

COLLINS DEPARTMENT STORE

APR 15 1954



PARADE OF VALUES



Navy Sheer Dress

Sizes 14 to 20

RAYON SHANTUNG
STRIPE TRIM COLLAR

The Wear Everywhere Dress —
Wear Now Right Through Summer.

\$5⁹⁵

USE OUR LAY-AWAY!

Bonerella Linen - Glitter - Trim

FOR MISSES, JUNIORS, & WOMEN

Suits

NAVY & PASTELS

\$10⁹⁵

Sizes 10 to 18

PERFECT FOR WARM WEATHER.

All in Natural Maize, Navy, Pink, or Powder Blue



Novelty Print Sheer

NYLON DRESS

- SELF BELT
- SIDE POCKETS
- FLARE SKIRT
- MANY COLOR

Combinations All on White
Background.

So Cool and So Easy to Wear

\$5⁹⁵



NYLON HOSE

SPECIAL PURCHASE FROM
FAMOUS NAME MFR.

Reg. \$1.15 Pair Quality
Collins Special Easter Price

THE SECOND PAIR
IS PRACTICALLY FREE!

Buy your whole Spring and Summer
supply now! At this Low Price!

SIZES 8½ to 11

Guaranteed First Quality — Wide Range of Choice Shades!

2 PAIRS **\$1²⁵**



2 BAR TRICOT RAYON PANTIES

Good Brief Styles
Navy Lace Trims
Lace Inserts
and Assorted
Navy Colors!



First Quality

3 FOR ONLY **1⁰⁰**
Sizes 5-6-7

Easter Handbags

Especially Selected for the Easter Parade!

Straws ★ Eyelet ★ Cloth ★ Fille
Plastic ★ Leather ★ and Novelties!

The Most Beautiful Selection We Have Ever
Had in Our Store!



A Special Color and Style
to compliment your outfit!

Navy—White—and Beautiful Colors!

\$1⁰⁰ TO **\$3⁰⁰**



Easter

BONNETS

- Flower Hats
- Wide Brims
- Chic Hats
- Clip Hats, etc.

LOADS AND LOADS OF NEWEST STYLES
& COLORS TO GO WITH ANY OUTFIT FOR
ANY OCCASION!

\$1⁰⁰ TO **\$3⁰⁰**

EASTER DRESSES

SIZES 3-6 and 7-14

- ★ Organdies
- ★ Chromespun
- ★ Nylons
- ★ Whites
- ★ Prints
- ★ Dimities
- ★ Cottons
- ★ Pastels
- ★ Flocks

\$2.99

TO

\$5.95

OTHER STYLES \$1.00 UP!



EASTER SHOES For the Family - - - Famous for WEAR & PRICE!

For Dress or Casual Wear!

Men's Oxfords-Loafers

MANY STYLES FOR YOUR SELECTION!

\$6⁹⁵ PAIR

ECONOMY GROUP

Long Wearing Soles & Uppers!
A COLLINS VALUE!

\$4⁹⁹ PAIR

BOYS' OXFORDS

Young Men's Styles!
Quality for Less at Collins!

\$3⁹⁹ PAIR

Misses and Children's

LOAFERS - OXFORDS - STRAPS

Sizes 8½ to 3

Those Wanted Styles and
Leather Uppers!

\$2⁹⁹ PAIR

FOAM AND PLASTIC LONG-WEARING SOLES!

STYLED For EASTER

Ladies' Shoes

4.99 PAIR

FASHION RATES
NAVY FIRST —

★

Medium Heels

FASHION FIRSTS THAT GO WITH THAT CHIC OUTFIT!
SHOE WARDROBE FOR SPRING!

\$3⁹⁹ PAIR

Money Saving Style Values At Collins!

COLLINS
DEPARTMENT STORE
Black Mountain, North Carolina

FLATS and LOW HEELS

CUTE FLATS LOW HEELS

SMOOTH LEATHERS!

\$3⁹⁹ PAIR

Style Details of High Price Shops!



Black—White
Navy—Red



Black Patent Leather

Teeners For Easter

\$2⁹⁹ PAIR

Many
Styles



Flats with Straps!
Low Heel Pumps! Smooth Leathers!

NAVY—RED—BLACK—WHITE



Long Wearing Soles!

Patent Leather

Easter Pumps

\$2⁹⁹ PAIR

FOR THE LITTLE MISS!

Little 5's to Big 3's



Shop Early for Best Selections — An Outstanding Value!