

Free Parking Beside Store

Store Hours 9:30 to 5:30

here and now . . . . . our SALE OF SALES  
more than 2500 dresses, including our famous  
American Golfers and Tomboy Sailing Blues,  
greatly reduced for immediate clearance

# JULY SALE

**7<sup>90</sup>**

Large Group,  
Were 8.95 to 10.95

**10<sup>90</sup>**

Large Group,  
Were 12.95 to 16.95

**14<sup>90</sup>**

Large Group,  
Were 17.95 to 19.95

**19<sup>90</sup>**

Large Group,  
Were 22.95 to 29.95

This, we believe, is the largest selection you'll find around, of quality summer fashions at such worthwhile reductions . . . and the best news of all, our famous American Golfers, and original Tomboy Sailing Blues are included at these low July Sale prices! All dresses are from our regular spring and summer stocks (no surplus or "distress" merchandise EVER, at Davidson's!) . . . styles you'll want for vacation and the whole summer ahead.

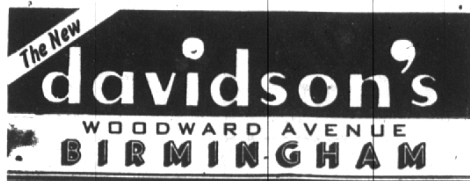
NOW AT REAL SAVINGS!

better dresses, formerly from 29.95 up, averaging

Our finest summer fashions, including famous-name originals in beautiful imported cottons for daytime; dressy styles for summer weddings, dances and country club galas . . . the prettiest dresses you've seen anywhere, now offered averaging one-half off

**1/2 off**

All Sales Final



Sorry, No Mail or Phone  
Orders, No C.O.D.'s

**Charge Accounts:**

If you do not now enjoy the privilege and convenience of a Davidson's charge account, there is no time like the present to open one. You are invited.

