



SALE 1,000 YARDS FELT BASE LINOLEUM 37c Yd.

ATTRACTIVE PATTERNS
A remarkable low price for a standard first quality felt base linoleum. All new and attractive patterns.
Our quantity for this event is limited to 1,000 yards so we suggest making an early selection.



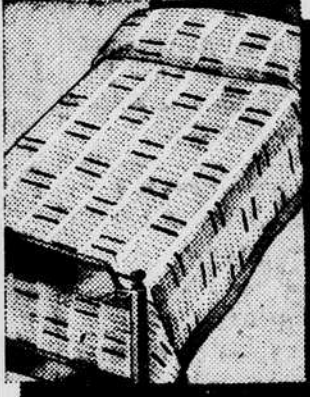
Imported Linen Damask
Table Cloth
HEMSTITCHED HEMS
60 x 80 \$3.50 60 x 90 \$4.00
16 x 16 Napkins 29c ea.
Fine quality linen damask in a variety of patterns. An exceptional value.

CRINKLE Bed Spreads 98c each

Heavy weight, size 80 x 105. First quality, seamless. Stripe pattern in five lovely colors, blue, green, gold, rose and orchid. Excellent for beach use.

PURE LINEN TABLE CLOTHS

Sizes 60 x 80 and 60 x 90
SPECIAL \$1.83
\$2.98 value. Heavy quality oyster linen with wide stripe borders of red, blue, gold, and green.
Size 54x54 94c ea.



WOVEN Bed Spreads SMART STYLE AT AN EXTRA LOW PRICE \$1.79 Value \$1.19

Firm, heavy Jacquard weave, reversible. So good washings. Border in color. Plan now to have on hand, plenty of these fine towels for summer when extra guests and swims at the beach are such a strain on the towel supply.

BEAUTIFUL LACE DINNER CLOTH

In an elaborate pattern. A rich ecru color. Size 72 x 90.
Special
\$1.84
Other Patterns \$2.98 and up

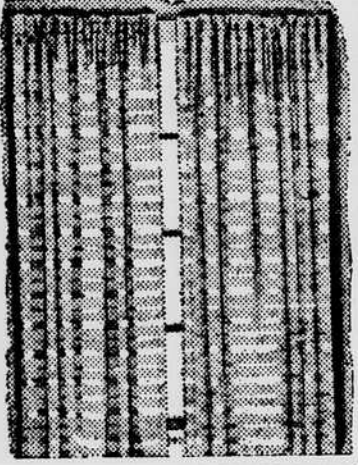
Turkish Towels NO. 1 SECONDS

EXTRA VALUE 15c EXTRA SIZE 22 x 44

Shop IN WILMINGTON DAYS Friday and Saturday

CURTAINS 59c PAIR

Ruffled and tailored. An ideal summer curtain. In this lot, we offer you many styles to choose from. Plain marquisette, dotted marquisette, figures, and stripes.



LAMOTEX SHOWER CURTAIN \$1.98

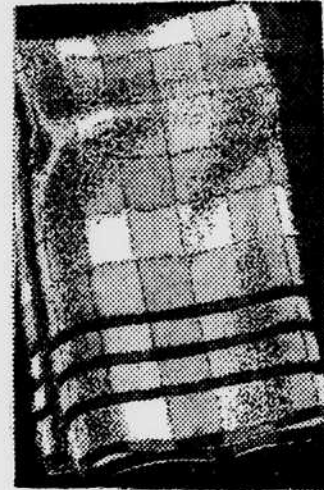
Lamotex is fine silk treated by a secret formula, in an assortment of many pastel colors, with floral or nautical designs.

LINEN HUCK TOWELS 50c

They are made of fine linen huck with wide damask borders. Size 17x30.

Terry Towels 85c

Only 7/8c a piece for these Terry Towels! Hand size... convenient for every day. Preferred by many for kitchen use. Buy them by the dozen—



ROMAN EMPEROR FINE MUSLIN SHEETS

63x99 69c 81x99 74c 72x108 74c
72x99 72c 81x108 89c Pillow Cases, 42x36 35c pr.



Summer Sheers
COOL AS THE OCEAN BREEZE
A. B. C. Baliste
Dimity Muslin
Voile 29c yd.
A variety of patterns and colors. Fast colors. 36 in. wide.

1,500 Yards of
**Printed Dimities
and Batiste 15c yd.**

Guaranteed fast colors. 36 inches wide. All the shades that are so popular for summer utility wear, as smart for the street as in the home.

Bemberg Sheers
Special 69c Yard

These fabrics are known for their wearing qualities, and are guaranteed washable. In patterns that are beautifully arranged, and will blend in for any occasion. 39 inches wide.

TALK O' THE TOWN
Rayon Prints 44c yd.

This fabric is Crown Tested. 39 inches wide. In an array of beautiful summer shades. 48c value.



Lovable Washables \$5.95

Softly tailored spectators frocks that promise to keep you calm and cool all through the hot summer. This beautiful group of classics is made from Dia Twill crepe, a famous wrinkle-defying Crown Tested Rayon that will retain its crispness after repeated washings. Colors, blue, aqua, natural, cabana maize, pink and white. Sizes 12-42.



WHITE BLOUSES

Beautiful white blouses in Batiste, Eyelet embroidery and Pique, some with club collars, others with square necklines. Sizes 32 to 38.

