

JULY SALES

Men, Too, Will Appreciate These Genuine Values

(Now Is the Time to Replenish Your Wardrobe . . . Prices Have Hit a New Low)

These Special July Values

Save a Pretty Penny for Mr. Man!



Fine Quality Fully Pre-Shrunk Broadcloth SHIRTS

White and Wanted Colors

You get an absolutely fresh shirt and you see exactly what you are getting. You see the fine tailoring, the exquisitely woven fabrics, the fine pearl buttons. At this price you can see, too, the extraordinary values they offer and the advisability of buying a half dozen.

\$1.65

3 for \$4.50
One large special group at \$1.00

You'll Scarcely Know You're Wearing This Cool Lightweight Underwear



Superior SHIRTS and SHORTS One Spec. Group Reg. 55c 2 for \$1.00 to \$1.00 the Garment

Choice New Garments A Buy at \$1.00 Now 79c

Superior Union Suits **\$1.00** Reg. to \$1.50

Oh, man!—we knew it was going to be hot this summer, so we put in the greatest stock of men's Summer underwear we've ever carried. Every man in town is going to be a friend of ours from now on, for this underwear is not only large-cut front comfortable, cool fabrics, but they're real values. Come in and put in your supply.

FIRST FLOOR

JULY CLEARANCE

and now for

The Lowest Prices You've Ever Heard Of!

Some people are saying that retailers are holding up prices. Here's one that isn't. The manufacturer was willing to take a licking . . . we're passing the savings on to you by giving the lowest prices, the best values we can give.

Super Value in HART SCHAFFNER AND MARX SUITS

Just the thing you're looking for in an all year round suit . . . good values, fine tailoring . . . excellent style. What Values!

\$17.50

Alterations at Cost

Here is a Flannel Coat VALUE

Cool, smart and fashionable for all Summer sports.

\$10

White Flannel Pants

Are more popular than ever. No summer sports is complete without them. We have them in all sizes at

\$5.95 to \$7.95

You'll Applaud These Thrifty

Pants Values

Here is a phenomenal Pant Sale. Featuring "DUTCHES" MAKE in three great money-saving groups.

\$1.88 Reg. to \$2.95

\$3.88 Reg. to \$4.95

\$4.88 Reg. to \$5.95

Linen Pants . **\$2.95** For Cool Comfort.

White Ducks . **\$1.95** For yachting and other sports.

FIRST FLOOR



FIRST FLOOR

Bradley and other good Sweaters Reduced!

\$2.95 Sweaters, now **\$2.55**
\$4.95 Sweaters, now **\$3.95**
\$5.95 Sweaters, now **\$4.75**

Light Weight Cool Golf Socks All plain, solid colors **\$1.00**

Tweed Knickers **\$4.95** Reg. to \$6.95.

\$5.95 for Reg. to \$10.00.

Linen Knickers **\$2.95** Reg. to \$4.95.



FIRST FLOOR

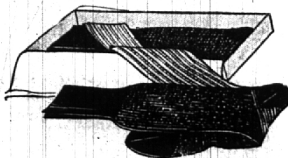
SILK TIES -- SILK LINED

Mostly hand tailored.

LOT ONE 55c 2 for \$1.00
LOT TWO .95c 2 for \$1.75

FIRST FLOOR

Interwoven Hose



Hundreds of pairs of fine silk and rayon hose. Just the kind you want for hot-weather wear. Light in weight, but tough and durable . . . extra reinforced at heel and toe, where socks get the most punishment. In solid colors and patterns. Lay in a supply at this low price.

29c 2 Special Groups 35c 4 for \$1.00 3 for \$1.00

FIRST FLOOR

Specially Priced Pajamas

A great July value **\$1.50**

Made by Superior of fast color broadcloth in blue, green and peach.

Faultless Pajamas

Reg. to \$3.50 Up to \$5.95 Pajamas, \$2.95.

Flannel and Rayon Lounging Robes

Reg. to \$16.50

Hickok Belts and Buckles

Standard Hickok belts and buckles. Belts in black, tan and gray that are selling regularly at \$1.00.

Fancy Suspenders

\$1.00 Reg. to \$2.00. FIRST FLOOR



Giving the Working Man A Break In Work Clothes Values

Canvas Gloves 9c pr.

Shop Caps 9c ea. Big Yank Work Shirts 79c

Fincks

Blue Overalls and Jackets \$1.49
White Overalls and Jackets \$1.19
Coveralls, Khaki and Striped \$2.49
Shop Coats, Khaki and Blue \$2.49
Blue Overall Pants \$1.49

BASEMENT

LINEN CAPS For Golfers or Tourists

TWEED CAPS Regular to \$2.45. Now



They're Buys At These Prices

No "maybe" about these hats being bargains. If you know anything about straw hats you can't help but give us the blue ribbon for the record straw hat "buy" of the season.

Sailors With fancy bands **\$1.85** Reg. to \$3.95.

Genuine Panamas with black bands **\$3.85** Reg. \$5.95.

Genuine Milans with black bands **\$3.55** Reg. \$5.95.

Domestic Panamas, **\$2.85**

FIRST FLOOR

Leather Traveling Bags and Gladstone Cases

For all practical purposes, as well as for appearance, these bags leave nothing to be desired. Seams are strongly stitched, all corners are reinforced, and heavy hardware is used. A durable bag that will give long service.

JULY PRICED!

\$3.95 Reg. \$5.00
\$6.95 Reg. \$10.00
\$12.95 Reg. \$19.50

Traveling Kits \$1.50 Others are special at \$4.95 and \$9.50.

Leather Wallets 95c Others are special at \$1.95 and \$2.95.

FIRST FLOOR

Trench Coats and Slickers REDUCED

\$5.95 Reg. \$10.00
\$4.95 Reg. \$5.95

BASEMENT

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