

JULY SALES

It Is Often Said:—

“Every Woman Loves A Bargain”

(If this is true . . . These Dramatic Savings Will Have A Definite Appeal)

July Hosiery Event



Offers Unusual
SAVINGS

89¢

3 Pair \$2.65

You'll pay much more elsewhere to rival the sheer beauty of this hosiery. Clear, fine gauge chiffon fashions each pair. Also style service. As for colors—of course there is a complete selection of Summer shades, to suit every costume and occasion. Come in and choose yours while assortments are complete.

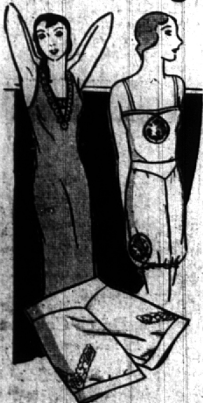
89c

3 pr. \$2.65

FIRST FLOOR

Summer's Smartest

Lingerie



Here are

brand new arrivals in the field of dainty lingerie! Dance sets, vests and shorts sets and individual pieces of crepe de chine and rayon are in charming assortment. July prices are very low.

49c

and

99c

100 Per Cent
Pure Dye Silk

Trim and Tailored

Rayon Underthings
Nun Run and Cool Mesh
Vests
Bloomers
Shorts
Combinations
Bandeaus
Skirts
Gowns
Spec. **49c** Ea.

Slips
Chemise
Dance Sets
Step-Ins
Panties
Pongee Slips
Spec. **99c** Ea.

All Higher Priced Lingerie Reduced!
Costume Slips, Dance Sets, Chemise, Step-Ins, Bloomers

\$1.88
Reg. to \$2.50

\$2.88
Reg. to \$4.95

Better Silk Gowns and Pajamas July Priced!

\$2.88
Reg. to \$3.95

\$4.88
Reg. to \$6.95

\$6.88
Reg. to \$13.50

FIRST FLOOR

Foundation Garments Sale!

Corsettes, Girdles, Brassieres, Bandeaux
Bandeaus
and
Corsettes
and
Brassieres
and
Girdles
Newly Cloths and Rayon
Bandeaus
29c
4 for \$1.00

Inner belts and well-lined corsettes and reinforced front and back girdles.

\$1.00

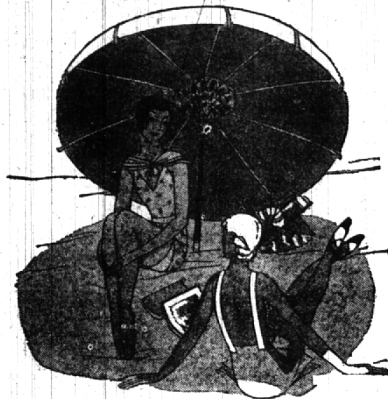
ALL GOSSARD GARMENTS 10% LESS

FIRST FLOOR

Bradley Swim Suits In All Their Glory

Authoritatively Styled

Radiantly Colorful



Speed Caps 50c

are the new Bradley Bathing Suits which we have to offer you. They are designed for men and women (and little men and women too) who take their swimming seriously or for those who choose to spend their time just lolling. Whatever your desire we have just the Bradley you wish. Come in and SORT from the large assortment we have on display.

Belts 25c

Attractively Priced

\$2.85 \$3.85 \$5.00 \$5.50

FIRST FLOOR

Here In This Special Selling Are The
Nicest, Fast-Color

WASH DRESSES

You Have Ever Bought for

98c



Stripes, plaids, prints and plain colors—they come in the most adorable styles! Some are sleeveless . . . some have smart cap sleeves . . . some have sleeves reaching part way to the elbow. It is amazing how smart and careful the detailing is . . . you would think to look at them they were much higher priced frocks. Pleats, bows, flares, buttons appear in the smartest places on these dresses. We warn you—you will have a hard time choosing—they are all so smart! Come in and see them. Only

98c

Sizes for Women, Misses and Slouts

Special Offering at \$1.98 and \$2.98
Beach Pajamas \$1.25 to \$2.98

BASEMENT

Save on Summer Apparel
in Our July
Sales

Store Wide Reductions

COATS

Also Jackets

Values to astound you in furled and unvaluedly trimmed coats—just the right thing for your trip, or for cool evenings at home. Senta and Chonga Cloth fashion many of these coats, with wool crepe in others. There are lovely colors for every costume scheme.



\$3.95 \$9.95 \$16.95
Reg. to \$5.95 Reg. to \$16.00 Reg. \$29.50

BASEMENT



\$4.75 \$8.75 \$12.75
Reg. to \$6.95 Reg. \$11.00 Reg. \$16.00

DRESSES

Frocks for every occasion in these three specially priced groups. Summer's most enchanting modes are typified in the streets, sports, afternoon and evening models. You must see this stunning collection and save money at these astonishing prices.

BASEMENT



HATS

The perky new shapes and the large Popular Panamas and Imported Genuine Bankoks of the better Summer hats are all shown in two groups at

88c \$1.88

Many to \$5.00. Choice of the House.

BASEMENT



BAGS

Bright colors for your colorful costumes, dainty pastels and whites and blacks, in lovely fabrics, weaves and leathers.

95c \$2.95

FIRST FLOOR

Bradley
Fish Net Blouses . . . \$1.98
These are our regular \$2.98. \$4.98 Blouses now \$3.98. \$5.95 Blouses now \$5.98.

Mercerized
Batiste Blouses . . . 88c
Surplus effect, ruffles, piped and edged with pleated fronts.

Eyest Embroidered
Batiste Blouses . . . \$2.98
Canning affairs, abbreviated sleeves, pert lace bows, in egg shell.

Imported and Hand Embroidered
Linen Handkerchiefs . . . 6 for \$1.00
Each hankie is made by hand, hand rolled in a profusion of clever designs, colors and color combinations.

Chiffon Scarfs . . . 1/2 off
Also Crepe in squares, oblongs and neckties. Reg. \$1.95 to \$3.95.

FIRST FLOOR

Sale of Luggage

A Special Purchase of

Overnight Bags . . . \$2.50

can also be as bathing bags. These are covered with sturdy Dupont fabric in black, cobru and brown leor.

14 x 9 x 5 —\$2.50
16 x 10 x 5 1/2 —\$3.50

All Leather O'night Cases

Regularly \$6.95 . . . now \$4.95

\$10.00 O'Night Cases (fitted) . . . now \$6.95

\$25.00 O'Night Cases (fitted) . . . now \$14.95

BASEMENT

Washable
Kid Gloves . . . \$1.88
Choice of our entire stock. Values to \$4.95, whites included. All sizes.

Costume Jewelry . . . 88c
All new jewelry, comprising chokers, ear rings, bracelets, pins, clasps. Values as high as \$4.95. Choice now, 8c.

FIRST FLOOR

Nurses' and Maids' Uniforms and Smocks

All July Priced!

98c Garments . . . now 88c \$2.98 Garments . . . now \$2.58
\$1.98 Garments . . . now \$1.65 \$3.98 Garments . . . now \$3.48

All colors and white.

All sizes from 14 to 48.

BASEMENT

L. E. Davidson
BIRMINGHAM DEPARTMENT STORE
Woodward Avenue
Thru to Maple
Birmingham's Foremost Store