

*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"

## Free Balloons Saturday

Gay, colorful, filled with helium. Bring the kiddies with you — get them one of these nice balloons. All day Saturday in the Basement Store. From 10 a. m. to 4 p. m.

## Save On Ladies' Shoes MORE THAN 200 PAIRS

TENNIS SHOES

CASUALS

DRESS SHOES

A double table of the ladies' sandals, oxfords, casuals, as well as several pairs of the better tennis shoes and oxfords. Not in boxes. If you will help us hunt the mates — the price is just

BASEMENT STORE

# \$1.00



## Beautiful Slips

A large enough selection to please most anyone. Sanforized cottons with embroidery trim. Rayon crepes in white and pink. A good selection of sizes. Sizes 32 to 40.

# \$1

BASEMENT



men's washable **467**  
linen-look slacks

Our own Manstyle! Textured linen-weave rayon, deep pleats, continuous waistband. 28-42.



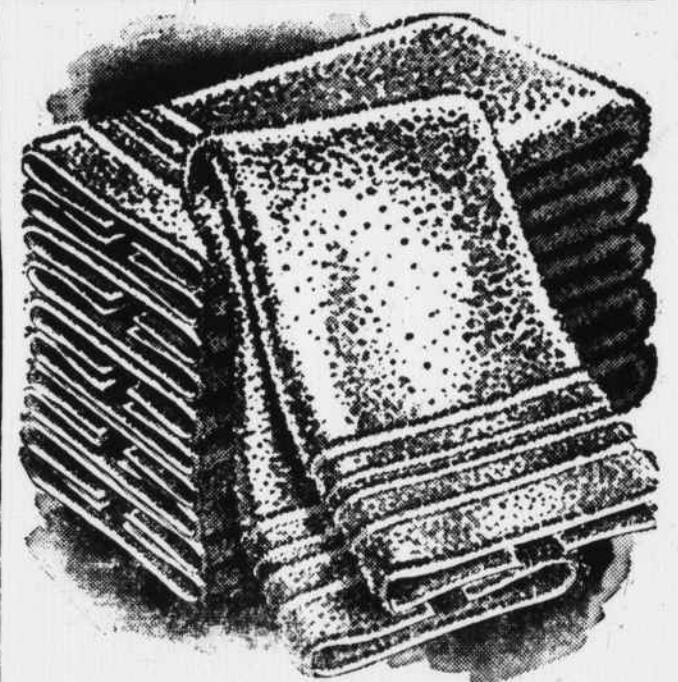
## Dresses

## Founders Day SPECIAL

It will be to your advantage to look through this outstanding group of dress up frocks. The value here is double what you would expect. Others ask from \$5 to \$10 for these dresses. Just another reason it pays to shop at Belk's

# \$3.67

BASEMENT



**DIG BATH-SIZE CANNON TOWELS**

Big 20 x 40" size at this price! All first quality, super-absorbent terry by famous Cannon Mills. Pink, blue, aqua, yellow, green. Stock your linen closet now!

# 267¢

BASEMENT

Regularly 43c Each



**WOMEN'S WHITE CASUAL SHOES**

Such barefoot comfort—and at a next-to-nothing price! You'll find sling backs, open toes and flatter-than-flat soles! Sizes to fit 4 to 10. Whites and—colors too!

MAIN FLOOR

Regularly 2.98

Sale of ...  
**GLASSWARE**

Bowls  
Relish Dishes  
Pitcher

# 19c

Gift Annex

**Men's Better Dress**

**OXFORDS**



Always a good buy here. Save \$1 to \$5 on every pair. No boxes. All brand new. Just discontinued numbers from our regular stock. Main Floor. Basement Entrance.

# \$5.00

## \$50 CASH PRIZES---

For the most authentic dress of the period of about 100 years ago made from material bought at Belk's in Franklin. Any kind of material. Cotton or rayons, etc. Judges will be appointed by the Centennial Committee. Just save your sales slip for the material and you are automatically entered!

**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!

## 50 ft. Plastic Garden Hose

Guaranteed for 5 years. Complete with brass fittings. Green plastic only. While they last in the New Gift Annex.

# \$2.95

BASEMENT

## Short Lengths

**Fast Color Percales**

Every week now a new shipment of this very wonderful material. Values to 59c per yard. Pieces up to 10 yards long. All at this low price. Wonderful for dresses, children's clothes, quilting, aprons, etc.

# 19c yd.

BASEMENT



# BELK'S

# FRANKLIN