

Pretty, Whimsical  
**Hankies**



**HANKIES**  
First Floor

by  
*Burnel*

**HOROSCOPE:** (at left) Taurus, Sagittarius, Scorpio—no matter what the sign—you'll find them all cleverly arranged with flowers and birthstones. A real conversation piece. 45c

**CALORIE:** An attractive, "talked-about" little hankie that shows the caloric content of all your favorite foods. Hand printed in gay, sparkling colors. Perfect for small gifts. 25c



**Summer Is Here**

Store Your Furs  
NOW . . .

With the hot weather here, your furs need the protection of our storage vaults. And if your fur is out of style, why not have our expert furriers remodel it into a new style short coat, cape or stole. In the fall you will have a fur garment that looks like new. Order remodeling now.

**FUR STORAGE**—Second Floor



Reg. U.S. Pat. Off.

*maidenform's*

**Allo-ette**

The accent's on your figure . . . and Allo-ette accents your curves sleekly, smoothly . . . like a dream. Made to give you a greater lift, a freer, more wonderful feeling than ever before. Choose it now and enjoy complete self-assurance.

2.00

There Is A Maidenform For Every Type of Figure

**LINGERIE**—First Floor

**Frivolous Flounce**

BY

*Mary Barron*



The nicest, coolest slip you have ever owned. Made of fine, combed cotton plisse and frothed with dainty nylon lace. Made to fit just so and styled in the Mary Barron way. Never needs ironing because it simply takes care of itself! Shadow-proof panel, of course. White only. Sizes 32 to 40.

2.98

**LINGERIE**—First Floor

**SPECIAL PURCHASE  
JEWELRY**

- PINS
- EARRINGS
- NECKLACES
- BRACELETS

Values to 1.98

**2 Pieces 1.00**

Take advantage of this special purchase to stock up on costume jewelry. You are sure to find many pleasing items to choose from.

**JEWELRY**—First Floor

*Fun in the Sun*

WITH COOL, COOL  
**COBBLERS**

"As Seen In Seventeen"



**DEW-DROP**—The barer, the better . . . and here, in brilliant Glazed Kid leather is a new open-to-the-sun flat. In white to show off your tan.

6.95

**OPEN-SEASON**—Free to the breeze in glove-supple leather with soft cushiony platform. Adjustable toe-strap. Straw Blonde color.

6.95

**RING-A-ROUND**—Dare to bare all? Soft strips of glazed kid and airy cushioned platforms give you that barefoot freedom you love. Seashell color.

6.95

*California* **COBBLERS**  
SHOES—First Floor

Sew Cottons For

*Summer Fun*



**NATIONAL COTTON WEEK MAY 11-16**

**Pima Broadcloth**

Nice assortment of pastels and solid colors. Fine for blouses 39" wide 1.65 yd. 36" wide 1.59 yd.

**Fine Combed Chambray**

Good assortment of beautiful colors 36" wide 1.00 yd.

**Avondale Sandbar DENIM**

75c yd. and 85c yd.

Right weight for all your summer sport clothes . . . stripes and solids.

**JUST ARRIVED**

New Lot

**BUTTONS**

Dozens of brand new buttons just in time for Cotton Week

**Fruit of the Loom PERCALE**

36" wide 65c yd.

Checks, stripes and solids. . . wonderful for summer dresses.

**PIQUE**

36" wide 95c yd. Assorted solid colors.

**Dan River GINGHAM**

36" wide 1.00 yd.

**Fairy Spun GINGHAM PLAID**

36" wide 1.15 yd.

**SEERSUCKER**

36" wide 95c yd. Stripes and solids.

**FABRICS**—First Floor

THE NEW

**PATCH'S**

YOUR STORE OF QUALITY FASHIONS