

# Belk's

Home of Better Values



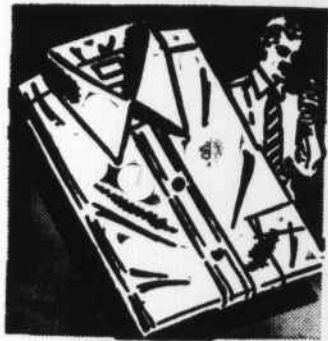
67<sup>th</sup> Anniversary Celebration

APRIL 21<sup>ST</sup>  
THROUGH 30<sup>TH</sup>

# FOUNDER'S DAYS

"AT BELK'S HONEST VALUE AND QUALITY COST YOU LESS"

Every effort has been made to have every article just as described and pictured in this ad as well as our ads you will see in the Asheville Papers. There are many hundreds of brand new items of the best quality bought for you just for this sale. Visit Belk's often for the 10 days of this great Founders Day event. We believe you will save many dollars on your purchases by doing so.



Archdale white  
broadcloth shirts **2 67**

Reg. 2.98. Collar guaranteed to outwear shirt. High-count lustrous broadcloth. 14-17, 32-35 sleeves.

MAIN FLOOR



boys' nylon  
stretch socks **2 67c**

Reg. 59c ea. One size fits all! Long wearing, fast drying. Stripes, solid colors. 7-9, 9 1/2-11.

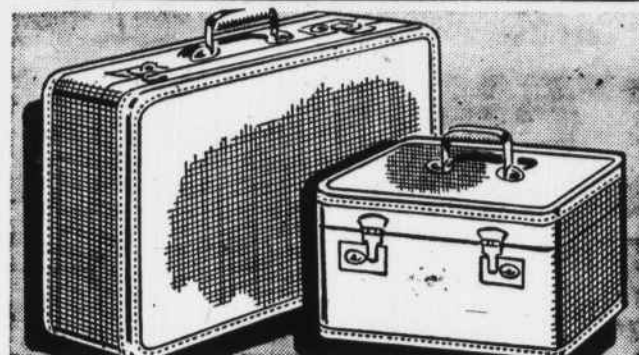
BASEMENT

## Given Free!

- A Big 21 Inch Screen -  
Television Set



Nothing to buy—Nothing to write  
Nowhere to be—Simply register  
at wrapping stand—Main Floor—  
Drawing at 5 p. m. Saturday,  
April 30.



VINYL-COVERED WEEKEND CASE

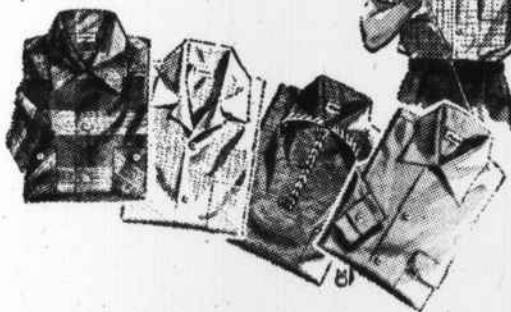
Smartly styled 'Lady Baltimore' luggage. Triple plywood base with scuff-proof vinyl covering in white, blue, green. Brass Lock. 21" Train Case. Reg. 12.95

**9 67**

\*plus 10% fed. tax. MAIN FLOOR Regularly 14.95

SPRINGS "BEST BETS"

Sports shirts



## GREATEST SALE EVER

### Men's Short Sleeve SPORT SHIRTS

180 brand new sport shirts in the regular \$1.98 quality have been added to this special group. Sizes small, medium and large. A saving you cannot afford to miss.

**\$1**

MAIN FLOOR



SALE! lasting **1 67**  
Columbia paints  
Gloss or flat finish, floor enamel. Wide, wonderful choice of colors! And—long-lasting! Buy now! Save!

