Ducks Only \$1.95
- FIRST FLOOR



STRAW HATS

As Low As **\$1.00**

Values of the season! Select now from our large stock of Seville, Genuine Panama, Genuine Milan, and Domestic Panamas. Bands are fancy and striped.

FIRST FLOOR

Superior **Shirts and Shorts**

Real underclothing ease in these athletically cut shirts and comfortable, well-made shorts.

2 for \$1.00

UNION SUITS

Large-cut from comfortable, cool fabrics—and real values. Dramatically reduced.

2 for \$1.00



Bradley **Swimming Suits**

July Prices! Choice of Speed models and sun back suits in black, navy and colors.

As Low As **\$1.95**

FIRST FLOOR

Shirts

Fine tailoring, exquisitely woven fabrics, fine pearl buttons. Of fine quality, fully pre-shrunk broadcloth, in white and wanted colors.

As Low As **\$1.00**

Up to \$2.95 Shirts—\$1.65

Ties

Mainly hand tailored from swansong silk, many are silk-lined. Neat patterns and the popular plain shades.

2 for \$1.00

Interwoven Socks

In solid colors and patterns. Hundreds of pairs of fine knit and rayon knit. Leg in a supply at this low price.

3 Pair \$1.00

FIRST FLOOR

- Pequot Bleached Sheets and Cases**
- 45x 72 Sheets 59c
 - 63x 99 Sheets 99c
 - 63x108 Sheets \$1.09
 - 72x 99 Sheets \$1.09
 - 72x108 Sheets \$1.19
 - 81x 99 Sheets \$1.19
 - 81x108 Sheets \$1.29
 - 42x 36 Cases 29c
 - 45x 36 Cases 32c
- Hemstitched Cases, 15c extra.
Hemstitched Sheets, 25c extra.
- 72x99 Mohawk Sheets 93c
 - 81x99 Mohawk Sheets 99c
 - 42x36 Mohawk Cases 26c
 - 5x Lockwood Sheeting 38c
 - 42" Quinebang Tubing 25c
- BASEMENT

- Bed Spreads Draperies**
- New Crinkle Spreads \$1.89
- Peter Pan Spreads \$2.25
- Peter Pan Window Drapery Sets \$1.25
- BASEMENT

- Ruffled Curtains EXTRA SPECIAL!**
- Dotted and Neat Figured Marquettes **\$1.00 Pair**
- CURTAIN MATERIAL Spec. 19c yd. Reg. to 50c
- BASEMENT

- Towels -- Toweling**
- 38x18 Bath Towels, 7 for \$1.00
 - 40x20 Bath Towels 29c
 - 41x23 Bath Towels 29c
 - 41x22 Bath Towels 29c
 - Pure Linen Towels 69c
 - Stevens Linen Crash, yd. 17c
- BASEMENT

- Cotton Wash Goods**
- Kalburnie Gingham, special lot yd. 10c
 - Rosaleigh Prints, Peter Pan fabric yd. 19c
 - Bordonia Percalle, full count yd. 19c
 - Sheer Batistes yd. 19c
 - Peter Pan Gingham, prints only yd. 29c
 - Imported Swiss Prints yd. 39c
 - Cinderella Voile yd. 39c
 - Dimities yd. 29c
- FIRST FLOOR

- Smart Dress Fabrics**
- Silk Shantung 95c yd.
 - Rayon Crepe 49c yd.
 - Crepe de Chine 95c yd.
- FIRST FLOOR

- Domestics -- Linings**
- Berkley Cambric No. 60 19c yd.
 - Fruit of the Loom 19c yd.
 - Hope Bleached Cotton 11c yd.
 - Unbleached Muslin 9c yd.
- FIRST FLOOR

- Notions**
- Cots Thread 3 for 10c
 - Black and White 2 for 15c
 - 10c Pearl Buttons 2 for 15c
 - 10c Shoulder Strap Ribbon 2 for 15c
 - 5c Lingerie Tape 3 for 10c
 - 10c Safety Pins 2 for 15c
 - 25c Sew-on Garters 19c
 - 50c Sanitary Belts 39c
 - 50c Sanitary Aprons 39c
 - 25c Kleenex 19c
 - 25c Hickory and Kleinerts Dress Shields 19c
- FIRST FLOOR

