

"On Land Or Sea ---



KNITS
for me"---

says the young set

\$6⁹⁵
to \$19.95

On the golf course... cruising... motoring... or in town for the day, the little knitted frock is the facile answer to "what shall I wear?" The smart young set in town has given our knitted fashions such enthusiastic approval, that you can rest assured they're the best to be found anywhere! And they all have that hand knit look.

'Crochet Berets with Matching Bags

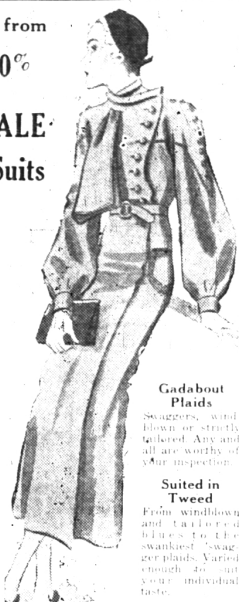
These fashionable and snug fitting berets with their novel zipper bags to match will add loads of style to any ensemble.

98c unit

You'll Enjoy your Vacation WITH THESE VALUES

Reductions from 20% to 40% in our **JUNE SALE** Coats---Suits

You can use a good value any time... but there are added attractions to these suits and coat values! They are obviously of "better" quality... a 10 fabric, as to styling, as to workmanship. They have been selected for our sale because they are desirable, and because they are sure to go quickly!



Gadabout Plaids

Sweaters, wind blown or strictly tailored. Any and all are worths of our inspection.

Suited in Tweed

From windblow and tailored blouses to the swankiest "sage" plaid. Varied enough to suit your individual taste.

\$8⁹⁵

\$13⁹⁵

COOLER PRINTS for the Hotter Days Ahead . . .

It's getting more humid now, and we're in for a siege of sultry days. Better switch to clothes that will keep you looking smart, and at the same time so cool, that they'll drop at least 10° from the old mercury.

Chiffons
Sheers
Crepes

\$3⁹⁵
2 for \$7.50
Others to \$14.95

Dresses
and
Jacket
Frocks



\$3.95

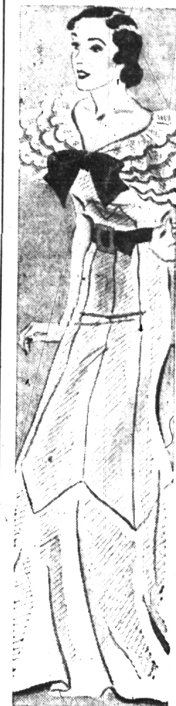
We selected these print and combinations from a collection of over 100 styles. They have capelike sleeves and soft necklines to assure breezy coolness. They are styled to fit beautifully without pulling or binding... and they're such an excellent value that it's to be expected that you'll buy three or four.



\$6.95

Tubable candy stripes as shown above. Flattering print suits seen on left and the washable crepe dress with colorful printed pique jacket, illustrated lower left are but a few of the many, many enticing styles awaiting your approval.

Dance to the Rustle of Organdy



Youthfully Styled
Ribbon Trimmed

\$7⁹⁵

How can you resist the charm of a little evening gown like this? It's just as right for club wear as it is smart for country evenings. You'll look lovely in it.

White or Pastels

Other lovely models in taffeta, prints and organdy.

For Juniors
For Misses
For Women and
Half Sizes



\$2⁹⁵

Others \$1.95-\$3.95

"Wagon Wheel"

Sassy and smart, but with the heat of intentions toward you! In a little flower cluster to one side. Need we say more?

BRIMS are BIG!

Big by popular vote, and big in size, brims are going to make the summer! We have them in various sizes to suit individual tastes—but however you choose it—you must have a brim!



Smoothie:

A better name for this ever-popular hat we say would be "Smoothie"—for it is all of that. Yet, it is most flattering to all types. Choice of lincas, straws, novel fabrics, crochets, and others. All at one grand buy.

\$1⁰⁰



Sophisticated:

Lincas and felts seem to carry off the barrels—and why not. They are smart and most becoming. You can wear them for ever so many occasions that you can hardly do without one. Just think, they're special at

\$1⁹⁵

White Gloves

Also grey, beige, and eggshell



59^c
to 98c

Choice of cool, soft angled skins, sheer mesh with three rows of organdy or mesh with starched lace flare cuffs. Imported fabrics, smart and durable, wearable, and many others for sport, daytime or evening wear.

White Bags



98^c
to \$2.95

To be fashionably dressed you must have the right bag, and it must be white. We have them in many smart shapes and sizes. You'll love every one of them.

Costume Jewelry



55^c
to \$1.95

Whatever your requirements may be—for general wear—for tea or for evening, we have just the piece you want. Clips—brooches—bars—hair ornaments—compacts and all sorts of smart novelties—and all so special!



\$6.95

"behind a woman's skirts" is **VALUE** during this

SALE

This is a "skirt and blouse" season! Spend the summer smartly and thriftily with a good collection of these.

\$1⁹⁵

THE SKIRTS

are smartly fashioned of poplin, fine wool flannel, crepe and novelty fabrics. Colors are white, of course, also canary, Nile, sand and blue. Sizes are 26 to 32.

BLOUSES

are never so delicately feminine and so utterly becoming. No wonder—when you look at these lovely eyelets, novelty organdies, cool sheers and imported plaid ginghams, you'll be just as enthused about these as we are.

\$1.95

Others \$1.00 to \$2.95



You'll enjoy shopping at

DAVIDSON'S

MONEY BACK GUARANTEE

If for any reason you are not entirely satisfied with your purchase, bring it back within two days in saleable condition and we will cheerfully refund your money.

No Questions Asked