

The Crowds Will Be Here FOR OUR JUNE SALES

COMPANION

EXHIBITION and SALE HOT WEATHER

Georgiana Frocks

Beautifully tailored... of superior workmanship
... Every frock is a Fashion Winner!

\$1.69 to \$5.95

We want you to make an "inspection tour," so to speak, of these GEORGIANA FROCKS... You'll revel in their beauty of design and their irresistible fashion appeal!... You'll find in this group, Frocks to suit most any occasion from *Suit Effects*, *Street Fashions to Skirt and Shorts Combinations for Sports Wear*... a marvelous assortment, indeed!

Range of Sizes from 14 to 34



Choose From...

PIQUES!

EYELETS!

SEERSUCKERS!

NORMANDY VOILES!

Beautifully Printed Permanent Finished ORGANDIES!

To make your shopping here a complete success, we are placing on sale over

300 NEW SUMMER DRESSES including some early Spring Styles of NELLY DON AND GEORGIANA

Values to \$3.95 at one extraordinary special!

\$1.29

3 for \$3.50

FASHIONETTE UNIFORMS

Ideal for Nurses, Maids, Beauticians, Housewives

These all quality utility 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

More of these exciting new

Midsummer Frocks

by NELLY DON

Lovely lace frocks that are cool and charming for summer afternoons. Dashing suntan frocks that make you want to get out on the courts. Gay batistes for morning... or just "to look pretty in." Cool casual things that come out of the soapstuds looking smarter than ever. We warn you they're irresistible... you'll want a whole wardrobe of them! And for that matter, it wouldn't be an extravagance, because the prices are as low as the values are great. Right now... while we have a complete assortment... is the time to choose.

\$1.95 to \$7.95

a. Dainty flowered batiste with pleated trim. Sizes 16-44 \$1.95

b. Pique seersucker suntan frock with shoulder buckles. 14-44 \$3.95



c. Cotton eyelet lace afternoon frock. Pastel shades. 14-44 \$5.95

d. Cool flowered mull with scalloped organdy trim. Sizes 12-20 \$3.95

e. Airy corded voile with summer organdy ruffle. Sizes 16-44 \$3.95

f. Striped suntan frock with low square back. Sizes 12-20 \$1.95



You'll enjoy shopping at

DAVIDSON'S