


Thursday Morning at 9 AM - Big BIG Savings for You

FOUNDER'S DAYS SALE



OUR 70-YEAR-OLD PLEDGE TO YOU:
Buy anything at Belk's, secure in the knowledge that—
"Every purchase made at Belk's is guaranteed for quality, for value, for performance." Nothing could be fairer!

NOW is the Time to Buy! 400 Belk Stores have combined their Buying Power to bring you low LOW prices on spring and Summer Needs! Every item a Certified Value! Come! Join the happy crowds who like their Savings BIG!

SAVE 30c A PAIR! SEAMLESS!
Reigning Beauty Nylons
Reg. 99c pair
69c

Three types to choose from! Carefree leg beauty of seamless in plain or mesh, or slim-seamed full fashioned sheers! Our own famous brand you like to wear the year-round in the fashion shades you prefer! Also 50-15 full-fashioned! Only during Founders Days.

Hosiery—Street Floor

SAVE 99c ON RUBBER SOLED
Canvas Oxfords
Reg. 1.99
1.00

For boys or girls sizes 6 to 12, springy soled canvas oxfords with built in arch supports! Toss them in the washer to clean them and see the bright colors look like new again! Red, White or Blue! Size 12½ to 31.49
sizes 4 to 101.79

Basement Store

SAVE \$3.11 ON WASHABLE
Cotton Summer Bedspreads
Reg. 7.99
4.88

Waffle textured embossed cotton with contrasting cord trim! Extra full solid color baby headed flounce beaded with floral print! Cool summer colors, Rose, Gold, Aqua, or Lilac. Twin or full size—guaranteed washable and color fast-drip-dri finish.

Bedding—Third Floor

SAVE 51c ON EVERY PAIR!
NAME BRAND
Men's Socks
1.00 if first
49c pair

Not ordinary socks. But exclusive Argyle and overplaid designs in rich colors . . . knit of the softest, mercerized, combed cotton with Nylon re-inforced heels and toes for extra wear. We were lucky to buy these slight imperfections to give you these savings!

Men's Store—Street Floor

SAVE to 50c—BIG BATH SIZE
Cannon Towels
Values to 1.29
77c

Fill your linen closet to the brim with these beautiful, thick, gay colored towels! Solid colors, stripes, dobby borders, gold threads . . . every new fashion . . . at fantastic savings! Only big-store buying could ever bring you such savings! Hurry in!

Linens—Third Floor

MANY WORTH 3 TIMES OUR PRICE!
BUY YARDS AND YARDS!
2,000 Yds. Washable Cottons
Values to 1.98 yd.
68c yd.

Here you'll find Calvary twills and chino . . . hand screened print types of wash 'n wear, everglaze and combed sateen types, Dacron & cotton blends, solid color cotton satins, woven ginghams, baby cords, seersuckers leno and dobby weaves in colors aplenty!

Fabrics—Street Floor

SAVE 23c—HANDMADE! EMBROIDERED
Infants' Wear
Reg. 1.00
77c each

Day Gowns, Dresses, Diaper Shirts, Pillow Covers! Dress and Slip sets! They're the dainty, detailed kind of baby wear that rate raves as gifts, are a boon to busy mothers who need lots and lots of baby clothes! Deep hems, ruffles, See them!

Infants—Second Floor

See Miss Thrift.

Our bonnie Scotch lassie has a **FREE GIFT** for 1,000 ladies, **FREE BALLOONS** for the kiddies. She'll help you, too, with information about sale items.



FULL SIZE! FIRST QUALITY
OURS ALONE!
"Baby B" Diapers
Reg. 1.98 doz.
1.74 doz.

Full size 27 x 27" of super absorbent, yet firm birdseye weave. They grow softer with every washing, stay snowy white with little care. Our own brand, made to our specifications to give you the best quality to be had for the money!

Infants—Second Floor

FICTION AND NON-FICTION—
EVERY ONE NEW!
Book Sale!
Values to 3.50
39c 3 for 1.00

We got the co-operation of top publishers to give you this Founder's Day Sale Special! Have an impressive library, give them as gifts, pick out a lot for summer reading. Handsome bindings, full size books you'll enjoy reading!

—Books—Street Floor

There's More News . . .

GOOD NEWS about savings. See special items advertised on WRAL-TV, and hear value news on WFMY, WKYC and WMSM. And there are many more unadvertised specials throughout the store.

Hudson-Belk

SAVE 20c FULL CUT! COMBED YARNS
Men's T Shirts
Reg. 79c
59c

You'll need lots for the summer days ahead . . . buy now at big savings! Extra wear is built right in, along with such quality features as Nylon re-inforced seams and no-stretch collar. Small, Medium and Large Sizes. Sale feature!

Men's Store—Street Floor