

STARTS THURSDAY MORNING --- JANUARY 31 --- BE HERE EARLY ...

BELK'S

SUPER BARGAIN DAYS

... AND STORE-WIDE

SALE

ALL PRICES QUOTED IN THIS AD GOOD FOR ONE WEEK ONLY



DRESS SALE

One rack of not more than 40 dresses that are mostly all wool, velvet, corduroy and crepe in our very finest frocks. They are new (winter season) but we cannot carry them over into Spring. So we are taking a big loss on every dress. Our loss is your gain, if we have your size and the kind you like.

\$5

FASHION SHOP — MAIN FLOOR

- 6 Only 17.95 value Men's Gabardine Topcoats— 34, 36, 37, 38, 39, 42 . . . \$10
- 3 Only 35.00 value Men's all wool Gabardine Top Coats 37-38 . . . \$18
- 2 Only \$39.50 value Men's all wool Gabardine Top Coats, 38-42 . . . \$22
- 28 Only pairs Boy's Oxfords, tan — Reg. \$5.95. . . . \$1.95
- 57 Only Books—Fiction, Science, General — Now \$1.98-\$5.00 49c
- 49 Only Pairs Nunn Bush Shoes for Men — Now Prices \$18 to \$22 . . . \$11.88
- 31 Only Oilcloth Remants — Mostly 1-2 to 1 yd. — Reg. 69c yd., ea. . . . 19c
- 14 Only Ladies' all wool Flannel Robes — Reg. to \$12.50 — Now . . . \$7.00
- 37 Only Ladies Sweaters —

SOME ARE SOILED	NOW \$2.95 TO \$8.95	ONE-HALF PRICE	99c to \$4.49
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- 27 Only Sets Plastic Window Trim — Fits any Window 88c
- 36 Only Silk Crepe Blouses — Brand New — Reg. \$2.00 \$1.49

GREAT SUIT VALUE

FROM OUR REGULAR STOCK OF ALL WOOL MEN'S SUITS

MEN'S SUITS REDUCED

We think you will be surprised at some of the suits that are included in this group. They were all very much higher in price and some offer savings of as much as half Belk's usual low price.

- 11 only SUITS . . . \$15
- 14 only SUITS . . . \$25

MAIN FLOOR



ORGANDY CURTAINS REDUCED

Crisp beautiful clean fresh looking organdy curtains. Washable permanent finish. No starching. The finish is woven in the material. Rose, gold, white and other colors. This quality has sold for as much as \$4.95. These are ruffled curtains and full window size. The low price is for a pair.

\$2.95

BASEMENT STORE

MEN'S FIRST QUALITY FANCY PLAID SOX

30 doz. regular 48c men's anklets in plaids and fancy designs. Sizes 10 to 12 and offered at half our regular price.

4 Pair for \$1.00

29c



MAIN FLOOR

Foam Rubber BED PILLOWS

Standard size pillows covered with Art ticking and filled with shredded latex. They should last a lifetime of satisfactory wear.

\$2.88

BASEMENT

LACE CURTAINS

Pairs of the Famous Scampton lace curtains in ecru color. You have bought many dozens of these from us at a higher price. Now for our Winter Sale event lower priced than ever.

88c



Uniform Pants RUGGED and DURABLE



Comfortable, Form-fitting, Good Looking

- Strong, closely stitched seams.
- Heavy bodysail pockets.
- Anti-sag cuff bottoms.
- Comfortable waste with tunnel belt loops.
- Sanforized.
- Yet dyed.

\$2.95

UNIFORM SHIRTS to Match \$1.98

RUBBER TIRE DOOR MATS

Get one for the front and the back porch at our Winter Sale price. These door mats are made from auto tires and are practically indestructible.

\$1

BASEMENT

BIG HANDBAG SALE!

BRAND NEW PLASTIC CALF AND PATENT

PLENTY of BARGAINS

Bought from a New York manufacturer especially for this sale. They look good and wear good and neither you or your friends would suspect that they did not cost 4 or 5 times the low price of only 99c.

99c

MAIN FLOOR



MONEY SAVERS

LADIES' COTTON HOSE ————— 25c

REG. 12c BATH SIZE WOODBURY SOAP — 7c

MESH DISH CLOTHS ————— 5c

WOVEN THROW RUGS ————— 19c To \$1.00

MEN'S WHITE T SHIRTS



First quality in these popular garments for men and boys. Sizes small, medium and large. A lot of 12 doz. specially priced for this Sale. Buy several and save.

49c

BASEMENT

BELK'S DEPARTMENT STORE - FRANKLIN

HOME OF BETTER VALUES — TODAY AND EVERY DAY