



GRAND OPENING THE NEW BELK'S Thursday, Feb., 28th 9 a.m.

FREE

ORCHIDS to the first 200 Ladies - Thursday, Friday, Saturday - Street Floor.

ICE CREAM for Everyone - All Day Thursday

EXTRA HEAVY CANNON WASH CLOTH SOUVENIR ASH TRAY ASK AT Wrapping Stand

50 Men's All Wool SUITS

A VERY SPECIAL PRICE

Every Suit Worth \$35 or More

The manufacturer worked with us to give you these — A one-time buy. . . . **\$25**

Alterations Free!

STREET FLOOR

Men's White Dress Shirts

COMPARE THIS SHIRT WITH ANY AT \$5

OUR ARCHDALE SHIRT NOW IN PIMA COTTON

Enjoy the like-silk feel of luxurious long-fiber 100% pima cotton, woven into this superbly-smooth broadcloth. Treat yourself to all-over fit that rivals custom-made. Choose the contour style that flatters you best. Get another "plus" . . . extra-strength collar and cuffs will outlast the long life of the shirt, or a new Archdale pima shirt free! White only. Neck size 14 to 17; sleeve lengths 32 to 35 inches.

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Regular button cuffs; spread or fused collar

STREET FLOOR

IT'S EASY TO LOCATE YOUR NEEDS AT BELK'S

FOR WOMEN

- Bathing suits Street Floor
- Belts Street Floor
- Blouses, sweaters Street Floor
- Brassieres Street Floor
- Coats Street Floor
- Corsets and girdles Street Floor
- Dresses Street Floor
- Fabrics Downstairs Store
- Flowers Street Floor
- Gloves, handbags Street Floor
- Handkerchiefs Street Floor
- Hosiery Street Floor
- Housedresses Downstairs Store
- Laces and trimmings Downstairs Store
- Lingerie Street Floor
- Luggage Street Floor
- Uniforms Street Floor
- Millinery Street Floor
- Neckwear Street Floor
- Negligees Street Floor
- Patterns Downstairs Store
- Robes Street Floor
- Sewing notions, zippers Downstairs Store
- Shoes Street Floor
- Skirts Street Floor
- Sportswear Street Floor
- Suits Street Floor
- Thread Downstairs Store
- Umbrellas Street Floor
- Wash goods Downstairs Store
- Woolens Downstairs Store

FOR BOYS

- Coats, outerwear, 3-7; 4-12; 14-20 Street Floor
- Sportswear, slacks, jeans Street Floor
- Pajamas Street Floor
- Robes Street Floor
- Shirts, Ties Street Floor
- Socks Street Floor
- Underwear Street Floor
- Shoes Street Floor

FOR MEN

- Clothing
 - Suits, topcoats, slacks Street Floor
- Furnishings
 - Gloves, pajamas, robes Street Floor
 - Shirts, socks, ties Street Floor
 - Underwear, handkerchiefs Street Floor
 - Hats, rainwear Street Floor
 - Shoes Street Floor
 - Sportswear Street Floor
 - Work clothes Downstairs Store
 - Work shoes Downstairs Store
- FOR INFANTS AND GIRLS
 - Children, 1-3; 3-6X
 - Coats, dresses, sportswear Street Floor
 - Shoes Street Floor
 - Furniture, nursery Street Floor
 - Girls' Accessories
 - Bags, gloves, umbrellas Street Floor
 - Hats, belts Street Floor
 - Girls, 7 to 14
 - Coats, dresses, sportswear Street Floor
 - Infants' Wear Street Floor
 - Socks Street Floor
 - Subteens Street Floor
 - Underwear Street Floor

FOR THE HOME

- Bedspreads Downstairs Store
- Blankets, comforters Downstairs Store
- Blinds Downstairs Store
- Card tables Downstairs Store
- China Downstairs Store
- Cooking utensils Downstairs Store
- Curtains, drapery fabrics Downstairs Store
- Dinnerware Downstairs Store
- Domestics Downstairs Store
- Drapery hardware Downstairs Store
- Gifts Downstairs Store
- Glassware Downstairs Store
- Housewares Downstairs Store
- Kitchen equipment Downstairs Store
- Lamps, lamp shades Downstairs Store
- Linens Downstairs Store
- Paint Downstairs Store
- Pillows Downstairs Store
- Rugs Downstairs Store
- Sheets Downstairs Store
- Towels Downstairs Store
- Upholstery Fabrics; sundries Downstairs Store
- Window shades, blinds Downstairs Store

REST ROOMS

- Men Both Floors
- Women Both Floors
- Ice Water Both Floors

500 Pairs Shoes Men's, Women's, Children's

ODDS AND ENDS

BROKEN SIZES

Values to \$5

Save --- Save

DOWNSTAIRS STORE

\$1

PAIR

THOUSANDS OF YARDS REMNANTS

Fancy Percale Printed Broadcloth

80 x 80 PRINTS
 1/4 TO 2 YD. PIECES

Brand New Shipment

3 DAYS ONLY 15^c yd.

DOWNSTAIRS STORE

So new, so different, so exciting! From the moment you step under the ultra-modern canopy, you're in a new kind of world! Broad, inviting aisles . . . pleasing, restful colors with a special kind of welcome warmth that makes you feel right at home! Belk's is your family department store. Here, in one easiest-to-shop spot, you'll find fashions for Mom, Dad, little John-

nie and baby Sue! Fashions for your home! Notions! Lotions! Everything you could possibly need any day of the year — and all of it arranged to make your shopping easier, quicker, more satisfying — more fun! Yes, Belk's is Franklin's newest way to shop — and all of it designed with you in mind! Thursday is Belk's opening party — do come see us! You'll want to come again and again!

Completely Air Conditioned For Your Shopping Comfort

Your cash buys more at your family store

--- **BELK'S** Franklin