

Colonial Stores Report Quarter Sales Gains

ATLANTA — Colonial Stores Incorporated, 442-store Atlanta based supermarket chain, recently reported that both sales and earnings in the second quarter of 1973 showed improvement over the corresponding period of last year.

Sales of \$181,670,167 for the 12 weeks ended June 16 were up 11 percent to a new record high, and earnings of \$2,470,736 were also 11 percent ahead of last year. Earnings per share of common stock were 57 cents for the quarter vs. 51 cents in the second quarter of 1972, based on an average of 4,330,570 shares this year and 4,318,476 in 1972.

In the first 24 weeks of this year, Colonial had sales of \$357,113,778, and increase of 8.6 percent over the first half of 1972, and earnings of \$4,361,557, up 3.2 percent and equal to \$1 a common share vs. 97 cents in the initial half of last year.

Ernest F. Boyce, Colonial President, said sales in recent weeks have shown a marked upward trend, and this, plus our extensive remodeling, refurbishing and new stores development program, leads us to be optimistic over prospects for the remainder of the year.

In the first half of this year, Colonial opened eight new stores, enlarged two existing stores, and remodeled 16 others. The Company anticipates opening 18 additional new stores in the latter half of the year.

Patrol Begins Fatal Accident Reduction Drive

RALEIGH — The North Carolina Highway Patrol will begin "Fatal Accident Reduction Enforcement" (FARE) July 2. This program is federally funded through the Governor's Highway Safety Program. FARE provide for additional enforcement manpower to implement the selective enforcement concept and curb the present rise in fatalities and through intensified enforcement.

The project will be conducted in eleven counties of North Carolina where the highest number of fatalities have occurred during the past three years. All Highway Patrol enforcement personnel having duty stations within the eleven counties will participate on a 6-day week basis rather than their normal 5-day week schedule.

In announcing this program, Boyd Miller, Administrator of the Governor's Highway Safety Program commented, "It is a dubious honor to be one of the counties selected for this program. But that's what the emphasis is about—putting the men to work where they are needed." Miller further stated that Gov. Jim Holshouser endorsed this program as a positive step in helping to slow the accident rate in our state.

The officer will be expected to stop all drivers who commit traffic violations in his presence and take appropriate action. Many drivers who are behaving in a "questionable" manner will also be stopped and their driving errors pointed out to them. Often, opportunities for driver correction are being passed up simply because officers do not stop drivers for infractions that seem to minor to warrant a citation. These driver corrections are an important part of FARE. Minor infractions cause major accidents and fatalities in these counties where one fourth of all fatal accidents in North Carolina occur.

VEE SHOTS

Horse owners should consider vaccinating their animals against the VEE, or "sleeping sickness," disease this summer, North Carolina State University specialists suggest. Particular caution is urged for horses subjected to interstate travel to shows, races and other events, and those coming into contact with horses from other areas of the country.

The first law to authorize a state agency to participate in the settlement of labor disputes was enacted in Maryland in 1878, according to the U. S. Department of Labor.

Belk Leggett

AFTER



SUPER SAVINGS ON SUMMER MERCHANDISE



Boy's Shirt Special

Tank Tops reg. 4.50 **2.44**

Knit Shirts reg. 2/7.00 **2 for \$5.00**

sizes 8-20
BOYS—MAIN FLOOR

45-Pc. Set American Ironstone Dinnerware Set
"Lancaster" Pattern

14.88

service for 8—8 plates—1 bowl;
8 cups; 1 platter; 8 saucers; 1 creamer;
8 soups; 1 sugar; 8 salads; 1 sugar lid

THIRD FLOOR ANNEX

Ladies' Support Hose

3.44

reg. to 5.95

MAIN FLOOR

Ladies Sleeveless Blouses

Reg. 1.99 **1.66**

Men's Walk Shorts
Polyester & Cotton

Permanent Press **5.00**

Ladies Body Suits

Reg. 3.99 sleeveless **2.88**

Main Floor

- Select group of ladies billfolds. Reg. 4.00 to 15.00..... 1/3 off
- Ladies light weight sweaters. White only. Reg. 9.00..... 6.88
- Select group of pierced earrings. Reg. 2.00 to 4.00..... 99¢
- Group of ladies handbags. Val. to 10.00..... 3.88
- Ladies Blazers. Asst. sizes, colors and plaids. Reg. 13.00..... 10.88
- Ladies long loungewear, skirts and dresses. Values to 13.00... 1/3 off

