

# FOUNDER'S DAYS SALE



CELEBRATING 69 YEARS OF SERVICE WITH STOREWIDE SAVINGS FOR YOU

*Begins Thursday March 31st at 9 A.M. Its the South's Greatest Sale-at Eastern Carolina's Largest Store! 9 Big Days of Sensational Storewide Savings!*

69c Value

Men's Stretch Socks

2 for **69c**

You'll want to buy them by the dozen! Wonderful Nylon that stretches to fit all sizes, that washes in a jiffy, dries in a wink! Not just one pair, but TWO at this low price. Dark & pastels.

Men's Store—Street Floor

\$1 and 1.98 Values

Fancy Linens

**69c**

Pillowcases lavished with drawn work and exquisite embroidery! Scarfs, Vanity Stes, Place Mats, Bun Warmers, Guest Towels, Bridge Sets, 5 pc. Tea Sets. Buy for your home, for wonderful gifts!

Linens—Third Floor

Reg. \$1

Famous-Name Spring Jewelry

**69c** Plus Tax

We can't tell you the name of the maker, but you'll know the minute you see the intricate designs! Flower earrings, chunky bracelets, pastel-tone enameled single-strand adjustable necklaces. Come early!

Jewelry—Street Floor

\$2.98 and 3.98 Values

Men's Sport Shirts

**1.69**

Every man who knows value will go for this Founder's Day Buy! Sanforized shirts in Chambray, Gingham, Plaids, Prints, Checks, Stripes! Sizes Small, Medium, Large, Extra Large. Some one of a kind—hurry!

Men's Store—Street Floor

Values to \$1.19

Vat-dyed-Colorfast Cotton Fabrics

**44c** Yd.

Woven chambrays! Gingham! Fashion's Newest Satin Stripes! Colorful new florals, solid colors, bold multi-stripes! Many sanforized, crease-resistant! Treat yourself to a whole new wardrobe at big savings!

Reg. \$1

Ladies Nylon Briefs

**69c**

Lace-trims! Tailored styles! Baby fine lace insertions and ruffled details! If not specially purchased, you'd expect to pay \$1.00, even more. Sizes 5 to 7. Snowy White. Stock up for Spring 'n' Summer.

Lingerie—Second Floor

Reg. \$1

Boys' Short Sleeve Cotton Polo Shirts

**69c**

Get an armload! He'll need plenty for school and play! True-to-size cut with top reinforced shoulders. Big choice of clear, bright, colorful stripes! Forget about ironing! Sizes 6 to 16.

Basement Store

Save up to 66c pr.

Our Own Brand Ladies Nylons

**69c**

Our own famous brand—that's why you save so much! Mesh, Seamless, Full-fashioned, even our newest triumph, twin thread 66 gauge full-fashions . . . snag shy, longer wearing super sheet! 8 1/4 to 11.

Hosiery—Street Floor

Infants Wear Philippine Handmades

**69c**

Every seam, every dainty embroidered stitch done entirely by hand! Dresses, gowns, slips, pillow tops, diaper sets, sunsuits, little boys shorts, pinafores, even precious little shirts and saques.

Infants—Second Floor

Reg. 2.98

Plastic Garden Hose

**1.97**

Sun resistant—garden hose that's featherlight, full 50 ft. long. Resists abrasions, has long lasting brass couplings. Featherlight . . . an exceptional value . . . only during Founder's Days.

Basement Store

Use Your Charge Account or Lay Away to Take Advantage of the Many Values  
PARK AT 118 E. DAVIE ST.

Values to \$3.50

Book Sale!

**39c** or 3 for **\$1**

Have an impressive library . . . buy for gifts. All from famous publishers, in first-class condition. We planned months in advance for this Founder's Day and have a selection that will amaze you!

Books—Street Floor

# Hudson-Belk