

A Message To Our Friends:

We like to think that many of you have already come to feel at home in our store in the short six months since Belk's Department Store opened for business at Franklin in the Joe Ashear building. It is both to you and to those of you who have not yet come to have this feeling that we send this invitation.

Come to see us, whether you want to buy anything or not. New merchandise arrives daily. The goods on the tables on our main floor and Basement Store actually changes from hour to hour, we want to please you—in price, in goods, in service. If we don't, tell us so, it won't make us mad, we will appreciate it.

So come to Franklin, bring the family, look around, let's get acquainted. And remember—if you buy a \$40 coat or a 10c handkerchief or nothing at all—we will be glad to see you.

Jergens Lotion

\$1.00 size
79c

Men's Handkerchiefs

Yes, we have them, nicely hemmed, large size. Plain white only.

10c
MAIN FLOOR

Kotex
Large Economy Box
54's
89c

Scatter Rugs

A new supply of this big selling number. Colors, red, green, blue or brown — for every room in the house.

\$1.48
BASEMENT STORE

COME TO FRANKLIN



COME TO BELK'S

SIMPLICITY PATTERNS

Your enthusiastic reception of our Pattern Service has caused us to double the size of this department. From now on we will receive every pattern issued by the company. Pattern fill-ins arrive 2 times each week. Try us and see.

15 and 25c
MAIN FLOOR

— LADIES —

A visit to our ready to wear department will help you with your summer wardrobe. Here you will find Spring coats, dresses, hats, skirts, blouses. They come every day—direct from the manufacturer. The prices are always OPA approved ceiling prices, or less.

MAIN FLOOR

5% Wool Double Blankets

These are heavy blankets that have slight irregularities, such as the stripes out of line, etc. A real \$4.00 blanket. These are double bed size.

Pair \$2.48
BASEMENT STORE

Diapers

Birdseye cloth, size 27 x 27. Quality, excellent. We will try not to run out of these again. First quality or irregulars—

\$1.62 to \$1.95 per doz.
BABY DEPT.—MAIN FLOOR

Baby Blankets

"Pepperell" quality. Pink or blue; solid colors or white with pink or blue stripes. Yes, we mean it!

27c each
BABY DEPT.—MAIN FLOOR

Hope Muslin

36-inch bleached pure white for fine sewing. It's been a long time since we could offer you plenty of this material of a thousand uses.

29c yard
BASEMENT STORE

Cottage Curtains

4-Piece Sets complete with tie backs. Fine tailoring. A variety of colors and designs. See for yourself!

\$2.95 pair
MAIN FLOOR

Triangle Books

Full length. Full size. Complete, cloth bound. Dozens of titles by famous authors. An addition to any library.

49c each
MAIN FLOOR

Bibles

We have many beautiful Bibles for you to choose from. Priced from \$1.00 for the leather bound Pocket Testament to \$6.95 for the large Winston Bible. BUT HERE IS A TOP VALUE—A Zipper Bible, complete with Old and New Testaments—

only \$1.59
ASK TO SEE OUR BIBLES
MAIN FLOOR

Patent Sandals

Ankle strap, lattice toe, leather sole. 4 to 9. A \$3.95 Value.

only \$2.95
MAIN FLOOR

Men's Dress Oxfords

"Masterbilt" Shoes in black or brown. Plain toe, wing-tip, cap toe or moccasin styles. Yes, we have your size.

\$4.95
MAIN FLOOR

Prints

36-Inch Percale in a variety of beautiful floral patterns or checked and diagonal designs. A large table to select from.

29c yd.
BASEMENT STORE

Aluminum Stew Pans

Three sizes in a heavier than usual quality. Come in and feel the weight of these cooking utensils.

1 qt. 59c
2 qt. 70c
3 qt. 85c
BASEMENT STORE

Voiles and Batiste

For Summer Dresses
Sew and save—Sheer materials. Variety of colors and all over fancy designs. 39 inches wide.

39c yard
BASEMENT STORE

Bed Pillows

Full size. Filled with curled chicken feathers. Heavy striped ticking.

\$1.28 each
BASEMENT STORE

Work Shirts

Ideal Chambray. Sanforized for permanent fit. Truly a great work shirt value. Sizes 14½ to 17.

\$1.08
BASEMENT STORE

Herringbone Work Trousers

Tan or blue. These have just arrived and are from a North Carolina manufacturer. These are well made, have drill pockets, are sanforized and fast color. Look at this size range! 28 to 54.

\$2.90
BASEMENT STORE

Knit Polo Shirts

For big boys—10 to 16 year size. These are a mill close-out. They are a real \$1.00 value. Small, medium and large.

69c
BASEMENT STORE

Unfinished Muslin

Fine, soft, unbleached material, wonderful for window curtains. 39 inches wide.

25c yard
BASEMENT STORE

"Weyenberg" Shoes for Men

These fine, nationally advertised men's shoes are featured in Franklin at Belk's. We have several new styles in stock. Let us show you.

Most styles \$6.84 to \$7.95
MAIN FLOOR

39 Inch Sheeting

Fine weave, smooth, a real good quality—for sheets, pillow cases or numerous household uses. 20 yds. to a customer, please.

19c yard
BASEMENT STORE

Stripe Seersucker Suiting

36-Inches wide. It makes dresses, suits or children's clothes that need no ironing. Blue, red or brown stripe.

39c yard
BASEMENT STORE

Rayon Panties

Tea rose only. Elastic band. Small, medium, large sizes.

79c
MAIN FLOOR

Ladies' Handbags

For your selection—Black patent, black or tan plastic, calf or cape leather. Envelope, underarm or handled styles. Most styles—

\$2.95
Plus 20% Fed. Tax
MAIN FLOOR

LOOK!

BOYS AND GIRLS
Large size—all metal Scooters
Rubber Tires.

\$2.95
MAIN FLOOR

Shop Caps

Made from hickory stripe cloth, heavy, long wearing. Sizes 6¾ to 7½

25c
BASEMENT STORE

Quilt Scrap Rolls

Weight 2½ lbs. Fine for piecing quilt tops. This is a larger and better scrap roll than we have had for some time.

48c each
BASEMENT STORE

Ladies' Cotton Hose

For everyday wear. Colors tan or light gunmetal. Sizes 8½ to 10½

15c pair
BASEMENT STORE

Wool Quilts or Comfort Batts

Large size. These come from the famous Chatham Woolen Mills at Elkin, N. C.

For Real Warmth
\$1.00 each
BASEMENT STORE

BELK'S DEPARTMENT STORE

You Always Save at Belk's