



Dress Up America Sale!



Waterproof Hats \$1.95



Just Brush Lightly With Damp Sponge Then Wipe With Dry Cloth and it is Cleaned in a Jiffy

Genuine Panamas \$3.50

\$4.95



\$8.95

Chic Jackets and smart tailored coats that were to \$4.95. Colors are black, grey and navy. Are yours for only \$4.95.

Beautiful Coats for trim, neat, tailored and sports coats. Colors of grey, navy, blue and beige. Any of these could easily carry a price ticket of twice our special of only \$8.95.

Dainty Frocks

and accessories

for GRADUATION



- Smart Dresses \$3.95 others to \$4.95
- Travel Coats Reg. \$12.00 8.95
- Newest Hats 2.95 others 3.95 up
- Silk Dance Sets 1.35 others 98c to \$1.95
- Silk Step-Ins 1.35 others 98c to \$1.95
- Silk Chemises 1.35 others 98c to \$2.50
- Silk Slips 1.35 others 98c to \$1.95
- Silk Night Gowns 1.95 others 98c to \$4.95
- Silk Pajamas 1.95 others 98c to \$4.95
- Gloves 1.69 others to \$2.00
- Stockings 59c others to \$1.00
- Hankies 25c others 10c to 50c
- Silk Scarfs 69c Reg. \$1.00

More Sensible Than Ever Now Summer's Here

Prints!

\$3.95



Cool looking, cool feeling and, best of all, prints don't wilt. You can wear them around all day, and still look fresh as a daisy. Some of them are even washable, and that's an achievement at this price.

Interesting News!



Smart, thrifty Birmingham, always finds our advertising interesting, timely and economical news.

You'll Want Dozens of these

WASH FROCKS 98c

All Fast Colors



As many as a dozen different styles... and each so attractive it will be hard to choose between them. At this price, though, you can easily afford as many as you want. Gay colors, grand patterns, all sizes from 14 to 52.



COOL SUITS

You'll find more than coolness embodied in them. Smartest styling, fine tailoring, superb fabrics... they all combine with coolness to give you more than you've ever found before at

\$18. 2 pants

Pants Department NOW IN BASEMENT

For Sheer Clear Beauty we suggest STYLE 2345

HOLEPROOF HOSIERY

An extra sheer, all silk, dull chiffon. Its fine texture is made even more beautiful by Holeproof's subtle colorings.

\$1.00

Three pair box, \$2.85

Others at 79c

Three pair box \$2.25

Smart Dressers Everywhere Proclaim These

Fine Shirts

A complete selection of colors and pre-shrunk sizes awaits you... in fine broadcloth, madras and flannel.

\$1.55

Ties 69c

An array of New Dressing opportunities that are not only STYLISH but practical construction. You'll like the pleasing colors and patterns.

211 NEW HATS

88c



You'll be thrilled and delighted with these smart English turbans and flattering brims. You may choose from endless variety of pastel—also white, black, navy, etc.

WE ARE TAKING SCHOOL SCRIP and are glad to cooperate with the Board of Education

WE ARE TAKING CITY ASSIGNMENTS

and are glad to cooperate with the City of Birmingham. The success of our ability to help the City depends to a large degree on your patronage of this civic minded, home store.

TOGETHER LET US CONTINUE OUR CIVIC DUTY

L. E. Davidson BIRMINGHAM DEPARTMENT STORE

Birmingham's Foremost Store

Woodward thru to Maple