- Girls' and Boys' Wear**
- Beach and Play Pajamas 98c up
 - Cotton Dresses 98c up
 - Silk Dresses now \$2.95
 - Girls' Bathing Suits \$1.39 up
 - Phoenix Socks pair 19c
 - 2 to 6 Wash Dresses from 48c
 - Coats (Choice of Entire Stock of Girls' Coats) \$2.95
 - Raincoats and Trench Coats \$1.00
 - Keysee Blouses 99c
 - Keysee Shirts 99c
 - Short Shirts 2 for \$1.00
 - Shirts and Shorts 39c up
 - Union Suits 39c
 - Linen Shorts 88c
- BASEMENT

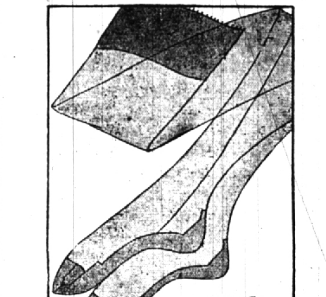


Just In! A New Shipment of PANAMA Type HATS

\$1.00

Pastels and white, all head sizes.

- French Berets 2 for \$1.00**
- All colors and sizes.
- Sun Hats 88c**
- Delightfully Cool.



Chiffon Hosiery

Special 89c 3 Pair \$2.65

Clear, fine gauge chiffon fashions each pair. Also style service. In a complete selection of summer shades. All sizes.

Summer's Smartest Lingerie

Non-Run and Cool Mesh 100% Pure Dye Silk

Rayon Trim and Tailored! Slips, Combinations, Bra and a u.s., Shirts, Gowns.

49c The Garment

99c The Garment

FIRST FLOOR

JEWELRY

A Sensational Sale!

All new jewelry . . . chokers, ear rings, bracelets, pins, clasps. Values to \$4.95. Choice now—

2 for \$1.00

FIRST FLOOR



Sale of Luggage

A Special Purchase of **Overnight Bags \$2.50**

Can also be used as bathing bags. These are covered with sturdy DuPont fabricoid in black, nylon and brown hair.

14 x 9 x 5 . . . \$2.50

16 x 10 x 5 1/4 . . . \$3.50

All Leather

Overnight Cases Regularly \$6.95—Now \$4.95 \$10.00 O'Night Cases . . . now \$6.95 (Gifts)

BASEMENT

Bradley Swimming Suits

Whatever you desire we have just the Bradley you wish. Come in and select from the large assortment we have on display.

\$2.85 to \$5.50

Swimming Caps 50c Belts 25c

FIRST FLOOR

FROCKS

A Flattering and Colorful Collection of Late Summer Modes for the Matron and Miss in a Special July Clearance Sale

THREE GREAT GROUPS

\$4.75 \$8.75 \$12.75

Never Were Such Frocks Priced So Low

Never Were Such Values Available to Our Customers

Every Garment Fulfills Our High Standard of Style and Quality

BASEMENT

Spring and Summer Coats Final Clearance! As Low As **\$3.95**



GOLF AND TENNIS FROCKS

Smartly pleated turtleneck shirt of white basket weave, combined with sheer batiste blouse with smart ruffing all around. Draped quarter sleeves. The blouse comes in cool pastel shades with a chic, wide patent belt.

Only **\$1.98** Special!

600 Wash Frocks As Low As **98c** each

Beach Pajamas

Gay cotton pajamas in one-piece models—and smart two-piece tuck-ins. Wide trousers, of course. In prints and plain colors trimmed with peris. A variety of styles and colors.

\$1.25 to \$2.95

BASEMENT

KOTEX 29c

BASEMENT

Summer Corsets

As sheer as they are sturdy, these well-garments are carefully and luxuriously tailored and trimmed. They combine dependability and cool comfort.

\$1.95 and \$2.95

FIRST FLOOR

Brassieres . . . 4 for \$1.00

FIRST FLOOR

L. E. Davidson

BIRMINGHAM DEPARTMENT STORE

Woodward Avenue thru to Maple

Birmingham's Foremost Store

STORE HOURS: Daily Until 6:30 Saturday Until 10:00 FOR YOUR CONVENIENCE