

Opening Our Basement With A SALE



Hats
are included

An enormous selection—comprising every possible need of the fashionable woman. Hats with brims, hats that are pert bicorne and tricorne—even some of the famous Watteau shapes are included at this remarkable price! They're exactly what you'll need to go off on your holiday.

\$1.00

Were to \$5.00

Toys Panamas
Several becoming shapes. Trimmed with black, brown, navy and Roman striped program bands.
\$2.95

Meeting the Popular Demand for
Cotton Frocks
Special—
\$1.55

Two for \$3.00

Made of "Peter Pan" sport fabrics. Five becoming styles in most attractive patterns and colorings. Sizes are 14 to 16. The price is special at \$1.55 or two for \$3.00.

Pyjamas Ankle-Length Voiles
Pictureque cotton pyjamas—For evening wear. Carefully cool and comfortable—plain made—stainably fastened by and colorful patterns.
\$1.98

Just Look at These Cool—Colorful Wash Frocks
98c



Ethnic, meenie, minie, moe! You'll find it hard to choose among these brisk little house frocks. They are all so attractive in color and styling, so delightfully cool and summery and so sure to launder easily and well.

These little frocks are full cut, well made and every seam is carefully sewn. Sizes range from 16 to 44. Guaranteed not to shrink or fade.

Congratulations, Gwendolyn Gardner



Far more than just an invitation... This Sale was planned so that you would realize that it is exceedingly worth while to acquaint yourself with this new Basement Salesroom immediately. It is with extreme pleasure that we open this new department to you, with its many added shopping conveniences and with such values as are typified here.

L.E. Davidson

Girl's Apparel

"For Miss 2 to 16"

- Beach Pajamas** 98c to \$2.98
Some with hats to match. Crowing, practical everyday or sports garments.
- Sheer Dresses** 98c to \$2.98
Soft batiste, crisp lawn, gay prints, misty colors, adorable fashions in exquisite patterns.
- Vanta Sun Suits** 98c
Made of soft cotton in blue, red, yellow, green, and orange.
- French Berets** 69c
These are imported French berets generally sold at \$1.00. Green, buff, red, orange, canary, white, navy, orchid and black; in all sizes.
- Phoenix Ankle Sox** 25c pair
Five nevezized size. Sizes 4 1/2 to 9. White, sky, pink, buff, red, orchid, and canary.

(BASEMENT STORE)

For Boys

- Wash Knickers** 2 for \$1.00
Rhaki drill, bar tacked, two front pockets and one hip pocket. Full cut. Sizes 8 to 16.
- Linen Shorts** 98c
Gray, oyster, and smart practical patterns. Size 6 to 16.
- Sport Shirts** 2 for \$1.00
Fast color, handkerchief. Neat prints, also white. Sizes 7 to 10.
- Wash Suits** \$1.19
Sleeveless suits with shorts. Others with "longest." Made by "Robinhood" of guaranteed washable materials. Sizes 8 to 8.
- Sleeveless Sweaters** \$1.98
Practical and stylish garments of the reppy yarns. Plain colors—blue, buff, green, and brown. Sizes 30 to 36.

(BASEMENT STORE)

247 Summer Dresses In Five Style Groups

Group One
Tailored rayon crepe dresses in a variety of good looking prints and solid pastel colorings.
\$2.95

Group Two
In this popular price range we offer a liberal selection of silk shantung, crepes and chiffons. Also eyelash embroidery batiste. Styled for daytime and sports wear.
\$4.95

Group Three
Plain and printed chiffons. Five wash crepes and shantung of the better grade are featured in many smart styles. For dinner, sports, or evening wear.
\$6.95



Group Four
Natal "half sizes" made for the short sizes and woman. Beautiful mesh silks, a large selection in popular jacket dresses in many pleasing colors and combinations.
\$11.00

Group Five
Here, at this price, you will find models that are generally sold at much higher prices. These are our finest selection of misses and women's dresses for any and every occasion. All sizes, including half sizes.
\$16.00

Fashionable COATS

Now July Priced for Our Basement Opening Sale

Lucky you—if you find you still in the market for a smart coat. For here are 3 groups of swaggy tailored and fur-trimmed models radically reduced in price. New colors and fabrics—every new style feature is represented. Early shopping in the best policy.