200 Luxable SHEER Cottons \$1.00

Who ever expected to find the gayest and freshest of new sheer cottons for \$1.00! Who ever hoped to have guaranteed luxable sheer cottons for as little as \$1.00! Come in and select the styles that suit you best. Choose your favorite colors. Sizes 12 to 52.



Beautiful Leghorns \$1.98 and \$2.95

Brim and more brims, tailored styles, grosgrain ribbon trim, dressy types with flowers and velvet trim.



HUGE SAVINGS FOR YOU ON A GROUP OF OUR BETTER HATS \$3.00 and \$5.00

There are about 50 hats in this group, all from our French room stock. Reduced to clear. Come early for the best selection.



One Group Of
Lovely Straws
Special \$1.49
Regular \$2.00 value. Mostly dark colors.

NEW! Co-Co-Mo Straws \$1.98

Natural shade, popular Pork Pie style with Shallice bands. Light weight, very comfortable.



Aluminum Ware 94c

Large group of both Worthmore and Mirror brands. 6 qt. and 8 qt. sauce pots, egg pouchers, ring mold sets, 5 qt. tea kettle, nest of 3 sauce pans, cake pan, frying pan, 8 and 12 cup percolators, double boilers, roaster and drip-o-later.

Special

First Quality 2 1/2 Thread STOCKINGS

59c Pr.
2 PAIRS \$1.00

A special stocking for this special event. Beautiful 2 1/2 thread hose, shearer than three-threads, but much more durable than two-threads. All New Summer Shades



AND ROMAN STRIPED LENTEX AND TAFFETA FABRIC BAGS, \$1.00

Large and roomy bags, beautiful bright colors that will match any spring frock. Light or dark backgrounds in print. Roman stripes or plain colors embroidered in bright colorful Raffie. Many styles, wood frame tops, pouch, handle and large flat underarm style. Also a big range of all white.



CHILDREN'S SHEER DRESSES

59c each
2 for \$1.00

In prints and solid colors, in Organdy, Dimity and Voile. Sizes 3 to 6 and 7 to 14.



INFANTS' GOWNS

Infants' hand made, hand embroidered gowns, dresses, slips, and pillow tops.

2 FOR
\$1.00

Boudoir and End Table Lamps, \$1.00

Large assortment of pottery, crystal and china bases. Complete with shades to match. \$1.29 value.

Electric Irons \$1.54

Chromium plated iron with one year's guarantee. Weight, 5 lbs.

Table Lamps \$3.69

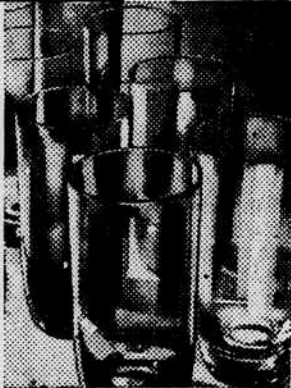
Plain pottery and floral decorated lamp bases, complete with stretched silk shades. Lovely for occasional tables or for end tables. \$3.95 value.

IRONING BOARD PAD AND COVER 54c

Non-inflammable pad with heavy sheeting cover that fits all size boards.

ICED TEA OR HI-BALL GLASSES 12 for \$1.00

Clear thin crystal glasses with heavy weighted bottoms.



SPECIAL SALE Fifth Avenue Rex Enamel Snuff Box Compacts 59c

Six lovely shades to select from, in colored enamel inlaid with Cloissone rose design. Deep space for loose powder, with Fifth Avenue puff. Excellent graduation gifts.



SUMMER DRAPES

36 inch and 50 inches wide by 2 1/2 yards long. Decorate your home with these attractive, yet inexpensive drapes. Designs for every environment. Color range complete.



SALE! 1,000 Yards 50 Inch Drapery and Slip Cover Material

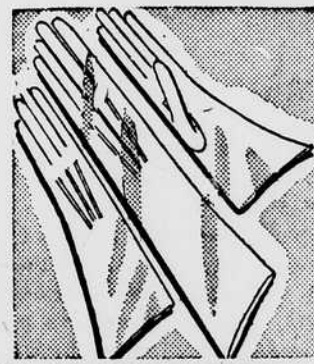
Regular \$1.00 Value **59c**
SLIGHTLY IMPERFECT

All new floral patterns in some of our neat materials, with imperfections so slight they're hardly detectable. Also included in the lot are a few pieces of pure linen that are not sun and tub fast, in regular \$1.00 yard goods.

Washable Cape and Doeskin

White Gloves \$1.25

4 button length washable Cape and Doeskin white gloves, the type glove you need for this season.



CRYSTAL STEM WARE

23c EACH Set of 8 \$1.75



A lovely pattern of crystal that will dress up your dinner table. Goblets, tall sherbets, footed ice teas, fruit juice, cocktails. Salad Plates to match.

53 Pc. Imported China Dinner Sets \$11.75

A service for eight, decorated with neat floral sprays and edged with gold. 8 dinner plates, 8 bread and butter plates, 8 coupe soup plates, 8 fruit dishes, 8 cups, 8 saucers, 1 twelve inch platter, 1 vegetable dish, 1 sugar and 1 creamer.

53 pc. Dinner Set \$6.99

Attractive blue floral pattern, fruit pattern, and pantry shelf pattern for the red kitchen or breakfast room. \$7.95 value. 8 luncheon or dinner plates, 8 bread and butter plates, 8 coupe soup plates, 8 fruit dishes, 8 cups, 8 saucers, 1 platter, 1 serving dish, 1 sugar and 1 creamer.



Belk-Williams Co.