

July Sale of



All Silk
Chiffon and
Semi-service

HOSIERY

59c

3 pair for
\$1.75

If you watch market reports, you know that prices on silk are going up . . . and hosiery prices rise simultaneously. While it makes this sale truly exceptional — in timeliness and in the great values it offers: Buy by the dozen pairs for yourself, your family, and to give as gifts through the summer.

- Run Guards
- Triple Heels
- Cradle Soles
- Sandal Toes
- Picot Tops
- ALL COLORS
- ALL SIZES

Included are some slightly irregular

July Silk Parade!

Here they are: Slips, sets, chemises, and step-ins. All pure silk, also rayon taffeta. Guaranteed seams and shadow proof, beautifully tailored and trimmed. Colors are white, tea rose and pink. All sizes. All special

98c

Rayon Underwear Sale!

Think of being able to buy Lorraine run-proof rayons, also Luxite glove silk and mesh undergarments for only 59c. You may pick from a large selection of bloomers, panties, step-ins, and vests in either pink, tea rose and white that are regular to \$1.00 for only

59c

Brassiere top combinations and slips, also dance sets and petticoats in tea rose and white that were to \$1.35—**98c** are now only

Linen Suits Reduced!



You'll be smart in linen and smart to take advantage of our very special sale. Choice of jacket and swaggar suits. All new. All sizes. All reduced to

\$1.95 to \$3.95

You've Asked for It—And Here It Is!
JULY CLEARANCE

Swim Suits REDUCED!

Style in quality swim suits may now be had without extravagance. Choice of all that's new and smart in one and two-piece styles. Every wanted color and combination is here, at only **\$1.69 to \$3.95**

WE'VE been getting phone calls daily—always with the query—"When are your July Sales starting?" Well here's your answer, with the greatest collection of smart sport, street, and spectator fashions ever assembled for one great sale. We spared nothing to make this the most worthwhile event of its kind for the entire year! Make your choice early.

Formals REDUCED!

Here's a grand opportunity to buy a grand formal. Lovely flattering models in organza, organza, prints, crepes, and tulle. Heavenly colors of white, blue, yellow, green, etc. Sizes 14 to 20. Reg. to \$14.95. Now—special **\$5.95**

Summer Corsets

All summer corsets, including Gosard, cool airy meshes, girdles and combinations, two-way stretch and brocaded silk in all that's new in modern foundation garments. Are special

\$1.00 to \$2.95

White Bags and Gloves

We're second to none in these important accessories. And now, because it's July you can buy these choice, novel, and pleasing styles in bags and gloves from

59c to \$2.95

Blouses and Skirts

Blouses of cool organza, batistes, eyelettes, laces, piques, etc. in a profusion of colors at \$1.00 to \$2.95 and skirts of all wool flannel, smartly tailored in white and pastels are special

\$1.00 to \$2.95

You're In For A Big Sale Of

New Cotton Dresses

FEATURING

NELLY DON

and

GEORGIANA

Good Headwork in Our July —

SALE

\$1.00 to \$2.95



Hats with brims of all species and inclinations. Stunning hats for sport, street, and formal afternoon wear. Hats made to sell for up to \$5.00 and the kind of quality that's obviously superior!

These cottons are fresh out of their wrappings, and they're the newest styles of these famous makers. They're an exceptional value at our sale prices. Buy a few to freshen up that wilting summer wardrobe. Sizes for women and misses. New colors in

- VOILES
- EYELETTES
- SWISSES
- LINENS
- PIQUES
- ORGANDIES
- SKIRTINGS

Reg. \$1.95 to \$7.95—Now **\$1.69 to \$5.95**

Hundreds of washable cottons, including broken assortments of Nelly Don and Georgiana. Choice of cool sheers, piques, lovely prints, etc. All sizes. All special

\$1.00

Reg. to \$3.95



Prints, Sheers and Jacket Frocks for the Next 10 Weeks of Summer!

REDUCED

10% to 50%



Now **\$2.95 to \$8.95**
Reg. \$3.95 to \$16.95

Sale! And what exciting opportunities to pick up your mid-summer vacation wardrobe at a pretty saving! Women's and misses sizes . . . and a grand style variety in every size.

OPEN EVENINGS UNTIL 9:00

July Sale In Junior and Infants Apparel

Infants and Junior Dresses

Every day dresses and party frocks for junior and her smaller sister. Practical little play dresses and dresses for "best" copied from Alice in Wonderland's very own! Grown-up looking for big sister, and more appropriate styles for the younger set and every one is the sort of 'style' mothers love as well as the girls!

98c to \$1.95
Reg. to \$2.95

All Wool Swim Suits

As gay as the youngsters themselves, these all wool bathing suits are all one can desire. Choice of sun back types, two piece styles. Sun suit affairs—yes! Everything and all the gay colors and color combinations and best of all they're special.

89c to \$1.95
Reg. to \$2.95

Sun Suits and Play Suits

All the smart babies, and the babies' smart mothers will be here, to buy cool and comfy clothes for the rest of this hot, hot summer! All sizes. All special

55c to 98c
Reg. to \$1.95

Fashionette UNIFORMS

Just the ideal garment for Nurses, Maids, Beauticians, Housewives. These all quality garments are correctly sized and faultlessly tailored. Choice of neat pin stripe in silhouette model, new shirtmakers style in white Bryton poplin and other popular styles and materials. All sizes. All special

\$1.00

Knitted SUITS

No wardrobe is really complete without a knit suit. Our lovely ensembles, many with that hand knit look are on sale. You owe it to yourself to own one of these. They're reduced to

\$3.95 to \$16.95

Luxite BEACH TOGS

Luxite Hoties! beach apparel are famous for their smart styling, perfect fitting, and enduring service. Choice of halters, slipovers, shirts, shorts, slacks, and complete outfits with tams to match. Beautiful array of colors and combination of colors.

\$1.00 to \$3.95

3-piece Play SUITS

Smart blouse, shorts and wrap-around skirt and there is no limit the things you can do and the places you can go. Popular and fast color material. All sizes.



\$2.95 to \$3.95

You'll Enjoy Shopping at

DAVIDSON'S