BASEMENT

Chatham 25% Wool Blankets

Nice soft single blankets — white background with stripe. Just 48 of these to sell. 25% wool. **\$2.95**

BASEMENT



"HEIRESS" STRETCH NYLONS

Reg. 2 pr. 3.90. Amazing full-fashioned stretch nylons cling to every curve so sleekly, smoothly. Won't twist, sag, wrinkle. Short, Average, Tall in 5 Spring shades. **2 2 67**

MAIN FLOOR

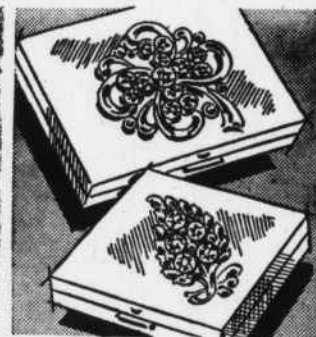


SAVE ON B & L MEN'S PAJAMAS

Fine, high-count cotton broadcloth. Sanforized\*, colorfast. Comfort tailored with adjustable gripper front, elastic waistband. Stripes, fancies, solid colors. A to D. \*max. shrinkage 1%.

**2 67**

MAIN FLOOR



SAVE! jewel-rich **1 67**  
Dorset compacts

Values to 2.49\* Jewel trimmed golden metal! Wafer-thin squares! Oblongs! Inner doors. \*Plus 10% Fed. Tax

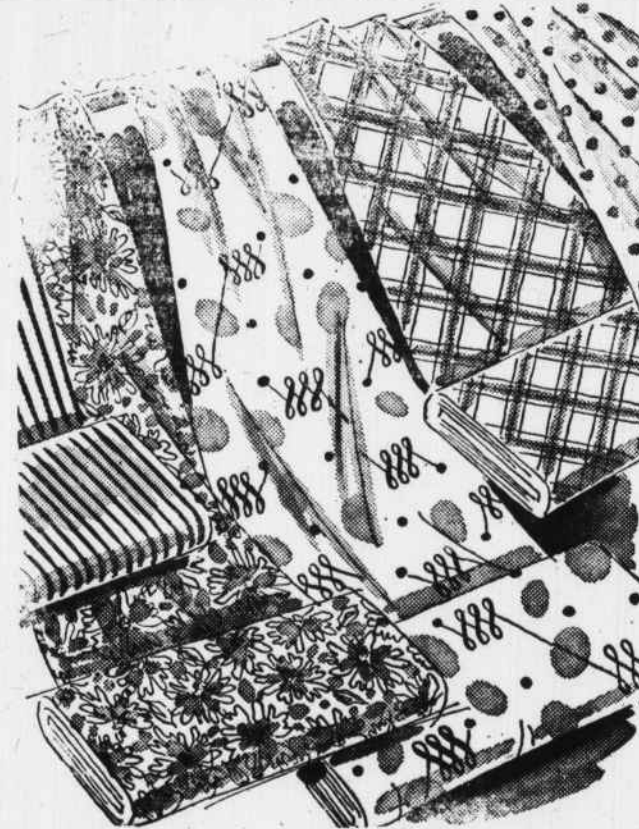
MAIN FLOOR



SALE! super-soft toilet tissue **10 for 67c**

Facial quality — soft enough for baby's tender skin. White or assorted pastels. Usually 10c each!

BASEMENT



COOL COTTON SHEER PRINTS

You'll find dainty dimities, lawns, smart cross-bar checks, tissue-sheers! At this amazingly low price you can buy and buy and sew and sew! All by famous Berkshire! 35 to 36 inches wide. **2 67c** yds

BASEMENT

Regularly 48c-59c yd.

SEVERAL HUNDRED

DISHES  
Your Choice



If you haven't taken advantage of this great saving, please do so now. This price won't be repeated soon. Many, many, of the larger dishes are here.

**10c**

BASEMENT

Belk's  
Home of Better Values

OUR 67-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!

FREE — Friday, 3 to 5 p. m.  
SOUVENIR ASH TRAY

Visit our New Gift Annex Friday afternoon of this week between the hours of 3 and 5 p. m. and we will give you absolutely free a beautiful souvenir ash tray. As long as 600 last.

# Belk's

# Franklin