



VALUE IS THE KEYWORD

... IN SPRING SUITS

38. 58. 88.

Here are the suits of Spring . . . the soft-textured tweeds, fine English flannels, diminutive checks, crease-resistant suitings . . . many of them hand-tailored, all of them beautiful. Yes, it is a great satisfaction to know that Davidson's . . . so conveniently at hand . . . can offer so much in fashions of always-dependable quality. These suits capture the fashion-excitement of the season . . . they're specially priced to give you added measure of value.



D. Hand-tailored of soft-textured English tweed; or flannel of single-needle construction; suit with blouse matched to jacket lining. Misses'.

88.00
were 139.75



E. Suit with costume detailing of jewelled buttons, bracelet sleeves, notched cardigan neckline. Blue or beige wool sharkskin, for misses.

58.00
were to 85.

F. Success-fashion in either fine English flannel or diminutive checks; suit with detachable linen collar, beading accent.

58.00
were to 89.95

... IN SPRING COATS

38. 58.

Michigan's variable weather creates the need for Spring coats of varying cut . . . the brief topper when you need only shoulder warmth, the full length coat for cooler days. We illustrate these two . . . as typifying the outstanding quality, individuality, and value you will find in our impressive coat collection.



G. Nubby textured 100% wool topper with artfully shaped shoulders, gentle flare. Navy, nude.

38.00
were to 49.95



H. Beautiful and practical, the long wrap coat in wool and cashmere. Millium lined for all-weather comfort, Milin mothproofed. Misses'.

58.00
were to 89.95

... AT



Avoid commotion and confusion. Shop here in peace and comfort!