\$8.95 **\$12.95** **\$22.75**
Were \$11.00 Were \$15.00 Were \$25.50

Congratulations, Margaret A. Cooney

And On The First Floor . . .

In The Men's Shop

Women's Smart Accessories

Straw Hats

These hats meet the new standard of value all the way! They're not only low in price but the quality is the best. Panamas, **\$1.95** up



Flannel Coats

All wool, 2-button, with semi-furn fitting belted back. This coat has 2 patch pockets on lapels of summer wear. Navy or golden brown **\$10**

White Flannels

Well tailored. Strongly made from fine all wool flannel. Twenty tick buttons, one and three-quarter-inch cuffs. And see here **\$5.95** them in your size

Congratulations, Theodore F. Etter

- Linen Knickers** \$2.95
Made by Dutchess in the Dutchess careful manner.
- Linen Pants** \$2.95
A Dutchess companion to their linen knickers.
- White Duck Pants** \$1.95
Another Dutchess product, with skivvage maintained.
- Wool Sweaters** \$2.95
Knit from 100% reppy yarns in several washed colors.
- Broadcloth Shirts** \$1.95
Made especially for us! Also Imperial and Max. buttons.
- Summer Ties** \$1.00
Fine silks, silk lined and hand-tailored. Solid colors and summer dats.
- Interwoven Socks** 3 pairs \$1.00
Sockel Sockel! An interwoven pair you will like for summer at this new low price.
- Bradley Bathing Suits** \$2.25 up
Made of the softest French sport yarn. Fine gauge, flexible and pre-shrunk.
Congratulations, John Chandler

(Woodward Avenue)

- Batiste Blouses** \$2.95
Several cunning affairs in eyelash embroidery abbreviate their sleeves. Pert lacy bows adorn them.
- Flannel Skirts** \$2.95
Tuck-in style. Sweetly pleated. Pastel shades and white.
- Summer Bags** \$1.00
Of unice silk. Taffeta lined change purse and mirror slide fasteners. Many colors, including navy, black, charcoal, skipper blue and white.
- Imported Hankies** 3 for 50c
Linen handkerchiefs made by hand in the Philippines. Most pleasing designs and color combinations.
- White Kid Gloves** \$1.95
Washable, they meet the popular summer demand for white in a most satisfactory manner.
- Bradley Bathing Suits** \$2.85 up
With the low sun-back. Solid colors with smart motifs and medallions.
- Brassieres** 29c
Four styles. Neatly cloth and rayon batiste, with silk elastic hawks. Well tailored with ribbon shoulder straps. They may be had 4 for \$1.00.
- Girdles** \$1.00
Side hook and silk elastic girdles. Reinforced front and back. Exceptionally well made.

June Sale of Silk Hosiery

95c
3 pairs for \$2.75

Here is an event that you can't afford to miss! It's a chance to cut your summer hosiery bill decidedly—and every woman welcomes that. Just one three sheer, luxury-rayon chiffon hose in a wide choice of the newest shades which we are offering at only 95c. Of course they are silk from top to toe—with vinyl tops—and full-fashioned. Buy now for future needs. These extraordinary values suggest.



Store Hours

Daily: 8:30 a. m. to 6:30 p. m.
Saturdays: 8:30 a. m. to 10 p. m.

L.E. Davidson BIRMINGHAM DEPARTMENT STORE

Woodward Thru to Maple
Birmingham's Foremost Store

"Shop This Store"

For Convenience, Economy and for your Complete Satisfaction!