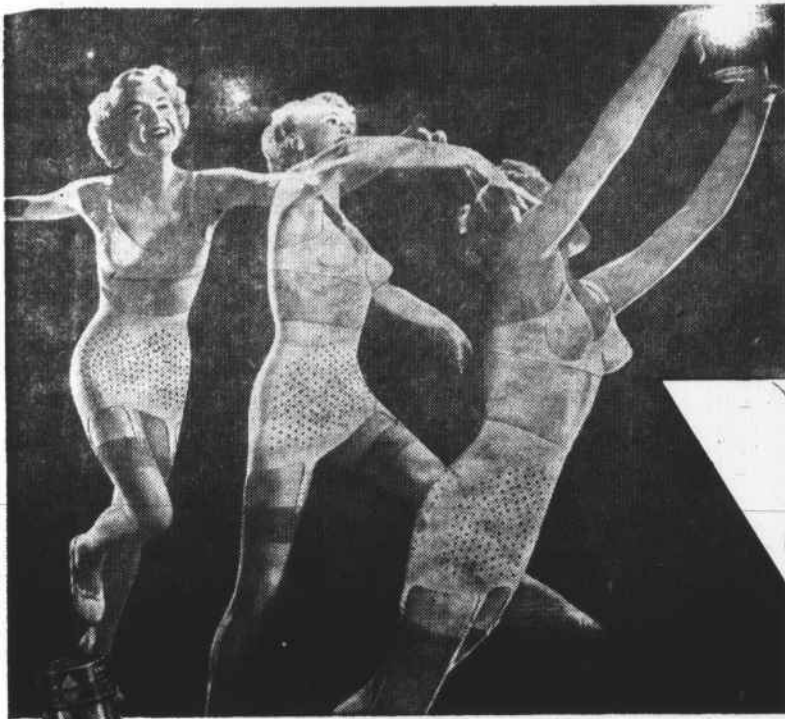


BELK'S

now! Invisible

Playtex Fab-Lined Girdles
with new
*Adjust-All Garters



It's another Playtex first! Four adjustable garters of ever-resilient latex—sturdy yet wafer-thin—all in one piece with the figure-slimming, freedom-giving, Playtex Fab-lined Girdle.

only \$6⁹⁵

Revolutionary Adjust-All garters never lose their elasticity, never sag or bulge even under your sleekest clothes. They adjust with a touch to fit you all, from small to tall. And—how they help save your stockings!

Playtex... known everywhere as the girdle in the SLIM tube.

Come, phone or mail the coupon right away!

BELK'S — FRANKLIN — PHONE 137

Please send me the following PLAYTEX GIRDLES:

GIRDLE	PLAYTEX FAB-LINED GIRDLES			PLAYTEX PINK-LINED GIRDLES (Pink One)			PLAYTEX WHITE-LINED GIRDLES (White One)		
	Price	Color	Specify size	Price	Specify size	Color	Price	Specify size	Color
GARTER GIRDLE (Standard Garter)	6.95	White-Magenta							
GARTER GIRDLE (Adjust-All Garter)	7.95	White-Magenta							
PARTY "BRIEF" GIRDLE (10-Dent Garter)	6.95	White-Magenta		3.95		3.95			
PARTY GIRDLE WITH GARTERS (Standard Garter)	6.95	White-Magenta		4.95		5.95			
GARTER GIRDLE (Standard Garter)	6.95	White-Magenta		4.95		5.95			
GARTER GIRDLE (Adjust-All Garter)	6.95	White-Magenta		3.95		4.95			

NAME _____ (PLEASE PRINT TO INSURE PROMPTNESS) C.O.D. CHECK MONEY ORDER

ADDRESS _____ CITY _____ ZONE _____ STATE _____

FASHION SHOP — MAIN FLOOR

Home Of Better Values
Today and Every Day

Sale Of Summer Sheer

GOODS

1000 YARDS THIS WEEK

FULL BOLTS . . . FULL PIECES . . . FIRST QUALITY

You will recognize this material as being usually much higher than our low special for this week. Dimity, lawn, organdy, and several pieces of 80 x 80 percale in unusual designs and well worth 59c. All of this material is offered at this low price as long as the quantity lasts. 1000 yds. sheers, 500 yds. percales only. We do not have any more at this price.

39^c

MAIN FLOOR

YD.



STETSON STRAWS

FOR MEN

ARE HERE

See Them Today

\$5

Other Straws and
Panamas - - \$1.98 to \$2.95



DISHES . . . DISHES

32 PIECE SET

Plain White China

You have really bought loads of these bargain dishes and there are not too many left. As long as we have them look what a wonderful buy.

6 cups, 6 saucers, 6 cereal dishes, 6 med. plates, 6 dinner plates, 1 large platter, 1 large vegetable bowl.

\$1⁹⁹

BASEMENT STORE

SURPRISE SHOE SALE

BASEMENT STORE SPECIAL

Not too many but well over 100 pair of ladies' oxfords, play shoes, dress shoes, sandals, white shoes, black shoes, brown shoes that you will immediately see are from our regular stock. We do not have boxes for these and some are shop worn. If we have your size you can buy them for only—

\$1⁰⁰ PAIR

1952 SPORT SHIRT PARADE

Hundreds of New Shirts for Men

Fine broadcloth—washable silk—skip dent—shantung, checks and stripes. Short and long sleeve and all designed for your Summer comfort. See this largest collection ever on Belk's Main Floor this week and you'll be glad of it all Summer long.

\$1.59

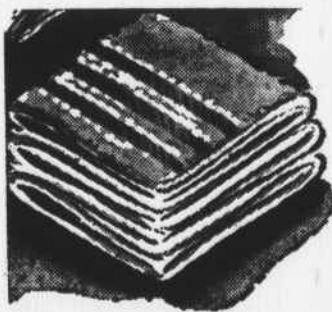
To \$3.95

MAIN FLOOR



SPECIAL VALUE

HEAVY WEIGHT
CONE WASH CLOTHS



Heavy, thirsty, long wearing Cone quality. These are not a bargain item but quality you will want to buy several of.

2 For

25^c

BASEMENT

VENETIAN BLINDS

Ask your neighbors about these all steel good quality blinds. 24 through 36 inches wide. 64 inches long for this low price. All steel head. Eggshell color. Tape to match. If these sizes do not fit your windows we make any size. Ask about our low prices.

\$2.95

BASEMENT

BATES BEDSPREADS AND DRAPES

Belk's carry at all times a large stock of the famous Bates spreads in both single and double size. Many new patterns now on hand. More than 200 spreads and drapes for immediate delivery

\$5.95
to \$9.95

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