

FOUNDER'S DAYS

Starts Thursday April 19 . . . through Saturday, April 28



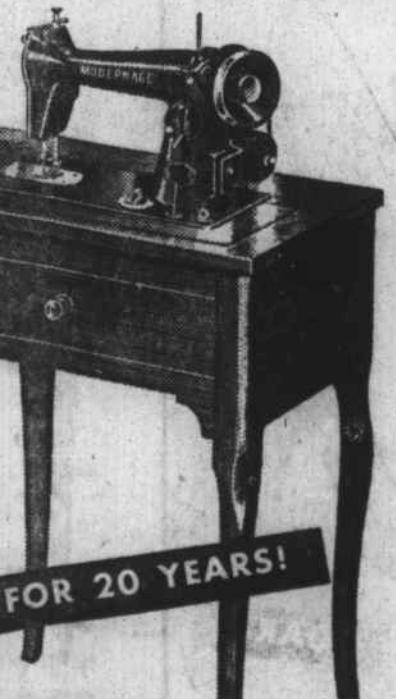
celebration event . . . just as helping us to honor the Founder stores, you are saying to the spirit of working, building is inherent to the American

every day . . . right on your every principles upon which our new method of storekeeping to and friendly service—the was built upon these rules these, too, are the tenets upon of modern Southern industry grows to grow.

kind of store . . . because is consistently good and prices Here is where the real, old-

our Founder's Days celebration family! We've stocked exciting new fashions for —new ways to dress up All real values . . . your . . . so you know you'll

REGISTER FOR PRIZES



FOR 20 YEARS!
PRIZE — SEWING MACHINE SET
PRIZE — ICE CHEST
Fishing, etc.
To Do Is Visit Belk's Register.



SLEEP COOL ALL SUMMER in CRINKLY COTTON! FOUNDER'S DAY BUY . . . That's Why You Save!

So comfortably cool—At this special Founder's Days price, treat yourself to all four matching parts: baby doll set, button-front shortie, waist-length gowns! Print-and-plain combinations of orchid, acua, rose. Sizes small, med., large. **\$1.68**



DRIP-DRY COTTON LINGERIE

Easy-care cotton batiste—knee deep in costly-looking embroidery. Shadow panel, adjustable strap slips, 32-44. Matching petticoats, not shown. Sizes S, M, L. White. **\$1.68**

Shadow-Panel COTTON SLIPS

No-iron cotton plisse with lavish touches of dainty embroidery! Carefully cut, adjustable strap slip, 32-40; matching shadow panel petticoat, S, M, L. It's a buy! **99¢**



FINE PHILIPPINE HANDMADES

Imagine! Such fine handwork for such a tiny price! Dresses, creepers, bibs, pillow covers, sun dresses, pinafores—big choice! White, pastels. To 18 mos. Shower gift ideal. **68¢** Reg. \$1.

FINE RIB STRETCH 3 NYLON ANKLETS for \$1.15

Reg. 49¢ pr. All nylon, soft as a kitten's fur! Whites, pastels. M (7-8½); L (9-11). 39¢ ea.

2-PC. COTTON PAJAMAS 68¢

Durable gripper fasteners at waist. Elasticized back. Crinkly, no-iron cotton. Pastels. 1-3.

DACRON-NYLON EDGE TOWELS 68¢

Reg. \$1. Cannon terry towels! Double-stitched Dacron-nylon selvages. 22" x 44" size.

SAVE! 40-DENIER NYLON BRIEFS 68¢

Dainty lace trims; sizes 5-7. Picot edge tailored style regular and extra sizes thru 10. White.

BRAIDED COTTON SCATTER RUG 68¢

Use in your doorway, at the stove . . . wherever traffic is heaviest! 16" x 29" . . . big!

COTTON SACK 5 DISH TOWELS for 68¢

Bleached snowy-white! Lint free! Durable! Quick-drying! Big value for your money! Absorbent!

Men's Khaki and Gray WORK SHIRTS

First Quality, Flap Pockets, Full Cut, Sanforized— Sizes 14 to 17

\$1.68

Regular \$1.98 Basement

Men's Khaki and Gray Red Camel PANTS

First Quality Double Stitched, Zipper Fly, Sanforized Regular \$2.98

\$2.38

Basement

SHOP EVERY DEPARTMENT DURING BELK'S FOUNDER'S DAYS SALE



3-6X SLEEVELESS COTTON DRESSES \$1.68

Adorable little styles with full skirts, sweet trim. Prints, solids . . . all washable! Come see!



