

# L. E. Davidson BIRMINGHAM DEPARTMENT STORE

Woodward thru  
to Maple

Birmingham's Foremost Store

Announces Positively the Lowest Prices in Ten Years for the

## JULY SALES

This store finds itself in a very ideal condition because it has recognized a new economic buying trend and has adapted itself to this new order of merchandising.

We have made ideal buying connections which make it possible to offer high standards of merchandise at prices as low or lower than any other store . . . anywhere!

During the July Sale prices will be even lower. Throughout the store, in the many specialized departments, there are truly worthwhile bargains. Everything new and desirable for men, for women, for children, for infants, and for the home is offered.

You will do extremely well to make those needed purchases now!

L. E. Davidson

We Invite You to Avail Yourself of This Very Extraordinary Situation!

### Domestics—Linings

Berkeley Cambric No. 60	yd. 19c
Berkeley Cambric No. 100	yd. 29c
Fruit of the Loom	yd. 19c
Hope Bleached Cotton	yd. 11c
Unbleached Muslin	yd. 9c
Non Cling, all colors	yd. 27c
Sateen	yd. 29c
Mosquito Netting, fine grade	yd. 19c
Cheese Cloth	5-yd. pkg. 23c

FIRST FLOOR

### July Selling of Smart Dress

## FABRICS

The woman who fashions her own smart Summer costumes will appreciate the immense savings this sale makes possible.

Here are the favored Summer fabrics . . . prints and plain colors—in rayon crepes, silk shantung, crepe de chine.

All the new colors are here—values are amazing.

### Silk Shantung

32 inches wide  
Pure silk—a luxurious weave—just the smart fabric for summer dresses, jackets, children's frocks. All pastel shades and white.

95c yd.

### Rayon Crepe

35 inches wide  
Here is a profusion of gay and subdued patterns and colors and color combinations.

49c yd.

### Crepe De Chine

39 inches wide  
One short lot of several good colors—all washable.

95c yd.

### Cotton Wash Goods

Kalbarne Gingham, special lot	yd. 10c
Roseleigh Prints, Peter Pan fabric	yd. 19c
Bordonia Percalé, full count	yd. 19c
Rumson Cambric, full count	yd. 19c
Sheer Batistes	yd. 19c
Peter Pan Gingham, prints only	yd. 29c
Imported Swiss Prints	yd. 39c
Cinderella Voile	yd. 39c
Chantilly Voile	yd. 39c
Gabidina Sport Fabric	yd. 29c
Dimities	yd. 29c

FIRST FLOOR

### Towels—Towelings



**Bath Towel Special!**  
36 x 18, Colored Borders  
7 for \$1.00

BASEMENT

40 x 20 Bath Towels	19c
Colored Borders	
46 x 23 Bath Towels	29c
Solid Colors	
41 x 23 Bath Towels	29c
Novelty Designs	
44 x 22 Bath Towels	39c
Novelty Fancy Border	
Pure Linen Towels	69c
Actual Values to \$1.25	
Stevens Linen Crash, yd. 17c	
Bleached, with colored borders. Also unbleached.	

### Linens—Art Goods

54 x 54 Imported Linen Breakfast Cloth	88c
54 x 54 Imported Linen Breakfast Cloth	\$1.39
6 Napkins to match.	
54 x 54 Imported Linen Luncheon Cloth	\$3.95
Solid colors in all over designs. Hemstitched, 6 napkins to match.	
54 x 54, 54 x 70 and 60 x 65 Imported	
Linen Luncheon Cloth	\$4.95
Hemstitched and hemmed. All white, also smart colored sets; all have napkins to match. Reg. \$9.95 and \$7.95. Special!	
54 x 54 and 56 x 82 Imported Mercerized Linen Luncheon Cloth	\$5.95
Hemstitched, white and solid colors. Napkins to match. Actual values \$6.95 to \$10.00. Special!	

