

BELK'S SIXTH ANNIVERSARY SALE

and JULY CLEARANCE - - 2 Sales in One

Starts Thursday Morning

BE HERE EARLY

July 19th



FREE COFFEE

Shop refreshed . . .

Have a cup of good coffee at the refreshment booth in the

BASEMENT STORE

Served all day Thursday, Friday and Saturday only.

JERGENS LOTION

Regular 50c bottle of Jergen's Lotion, plus 25c bottle of Woodbury's Coconut Oil Shampoo. Main Floor Front and Basement Store Wrapping stand.

49c

FRANCES DEXTER

Reg. \$19.50
LARGER SIZE DRESSES
16½ to 22½
24 Only



Just 24 of these finely made better dresses. Suitable for your nicest wear.

Slenderizing styles.

\$11

FASHION SHOP

38 LADIES' SUITS FAMOUS NAMES

Just another one of those great buys you will always find in Belk's July Sales. The balance of our entire stock of these new Summer suits. Some are suitable for year round wear. Irish Linens included. You will recognize the famous name tags.

\$10



FASHION SHOP

51 ga. NYLON HOSE FIRST QUALITY

Regular \$1.35, First Quality Reigning Beauty, Full Fashion Hose. Very sheer and a real money-save at this low July Sale price.

93c



MAIN FLOOR—FRONT

EYELET EMBROIDERY WHITE AND ASST. COLORS VALUES TO \$2.95 YD.

Unusual close out of about 400 yds. eyelet and sheer material that sold much higher. Buy now for this Summer and save on your next Spring sewing by taking advantage of Belk's July Sales.

83c

MAIN FLOOR—FRONT

LADIES' HATS

Entire stock . . . none excepted of brand new Summer hats.

\$1.00

FASHION SHOP MAIN FLOOR



MEN'S CLOTH HATS

Tan Color Showerproof

88c

MAIN FLOOR

WOODBURY'S COCONUT OIL SHAMPOO

LARGE 50c size 29c

MEN'S WHITE HANDKERCHIEFS, lg. size . . . 9c

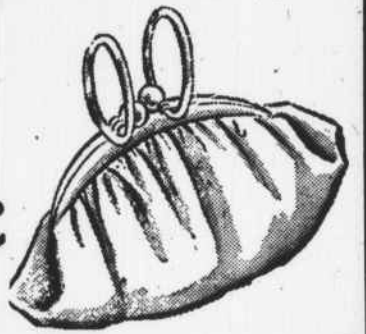
SUPER SAVINGS

LADIES' PLASTIC BAGS

Just in time for this big event a N. Y. manufacturer cut his prices to offer you this 6 dozen \$2 bags for the give away price of only

99c

MAIN FLOOR—FRONT



Get Your Share of These Bargains

COME EARLY!

MEN'S RIBBED "T" SHIRTS

\$1.00 VALUE — ASSORTED COLORS

A lucky buy of only 12 doz. men's 'T' shirts. These have a pocket and are offered as long as they last at 1/3 their actual value.

39c

MAIN FLOOR—CENTER

SALE OF LADIES' STRAW HANDBAGS

\$2.95 to \$4.95 — NOW



We need the room for Fall Goods, and these fine bags will have to go. You know what they are. Now priced at \$2.95 to \$4.95, some bead bags included. Buy now for the balance of this year and next Summer. Save more than 100%.

\$1.33

MAIN FLOOR—FRONT

SET OF 12 GLASSES

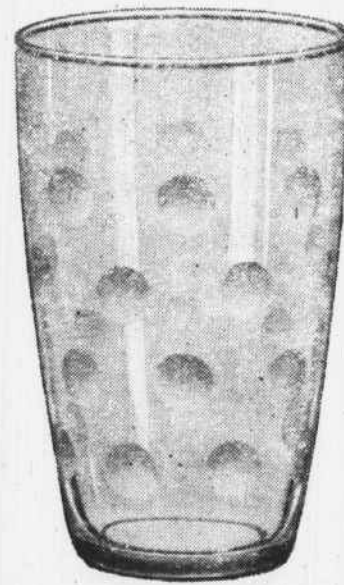
LIBBY-OWENS Bubble Pattern

This low price is not for a set of 6 glasses but for 1 dozen fine table glasses with ground bubble design.

They are 5 inches high and have the Libby Safe edge. We suggest that you see these early as we have only 48 sets.

SET **\$1.00**

MAIN FLOOR—FRONT



SALE!

SILKS RAYONS NYLONS

More than 700 yards of Burlington Mills French Crepe—printed jersey and nylon mesh material, also several bolts of asst. fine dress goods going at great savings. We suggest you shop the Basement Store for this. Near Front Entrance.

YD. **77c**

BASEMENT



CLOSE OUT LADIES' SANDALS

About 210 pair of leather and fabric shoes now priced at \$1.98 and \$2.48. Not all sizes, but be here early.

\$1.77



BELK'S - STORE OF QUALITY BRANDS

JOHN B. STETSON HATS
NUNN-BUSH SHOES
ARCHDALE SHIRTS
RED CAMEL OVERALLS
BUR-MILL FABRICS

ARROW SHIRTS
DUXBAK CLOTHING
LEE OVERALLS
BATES SPREADS
ALLIGATOR RAINWEAR

AND MANY OTHERS

FREE!... CANDY FOR THE KIDS

Ask any salesperson for the FREE CANDY. Bring the kids with you —we like to have them.

Serving Macon County

BELK'S

Franklin, North Carolina