

A few of the
Highlights

CLEARANCE
HOLEPROOF and Gordons
HOSIERY
Regardless of retail prices,
we offer you these famous
Holeproofs at... All
sizes, all colors, at
2 for \$1.00
Reg. to \$1.15

CLEARANCE
Smartsport
Knitted Suits
Grand, flattering garments at a
grand clearance. All sizes and
colors.
HALF PRICE
Reg. \$3.95 to \$18.95

CLEARANCE
Summer Hats
These hats are better than
any you have ever worn in
this time. Because it's clearance
2 for \$1.00
Values to \$1.00

CLEARANCE
Summer Bags
Smart summer bags. Diversified
styles. All colors including
white are now 3/4 off.
HALF OFF
Reg. \$1.29 to \$3.50

CLEARANCE
New Gloves
Gloves that you've seen
featured in Harper's and
Vogue are July-priced.
2 for \$1.00
Reg. \$1.19

CLEARANCE
Sleeveless
Sweaters
Popular and gay Tropicana
sweaters that were to \$1.95 are
2 for \$1.00

CLEARANCE
New Jewelry
Every smart summer piece.
Grand selection regular to \$1.00
are
HALF PRICE

CLEARANCE
Gay Scarfs
Acorns, squares, handkerchiefs, and
a host of smart colors
19c to 79c

CLEARANCE
Collars
that were 19c to \$2.00 are
1/2 Price
Hankies
25c-15c imported linens are
19c



Clearance
OF OUR VERY
BEST SELLING

**Bathing
Suits...**
Regularly \$3.95

\$2.95

HIGH fashion bath-
ing suits, which
have been decorating
the swankiest beaches.
Get several!
Others \$1.85 to \$5.95

Just
when you can use and enjoy
summer apparel most, this
store because of its rigid pol-
icy of turnover, is staging its
annual July Sale at

**Savings up to
50%**



**Vacation Apparel
July Priced!**

Play Suits **25% off**

Choice of halters, shorts, slacks, shirts, culottes, sun-
sets, bicycle suits, sailor suits. Many smart and
practical versions for cool comfort. All sizes. Reg-
ular 79c to \$2.95 are now
25% off

Sheer Blouses Sale

Cool summer blouses. Sheer organdies, batistes, nets,
and triple sheer silks. In every wanted color. All
sizes.

Reg. to \$1.29, are now 79c
Reg. to \$1.95, are now \$1.49
Reg. to \$2.95, are now \$1.95

941 COOL SUMMER COTTONS

You'll buy a closet-full when you see these smartly tailored,
beautifully styled frocks! They're youthful... They fit well
... and will launder like magic, looking freshly new for the
whole active season ahead! Famous makes are now July-priced!

Note the Savings

Reg. \$1.69, are now \$1.39
Reg. \$1.95, are now \$1.69
Reg. \$2.95, are now \$2.59
Reg. \$3.95, are now \$3.39
Reg. \$5.95, are now \$4.29
Reg. \$7.95, are now \$5.95

HOUSE COATS

Gay and practical house
coats. Wrapsound or slip-
per styles. All sizes are now
\$1.69 & \$2.69

UNIFORMS

Bob Evans and Paul Jones
uniforms are now
\$1.69 & \$2.69
Others at \$1.00

Choice
of voiles, linens, piques, demites,
swaves... Smart solids, colorful
prints, organdy trims, coat styles, wrap-
arounds. All sizes to 54.



**All Summer Suits
Reduced!**

Every smart summer suit. Plenty of white.
Also black, navy, brown, etc. All sizes. Now
July-priced.

Reg. \$6.95, now \$4.65
Reg. \$12.95, now \$8.95
Reg. \$16.95, now \$10.95
Reg. \$18.95, now \$12.95



Country-club or garden party hats. In sheer straws,
lovely felts. All colors, all head sizes. Regular to \$5.00
are now

HALF PRICE

SMART TURBANS are now 98c



**Spring
Suits**
Popular styles. All
sizes are now
1/2 off

Coats Too, Reduced!

Smart summer coats and
capets. Styles for daytime
and evening wear. All
colors, including white.
All sizes.

\$ 3.95 . . . Now \$ 2.95
\$ 4.95 . . . Now \$ 3.79
\$ 6.95 . . . Now \$ 4.69
\$ 8.95 . . . Now \$ 6.49
\$12.95 . . . Now \$ 8.79
\$18.95 . . . Now \$11.95

**Spring
Coats**
Ideal coats for cool
evening and early fall
wear are now
1/2 off



**Silk Underwear
Bargains!**

Choice of Show-Girl Perfect-fitting
slips with guaranteed seams. Lovely
panties and smart dance sets. Colors
are tea rose and white. All sizes.
Regular \$1.95 and \$2.10 are now
\$1.59

Gowns - Pajamas
Fine gowns and pajamas. Sheer, cool
and dependable. All sizes. Regular
\$1.95 to \$12.95 are now
1/3 off

Special Group - \$1.00
Odds and ends of fine slips, chem-
ise, pajamas, etc., that were to \$2.95
are special—**\$1.00**

**Rayon Underwear
BARGAINS!**
Run-proof PANTIES, VESTS,
BRASSIERES, COMBINATIONS,
that were regular to
79c, are now
49c

Run-proof slips with shadow pan-
els. Combinations. White and tea
rose. All sizes. Regular
to \$1.29, are now
\$1.00

Cool gowns and pajamas. Guar-
anteed non-iron. Reg-
ular to \$1.49, are now
\$1.00

**Muslin Gowns
SPECIALS!**
Hand-finished gowns. Neatly em-
broidered and appliqued. Fast
colors. All sizes are special at
\$1.00



**Summer's Smartest
Silk**

Frocks

Get your share of fun and
fun, even if you'll be in
town every day this sum-
mer. You can't feel bet-
ter... or stuffy... or mad
at the world, when you
can be so exquisitely dress-
ed in our cool sheer frocks.
And now during this
great clearance you can
save up to

1/2 OFF



Special Group \$2.95
48 smart and desirable dresses that were to \$4.95
are priced at quick clearance at
2 for \$3.00

"Shall we Dance?"

Just don one of these lovely dance frocks and you
won't lack any partners. And to think that you can
buy them now up to

**1/3
off**



Pastel floral printed evening frock in
Southern Belle silhouette, with bolero.
\$12.95

**Summer Corsets
Sale!**

Every summer corset in our two
famous makes... GOSSARD and
FLEXEES... ARE REDUCED.
Complete range of popular models
in combinations and girdles. All
sizes. White and tea rose. Are now
up to

1/3 OFF

You'll Enjoy Shopping at

DAVIDSON'S

139 So. Woodward—IN THE HEART OF
BIRMINGHAM