FIRST FLOOR

### Cretonnes

Choice of our entire stock of Cretonnes. Many choice colors, patterns and combinations.

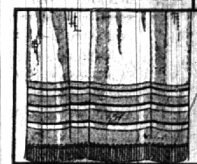
39c  
Cretonnes  
19c

1/2 off

BASEMENT

65c  
Cretonnes  
33c

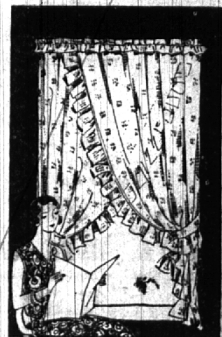
### Curtains and Curtain Materials



Marquiesette Panels  
In. Eera at  
50c and \$1.00  
Reg. to 75c Reg. to \$1.95



5-Piece  
Dutch Curtains  
Fast color action, in blue and rose.  
\$1.00 Set



Extra Special!  
Dotted and Neat Figured  
Marquiesettes

### Ruffled Curtains

With wide ruffles and tie-back.  
\$1.00 Pair  
These were regularly \$1.50 pair

### Curtain Material

A Special Purchase of fine curtain goods in desirable patterns, colors, and combinations of colors, values to 50c yd., obtained by us at a major concession are passed on to you at a new low price!

19c Yd.

BASEMENT

### Important Savings

Are listed on every page. By all means read every item. Check your needs and come in as soon as you can. You will be delighted with the savings.

L. E. Davidson

### A Typical Value for MEN HART SCHAFFNER AND MARX SUITS \$1750 A Whole Page (No. 3) Devoted to Bargains for Men

### At the Notion Counter

5c Darning Cotton	3 for 10c	DRESS SHIELDS	10c Safety Pins	2 for 15c
15c Bias Tape	2 for 25c		10c Darning Silk	5c
Coats Thread	3 for 10c		10c Shinola Polish	5c
Black and White			25c Sew-on Garters	19c
Snap Fasteners	5c		50c Sanitary Belts	39c
Regularly 10c			50c Sanitary Aprons	39c
10c Pearl Buttons	2 for 15c		25c Kleenex	19c
5c Shoe Laces	3 for 10c		50c Dress Shields	39c
10c Shoulder Strap				
Ribbon	2 for 15c			
5c Lingerie Tape	3 for 10c			

FIRST FLOOR

### A Sample of What You May Expect In the Way of Bargains on the Women's Page (No. 2) KOTEX 29c Pkg.

### Sheets and Cases



<b>Pequot Bleached Sheets</b>			
45 x 72	\$59c	72 x 99	\$1.09
63 x 99	99c	72 x 108	\$1.19
63 x 108	\$1.09	81 x 99	\$1.19
	81 x 108		\$1.29
<b>Pequot Bleached Cases</b>			
42 x 36	29c	45 x 36	32c
<i>Hemstitched Cases, 15c extra</i>		<i>Hemstitched Sheets, 25c extra</i>	
72 x 99 Mohawk Sheets			93c
81 x 99 Mohawk Sheets			\$1.19
42 x 36 Mohawk Cases			26c
9/4 Lockwood Sheeting			39c
42" Quinebang Tubing			25c

BASEMENT

### Bed Spreads—Quilts

New Crinkle Spreads	\$1.59	Peter Pan Bed Spreads	
All colors, full size		Full Size	
Rayon Spreads	\$3.95	Floral designs on grounds of rose, blue, gold, green, and orchid.	
Reg. to \$12.00			\$2.25
English Patchwork Quilts	\$3.95	Peter Pan Window Drapery Sets	
Reg. to \$12.00		2 Drapes, 2 Tie-backs, and Valance to match the spreads	
Kapok Filled			\$1.25 Set
16 x 16, some with fringe.	2 for \$1.00		



BASEMENT

By All Means

Turn to the last page! Many interesting and practical items for Boys, Girls and Infants at

The Lowest Prices In Years