

"The foundation stone of enduring quality in business is SATISFACTORY SERVICE to the customer. The mere profit motive should be a secondary consideration in the growth and character of the successful business of today. It is my desire that DAVIDSON'S live up to this obligation."
L. E. DAVIDSON

The Birmingham Eccentric



PART THREE

FIFTY-SEVENTH YEAR—NO. 11

BIRMINGHAM, OAKLAND COUNTY, MICHIGAN, THURSDAY, JUNE 21, 1934

\$2.00 PER YEAR—SINGLE COPIES 5c

DAVIDSON'S SUPPLEMENTARY EDITION

The Crowds Will Be Here FOR OUR JUNE SALES

EXPERIENCED SALESPeOPLE WANTED

We are pleased to be able to add to our sales staff further so to properly service our constantly increasing number of patrons.

Anticipating your wants in better things to wear and enjoy we have assembled, an amazing and most extensive assortment of quality and modish ready-to-wear and accessories for women and girls.

You will find here even more than you have in the past—sterling quality from famous makers at prices no higher and invariably lower than the ordinary kind. We unreservedly guarantee that!

OPEN EVENINGS

Complying with numerous requests from our patrons who find it more convenient to shop during the evening hours, we will remain open daily

UNTIL 9:00

June Sale of Lingerie

For Bride, Vacationist and Gift Giver

Fine, pure silk, tailored or in lace trimmed styles . . .



98c

Reg. to \$1.49

Get a complete supply of undies to carry you through a well-dressed, frolic-dressed summer. White, tea-rose and pink, in an excellent quality of pure silk.

- Chemises
- Dance Sets
- Step-Ins
- Slips

"LORELEI" pure silk SLIPS true to size and form \$1.95
Guaranteed Seams, Trimmed and Tailored. Tealrose and white. All sizes.

Run Proof Rayon, Mesh and Glove Silk.

UNDERWEAR

Here you will find a complete stock of guaranteed run-proof and glove silk undergarments.

by

"LORRAINE" and "LUXITE"

Priced specially at

59c to 98c

Reg. to \$1.65

Choice of combinations (bodice and brassiere top), step-ins, panties, bloomers, vests, shadow-proof slips, and petticoats. Colors are white, teal-rose, black and pink. All sizes.

"Forest Mills" KNIT

UNDERWEAR

A famous old quality of fine and soft combed yarn refined to most luxurious and perfect fitting

UNION SUITS

with built-up top and snug fitting legs. All sizes. Specially priced.

98c

Built-Up Top

Vests Too!

of the same sterling quality in all sizes at only

55c

"LORRAINE" Runproof

Gowns - Pajamas

Lovely creations in trimmed and tailored, full length, primed-out gowns, also cool and delightful one and two piece pajamas. Entrancing colors of blue, pink, teal-rose and a host of combination colors in pajamas. All sizes. All special.

98c to \$2.25

Luxurious

SILK GOWNS and PAJAMAS

Every one of fine, pure silk. Beautifully tailored and trimmed—All fit for a queen—All special.

\$2.95 to \$8.95

Not A Department

of our store has been overlooked in this timely and unusual selling event.

Cool, Summer

FOUNDATION GARMENTS

by Gossard

An experienced corsetiere will fit you with just the style you need, and now during this special selling event at

SUBSTANTIAL SAVINGS.

MisSimplicity

garments may now be worn and enjoyed by all types, because they're made in various lengths and other important detail so to fit comfortably all figures at the same time to be properly corrected.

Now for the Savings

\$4.00 MisSimplicity	\$2.95
\$3.00 MisSimplicity	\$3.95
\$6.50 MisSimplicity	\$4.95

Gossard COMBINATIONS TOO!

Flannel, silk, brocade and satin-trimmed back sections with an 11" skirt and machine knit elastic sections at sides. Bonded in back and over the diaphragm. Or if you prefer fine quality batiste with lace bust section. Back section is made of soft, pliable two-way stretch. The semi-step-in skirt is 14" long. They're regular \$1.50 and \$5.00.

Now \$3.95 Only

Step-Ins and Front Lace Corsets

Seamless, two-way, stretch Danolite for the slender figure, with bands of elastic at the bottom instead of hose supports. Special at

\$1.95

The front lace corset is lightly boned for the average figure. It is made of preshrunk light hose fabric and ribbon fitted hose supporters. Special

\$3.50

SPECIAL SELLING OF BRASSIERES

Oh Joy

White

Longerlyne

is the name of this backless double net brassiere and it is all the need implies. Special

59c

A brassiere suitable for the average heavier figure. Made of firm flat lace.

98c

is the name of this backless double net brassiere and it is all the need implies. Special

98c

Buy for the Entire Summer Now!

JUNE HOSIERY SALE

First Quality— Full Fashioned

59c

Please do not mistake this fine stocking with 50c stockings generally available. This all square stocking is made by a famous and reputable manufacturer of first quality silk and sturdy made so to give satisfactory service in spite of their shyness.

Choice of Fine Chiffon and Semi Service

All Colors

All Sizes



It isn't often that you have an opportunity like this—to buy such beautiful stockings at a price which is far below their actual value! You will be wise to buy by the dozen—for yourself, and for the many gift occasions during the year. Every size—but come early, because there are only 500 pairs at this price!

To make this event doubly interesting we include our line of

FINE HOLEPROOF STOCKINGS

This will be good news to our many Holeproof customers for they know the sterling quality and satisfactory wear they've been getting from Holeproof.

85c KNEE HIGH STOCKINGS 79c

Five thread Sheer-Twist "Lastex" top.

All Advertised \$1.25 Values

RINGLESS CHIFFON STOCKINGS 98c

Three thread Sheer-Twist. Decorative top.

\$1.00 KNEE HIGH STOCKINGS 89c

Four thread Sheer-Twist "Lastex" top.

WALKING CHIFFON STOCKINGS 98c

Seven thread special silk twist.

\$1.00 FINE CHIFFON STOCKINGS 89c

All silk, fine gauge; four thread.

EXTRA LONG CHIF. STOCKINGS 98c

Three thread sheer twist. Decorative top.

\$1.00 FINE SERVICE STOCKINGS 89c

Seven thread special twist silk.

STRETCH TOP CHIF. STOCKINGS 98c

Four thread sheer twist. Extra stretch top.

Cool Muslin, Batiste and Broadcloth Gowns and Pajamas 98c

Here and now you can buy beautifully tailored gowns of soft, silk-like batiste and muslin, mostly hand made and imported from the Philippines and Porto Rico, also cool batiste and broadcloth, one and two-piece pajamas with your initials in smart colors and combinations. All sizes, all special, 98c.

You'll Enjoy Shopping At

DAVIDSON'S

As Show Boat's Captain Henry would say, "Folks—this is only the beginning"

Read on—You'll find a galaxy of bargains and more bargains on pages 2, 3 and 4 of this section.