

Celebrate the 4TH with these VALUES

oo—oo—Ooh!
Don't Forget the
**JUNE
BABY
SALE!**



- Play Suits
- Sun Suits
- Rompers



REDUCED

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.

55c to \$1.95

As gay as the gayest youngsters themselves, these all wool

BATHING SUITS

are all one can desire. Choice of sun back types, 2-piece styles, Sun suit affairs—yes! Everything and all the gay colors and color combinations and best of all they're special.



89c-\$2.95

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 \$2.95

COAT CLEARANCE

Hurry! Scurry! to this coat sale. Smart youthful styles, gay colors. All sizes, and think, they're selling at **1/2 Price**

IT'S REASONABLE TO ASSUME THAT A STORE THAT IS AS BUSY AS OURS MUST BE

A Good Store

The policy of this store to give its customers the most in value and in service has made it necessary to more than triple our sales staff in the past four weeks. Naturally we are proud of this popularity and are grateful for your favors that make our success possible.

Rayon U'wear

Choice of rain-proof blouses, shirts, pants, briefs, slips, vests, dancettes, combinations and pajamas. Sizes 4 to 16.

29c to \$2.25

Muslin U'wear

Handy muslin slips, combinations, panties, all neatly lace-trimmed. Sizes 2 to 14.

59c to 98c

Knit U'wear

"Forest Mills" union suits of fine combed yarn, built up top and French legs. Sizes 2 to 12. Vests too.

25c to 69c

Baby U'wear

Famous makes, including "Vanta" bands, shirts, panties, etc., are all specially priced.

25c to 98c

Inf. Stockings

"Gordon" fine hile stockings, also silk and wool, in beige and white. Sizes 4 to 6 1/2. are special.

25c and 39c

Sweaters

Handy all wool sweaters, jackets, hoodies, etc. Excellent and varied selection are special clothes for 29c

98c to \$2.95

Shawls - Buntings

Carriage covers, wrap, strollers, etc. New and fancy things for baby's comfort.

\$1.95 to \$2.95

Sleepers-Pajamas

A colorful array of night-time wear fashioned of sheer flannel, mostly trimmed with pink or blue ribbon with little hand touches here and there. Are special.

89c to \$1.25

Flannelette Nighties

and kinomies of fine quality flannel, neatly trimmed with pink or blue ribbon with little hand touches here and there. Are special.

50c-65c

Bedding

Hand made pillow cases, pillow case and sheet sets, cotton, flannelette, crib pads, and what not, are

75c to \$1.95

for the wee toddlers



DRESSES

Adorable little walking dresses in fine sheer materials, also cunning little hand made baby dresses and gowns are

49c to \$2.25

SOCKS

"Gordon" socks and anklets are dependable, because they are of first quality yarns and workmanship. Choice of every wanted color and size.

15c to 39c

BIBS

These hand made bibs are so attractive that even baby won't object to wearing one.

29c to 50c

Toys and Trinkets

Every imaginable do-dad to delight baby is here. All sensibly priced.

25c to \$1.95

You will surely like these little hand made and hand finished suits, typical baby boy styles, excellent range of desirable and practical materials, colors and color combinations. Sizes 1 to 6

98c to \$1.95

TERRY

Halter Neck
PAJAMAS
AND ROBES

Here is a happy combination of colorful gaiety and maximum comfort. We know of no other sports garment that can give you all of that for so little money. We can not speak too highly of these very sensible garments. They are just the right thing for the beach, the garden, or the picnic. Colors are

- Red with White
- Red with Beige
- Green with White
- Blue with White
- Black with Red

\$2.95

SEERSUCKER

also beach cloth

PAJAMAS

These gay and popular pajamas have so many uses that one can hardly do without one. Only

\$1.00
and \$1.95

2-pc. Halter Neck BEACH SUITS

This extremely popular beach suit which may be worn for most any out-of-door sports occasion is here in an excellent assortment. Choice of fast color line, gingham, beach cloth, etc. Pleasing colors and combinations.



\$1.00

1-pc. Halter Neck PLAY SUITS

The smart practical play suit has everything in comfort, in style and coolness of sun exposure. Gay colors to boot!

\$1.00
and \$1.95

they say
"There's a Time and Place for Everything"

Yet in these smart

3-pc. PLAY SUITS

One can wear most any thing, any place, so to speak—with the wrap-around skirt on there's no limit to the places you can go and things you can do—unbutton the skirt and there you have a play garment that will look well in any game. Popular, fast color materials. All colors and combinations.



\$2.95
to \$4.95

If you prefer to make up your own play suit combination, we have for your approval separate

SHORTS SLACKS SHIRTS

of heavy, firm twill. They're well tailored. The colors of green, brown, white and blue with neat contrasting color trim, are absolutely fast.

are as good as popular as ever, and if that is your choice, we have them in white, pink and twill in all sizes at only

as practical and comfortable as they are gay. Those striped terry slip-on shirts come in blue, orange, red and green with white stripes. Special

\$1.00 \$1.00 \$1.00



Let's Go Down to the Sea in Style

New SWIM SUITS

Whatever your desires may be—be it a smart two-piece style with halter neck and with plenty of sun exposure and yet not too much, or the more conservative types. We have them all (and if you will pardon us) in a big way.

Every conceivable and wanted color and color combinations. All sizes and all special.

\$1.95
to \$4.95

There's plenty of excitement in our beach shop, with more original fashions than the most daring of us ever dreamed of! Revealing bathing suits for those who prefer them to our greater-coverage styles, and all the beach dresses, beach robes, and other lounging clothes you could wish for. We've aimed as high as the sky for style, but kept our prices well down to earth!

You'll enjoy shopping at

DAVIDSON'S