

Thrilling Summertime Fashions— Yet Inexpensively Priced!

Save on Beach Wear

Swim Suits
All wool, smart, new styles.
\$1.95 to \$3.95

Wool Slacks—
A grand collection in choice of colors.
\$1.25 to \$3.50

Shorts Sets
These nylon shorts with bandana style tops are new and gay this year!
\$1.98

Beach Sandals
These sandals combine style plus comfort and are only
50c to \$1.25

Beach Pajamas
Bright Terry 2 pc. Pajamas are ideal for the beach.
\$1.95 Chic Caps
These crepe-like rubber caps are very becoming. Choice of colors.
25c to 79c



EXCITING
New Freedom
DARING
New Chic
in bathing
All-Rubber
BATHING
ENSEMBLES



Imagine a bathing suit which liberates you completely from any sense of clothing confinement, a costume that seems to become part of the "color" itself, leaving you thrillingly free and unfettered! And imagine such suits in the smartest of smart cuts and in the gorgeous bright colors that are only possible in rubber.

\$3.50



try
Sun-down

First to Announce
PERFECTLY PROPORTIONED
HOSIERY by HOLEPROOF

This is the
LONG and SHORT
of Your Stocking Problems

Do You Wish
A slender tailored stocking 27" long? Ask for
MISS SHORT

Do You Desire
A generously proportioned stocking of extra 34" length? Ask for
MISS LONG

Also Regularly Proportioned 31" Length
All sheer, cobwebby 3-thread chiffon in the new washed summer colors—Aero - Silhouette - Sundown - Inbette -

\$1.00

Buy them by box \$2.65

a new
HOLEPROOF HOSIERY
color for evening clothes

79c
It's a delicate complexion tone that is styled especially to go with white or pastels. It has just enough color to give accent . . . but not enough to be obtrusive.

Ask to see Holeproof Color Ensemble Book

L. E. Davidson
BIRMINGHAM DEPARTMENT STORE
Birmingham's Foremost Store

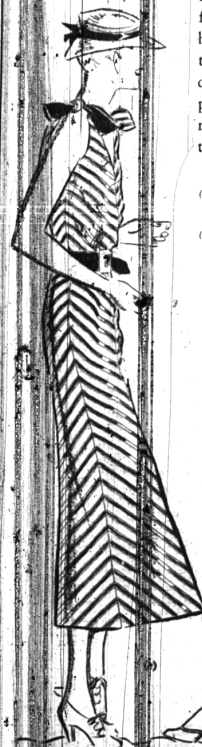
Woodward Bldg. to Main



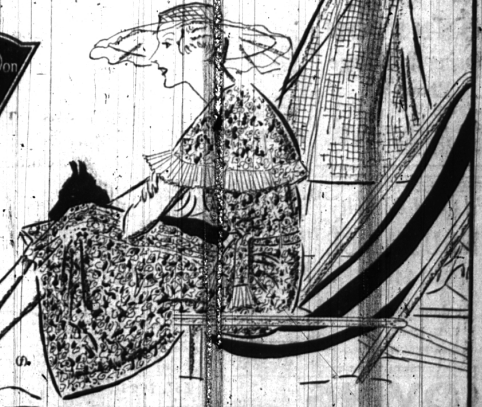
NELLY DON SUMMER FROCKS

As vivid as . . . New Nelly Don Frocks . . . asuring the success of any summer day! Here in exciting variety of styles, fabrics and colors! The new cotton laces . . . exquisite eyelets . . . pure dye silks . . . famous exclusive voiles . . . dimities . . . bastises! Formal enough for wear . . . and town . . . casual enough for sports . . . dashing enough for vacations! And the prices . . . small enough to permit a wardrobe instead of a dress! Come in and try them on!

1.50
to
10.95



- (a) Light Dots, 10.95
- (b) Flock Dot Voile, elegant trim, 2.95
- (c) Exclusive Print Voile with Cape, 2.95
- (d) Honeycomb Lace, leather belt, 10.95
- (e) Cotton Madras, with striped tie, 3.95
- (f) Striped seersucker, linen trim, 3.95



SCRIP

We gladly take Birmingham Scrip from all Board of Education employees; Birmingham assignments from City employees; and Detroit City scrip from all holders of same at full value.