NO-IRON COTTON BLOUSES

Cool, sleeveless styles! Pleated front, novelty-stitched tab effect, flattering scoop neck. White, pink, blue, maize, mint, red, black. Misses' sizes 32-38. Get several! **\$1.68**

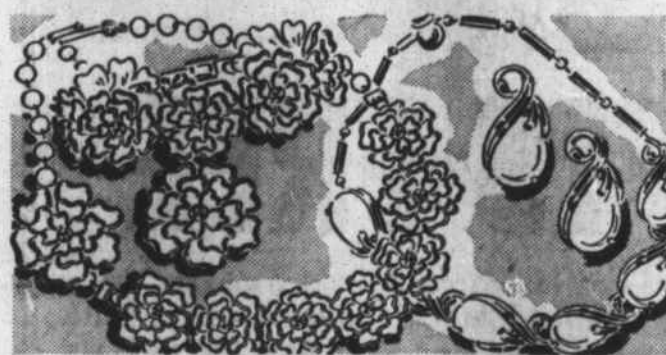


\$7.68

Junior Sizes, 7-15 Misses' Sizes, 10-20

DELICATELY TINED BON-BON COLORS! SWEET DETAILS! OUR SHADOW-STRIPED DACRON AND COTTON SUMMER SHEERS

Fabric, style, detailing you'd expect at 10.95 or more! Soft as luxurious silk, this new blend of fine cotton and miracle dacron takes to hand laundering like a hankie, needs just the touch of your iron to bring back all that just-new smoothness! Gently-flared skirts, flatteringly soft necklines! Choose yours from summer's most important pastels: sunny yellow, petal pink, sweet powder blue! Yes, here's proof you buy more . . . during our 68th Founder's Days celebration.



GO ON A SPREE! SUMMER JEWELS

Bracelets, pins, earrings in cool white, summery pastels. Some sparkling with jewels, others with golden touches! Be a smart shopper—be here early! You'll save! **68¢** plus 10% fed. tax



NO-IRON COTTON SUNSUITS

Prints! Solid colors! Four different styles to choose from, all with lots of ruffles! Full cut, with comfortable elasticized legs. Sizes 1 to 4. At this low price, stock up! **68¢**

TOP VALUE! MISSES' SHORTS

At this special Founder's Days bargain price, you can buy and buy! Twills, denims, poplins, no-iron fabrics, stripes! All full cut. They'll go fast! 10-18. Come see!

68¢



SPECIAL PURCHASE! COTTON SKIRTS!

Crease-resistant cotton broadcloth! Border prints! All-over splashy prints! Floral! Solid tones! Eggshell, darktone grounds! Wide, wonderful selection! 22-28". **\$2.68**



Men's Sport SHIRTS

Short Sleeves — Ass't. Styles and Colors. S-M-L

Values to \$1.59

2 For \$1.68

Street Floor



STITCHED-CUP COTTON BRAS 2 \$1.68 for

Long-wearing cotton broadcloth; adjust. straps, hook closing. 32-44, A-C cups. Value!



SAVE! MISSES' PEDAL PUSHERS \$1.68

Sturdy Sanforized cotton poplin! Lime, charcoal, turquoise, navy, black, red, 2 pockets. 10-18.

MISSES' BERMUDA STYLE SHORTS \$1.68

Imagine! At this price! Cotton twill, sheen gabardine! Ass't. colors, true-to-size cut. 10-18.

MISSES' CUFFED LEG SHORTS \$1.68

Sanforized! Cotton poplins, gabardine! Some with self belts, all with pockets! 10 to 18.



COTTON PLYSE BABY DOLL P.J.'S 68¢

Unbelievable price! No-iron fabric, dainty nylon lace trim. Summer cool! Ass't. prints. 4-8.



Men's DRESS SLACKS

For Spring and Summer Wear — Tan, Gray, Blue, Brown and Ass't. Fancies. Waist Sizes 28 to 42.

Values To **\$3.68** \$4.95

9 x 12 Cotton Pile RUGS

Non-Skid, Washable, First Quality — Tan, Rose, Wine, Green, Blue.

Regular **\$16.95** \$19.95

Basement

Belk-Hudson

Home of Better Values