



BELK'S HOME of BETTER VALUES

More Goods for the Same Money
TODAY and EVERY DAY

ARROW WHITE SHIRTS



Now—just in time for Father's Day! All sizes in this brand new shipment. 14 to 17½ — 32 to 35 sleeve lengths.

\$3.95

MAIN FLOOR MEN'S DEPT.

John B. Stetson Hats

Another famous name has been added to the long list of quality products at your Belk Store.

Buy with confidence.

Stetson Hats, \$10. Friendline Hats, \$5.
Shower Proof Zelan Hats \$1
Wool Felts \$1.98.



The popular Stratoliner Shape Stetson comes in three colors — both regular and long oval.

Give Dad a Stetson gift certificate. We will give him the hat size and shape he likes.

MOST STYLES **\$10**

This Sunday, June 17th, is Father's Day. May we suggest a suitable gift from Belk's. We will be glad to gift-wrap your purchase Free. Handkerchiefs, Ties, Shirts, Hats, Shoes, Tie Pins, Cuff Links, Belts, Suspenders, Pants, Suits—are all appreciated, as well as useful.

ARCHDALE TIES

FOR FATHER'S DAY

Newest patterns and colors. Finest fabrics. Give Dad a tie!

Free Box.



No better selection anywhere. Solid colors or fancies. A better tie for the same money.

Free Box.

\$1 and \$1.50

MAIN FLOOR

GABARDINE SUITS

FOR MEN



Crease resistant year round gabardine. Blues, browns or grey solid colors, or neat patterns. Others ask \$5 to \$10 more than Belk's low price.

\$24

MAIN FLOOR

SALE OF LADIES' SPRING AND SUMMER SUITS

38 Brand new 1951 Suits—Linen, rayon and Palm Beach material. White and pastels, as well as some patterns. While they last 25% to 50% off regular price. All grouped on the rack in the Fashion Shop.

\$11.21

TO

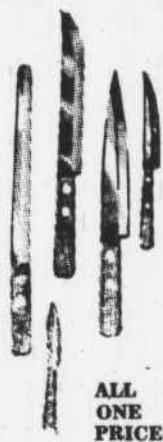
\$18.38

FASHION SHOP—MAIN FLOOR



VERY SPECIAL KNIFE SALE

288 Regular \$1.00 to \$2.00 kitchen knives. Big knives . . . little knives . . . medium knives. Fine steel.



Butcher knives, bread knives, cake knives, peeling knives . . . All kinds of knives, but just one low price.

ALL ONE PRICE

49c

BASEMENT

REIGNING BEAUTY NYLONS

FIRST QUALITY



New Spring and Summer colors in these very sheer 51-15 Hosiery. You will recognize the quality. The regular price is \$1.50.

\$1

MAIN FLOOR

SALE OF BAGS

WHITE PLASTIC

You have bought hundreds of these good looking bags. Now here are 6 dozen more for this week. Four styles. See them soon, they won't last long.



\$1

MAIN FLOOR

"LL" SHEETING HEAVY WEIGHT Yd. **28c**

SACK TOWELS HEMMED And WASHED Ea. **18c**

Men's Overalls RED CAMEL 8 OZ. **\$2.98**

Venetian Blinds ALL STEEL **\$3.29**

NEW BLOUSES



Dozens and dozens of fancy blouses. Plain blouses, frilly blouses. See them for yourself.

\$1.00 to \$2.95

MAIN FLOOR



PLASTIC DRAPES

With valance — Regular price \$1.59. Colorful, wear-proof, long lasting, good looking. These are not paper drapes, but genuine, heavyweight plastic.

\$1.00

BASEMENT

SALE!

Dorothy Perkins' deodorant



once-a-year 1/2 Price Sale!

Reg. \$1.00

50¢ plus tax

LIMITED TIME ONLY

Be fresh as flowers, for hours and hours —with Dorothy Perkins gentle-acting but thoroughly effective deodorant. Checks perspiration . . . protects daintiness. Ever-fragrant, ever-creamy, greaseless and stainless. Get your supply now!

BELK'S DEPT. STORE

FRANKLIN, NORTH CAROLINA