Fashion Floor

- One group girls dresses and Pre-Teens. Asst. styles and colors. Val. to 18.00..... 1/4 to 1/3 off
- One group girls smocks. Asst. styles and colors. Values to 9.00 1/3 off
- One large group ladies hats, asst. styles and colors..... 1/2 off
- Famous brand sportswear, large group ladies sportswear, skirts, slacks, tops, jackets, shorts, blouses, fashion colors. Size 8-20. Val. to 32.00..... 1/4 to 1/3 off
- Famous Brand Blouses. Short sleeve, sleeveless, long sleeve. Asst. styles and colors. Size 30-38. Val. to 15.00..... 1/4 off
- One odd group childrens short sets. Asst. styles and sizes. Val. to 5.00..... 2.88
- Famous Brand Jr. sportswear, tops, pants, skirts, blouses, shorts. Val. to 30.00..... 60% off

Shoes — Main Floor

- Keds Childrens and Ladies Keds. Discontinued styles. Values to 12.00..... 5.88
- Group of Ladies sandals. Reg. 16.00..... 7.88
- Ladies Summer Shoe..... 1/3 off
- Children's summer clogs. Val. to 8.00..... 5.88

Second — Third Floor Annex

- Durable avocado cookware — fashioned by Mirro Teflon II non stick finished interior Avocado enamel exterior finish. Reg. 2.50 & 3.99..... 1.88 & 2.88
- 45 pc. American made Ironstone Dinnerware set service for 8, casual pattern. Reg. 29.95..... 19.88 set
- Novelty and sport printed sail cloth. Reg. 1.39 to 1.99 yd... 25% off
- Big Reductions — Bedspreads, closeout at twin full, king and queen. Sizes — assorted colors and prints..... 1/2 off
- State Pride "Devon", Ltd. Sizes. Machine washable, multi colors. Lined drapes 72x84. Reg. 19.00..... 9.50
- 96x63. Reg. 22.00..... 11.00
- 96x84. Reg. 25.00..... 12.50
- Contemporary chrome and walnut furniture. Desk, chair, occasional table, cocktail table or set of 2 side table. Reg. 29.95..... 19.88 or 2/34.88

"Famous Brand" Jr. Sportswear

60% off

Val. to 30.00

tops, pants
skirts,
blouses
shorts

FASHION FLOOR

Entire Stock of Ladies' Spring & Summer Shoes

Famous Brands — Dress, Casual, Sandals

Val. to 23.00 **1/3 off**

Joyce Auditions
Red Cross S.R.O.
Cobbies World Round

SHOES—MAIN FLOOR

MENSWEAR SPECIALS Famous Name Slacks

10.88

Men's Short Sleeve Shirts

4.88

Regular to 6.50
Main Floor

BASEMENT STORE SPECIALS

Ladies Sleeveless Blouses

Reg. 1.99 **1.66**

Men's Walk Shorts
Polyester & Cotton

Permanent Press **5.00**

Ladies Body Suits

Reg. 3.99 sleeveless **2.88**

- 18" Picnic Grill..... 3.88
- Men's Tank Tops, asst. solids and stripes..... 2.29
- One group Ladies dresses. Ultressa polyester. Reg. 15.00..... 10.88

- Group of ladies clogs..... 2.88 & 3.88
- One group ladies Polyester Dresses. Misses and Halfs..... 1/2 off
- Men's short sleeve dress and sport shirts. Reg. 5.00..... 3.59 or 2/7.00

- Girl's Body Suits — Values To \$5.00..... 2.88
- Ladies Knit Tank Tops. Reg. 4.00..... 2.88
- Ladies Bras — Reg. \$3.00..... Now \$1.39 — Slightly Irregular
- Ladies Girdles — Reg. \$8.00..... Now \$3.88

Boy's Jeans

white, red, blue nautical

Reg. 5.00..... **3.88**

Ladies Swim Suits
one and two piece

8.00 to 14.00

Ladies Canvas Thongs

Reg. 2.44 2 colors **1.88**