



# BE A SMART SANTA

**BELK'S**  
Franklin

SHOP HERE FOR  
EVERYTHING  
FOR A  
WONDERFUL CHRISTMAS

Mail Your Letters To  
SANTA CLAUS At

**BELK'S**



WE ARE TOLD THAT HE WILL ANSWER EVERY ONE!  
Tell all the little folks at your house about Santa's Mail Box at Belk's. Let them bring in a letter and drop it in themselves. Every letter will be answered through the mail if the name and address is plainly listed on the letter.

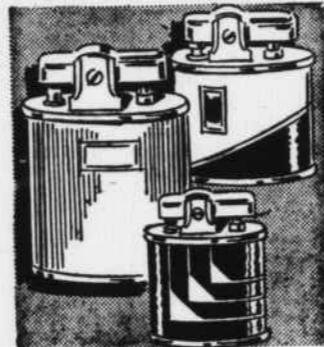
*Mail Box Is On Main Floor*

BOYS AND GIRLS  
COME IN FOR YOUR  
XMAS COMIC BOOK



TOY DEPT.  
BASEMENT

**LOOK**



**SMARTLY STYLED  
CIGARETTE LIGHTERS**  
Simulated leathers! Colored enamel! Engine tooled chromel! 4 sizes... styles for men, women!

MAIN FLOOR

Sale---\$1.<sup>39</sup> 60 ga. Hose  
Very Sheer  
FIRST QUALITY

Remember, we said first quality... 3 new shades—buy for yourself and for gifts. 8½ to 11.

**88<sup>c</sup>**

MAIN FLOOR



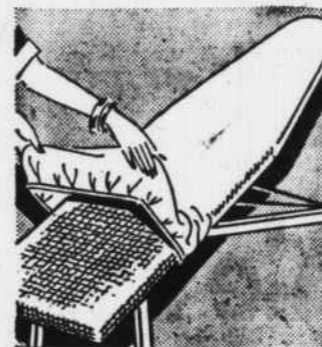
luxurious quilted satin slippers \$1.98  
Matching fur cuff! Soft, padded platform soles. Black, pink, light blue, royal blue. Sizes 4 to 10.

MAIN FLOOR

**Christmas Cards**

Beautiful assortment of cards with envelopes to match. 50 to the box. Only

**\$1.00**



**IRONING BOARD  
PAD, COVER SET**  
Waffle-knit under pad; silicone cover reflects iron's heat, speeds your job. Elastic edge.

MAIN FLOOR

You Can Buy  
McCall Patterns  
At  
**BELK'S**

Portable Phono **\$8.95**  
(Plus Records)

Heavy duty, constant speed AC electric motor. Volume control—another costly feature. Carrying case included.

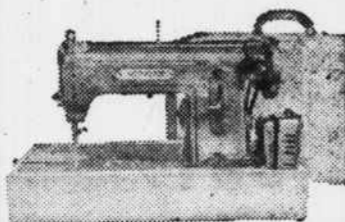
**THIS YEAR as every year WE GIFT WRAP FREE!**

**Gift Wraps**

\$1.98 value, assorted paper, cards, and seals.  
Our price, only

**79c**

**SEWING MACHINES**



**\$59.95**

OURS ALONE—  
YOU SAVE \$60

**\$119.95 VALUE... AND FULLY GUARANTEED!**

Easy-to-thread modern round bobbin, adjustable stitch control! Numbered tension regulator! Hinged presser foot that glides over pins, thick or thin fabrics! Automatic darning—big time, work-saver!

Does all the fancy stitches you need—you'll pleat, ruffle, tuck, hem, bind, quilt, even insert cording, zippers like a professional! Streamlined too—modern blue metallic finish, concealed no-glare sew light! What's more, you get a full guarantee against defects!

**ATTENTION OUTDOOR MEN**



insulated hunting boot **15<sup>95</sup>**

Water, acid-resistant uppers, thick cushion insole. Seals out below-zero cold. Sizes 6-12.



SHOP BELK'S for better selections, better buys!  
BUY BELK'S for certified better values!

Basement



(COWBOY BOOTS MADE ON REGULAR SHOE LAST)

**4.98**

Square cowboy toe, attractively stitched two-tone inlay. Black, tan-wine. Sizes 8½-3.

MAIN FLOOR



COLLAR, CUFFS GUARANTEED TO OUTWEAR SHIRT ITSELF!

**2.98**

Our own Archdale! High count broadcloth. Regular, short point, med spread collars. Sizes 14-17.

**NOW See This**

TARGET VALUE  
YOUR BEST BUY



**\$3.88**

Big enough to hold a 20" baby doll!  
Foot brake, like Mother's carriage!

**DOLL CARRIAGE**

Compare at \$4.98! Bright aluminum finish steel undergear, 5" enameled metal spoked wheels, thick rubber tires! 3-bow adjustable hood raises, lowers. Space-saver too—folds flat. Pusher 23½" from floor. Christmas green with white.

TOYS — BASEMENT

Hundreds of Toys

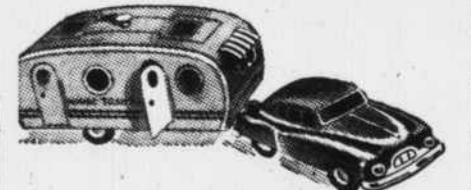
At Only

**88c**



**A. 13-PC. CHINA TEA SET**

Everything she'll need to have a tea party for 4! Includes teapot, sugar, creamer, cups, saucers. Bluebird-design tan lustreware. **88c**



**G. FRICTION CAR, TRAILER**

Two toys in one! Silvery streamlined trailer has doors that open, awnings that raise. Drawn by bright red sedan. Nothing to wind! **88c**



**F. 8-KEY CONCERT PIANO**

Has pleasing chime-tone, numbered keys to make it easy to learn. Bright red enamel finish. Great fun for any little boy or girl! **88c**

TOYS — BASEMENT

**Belk's Department Store - Franklin**