



FOUNDER'S DAYS Sale

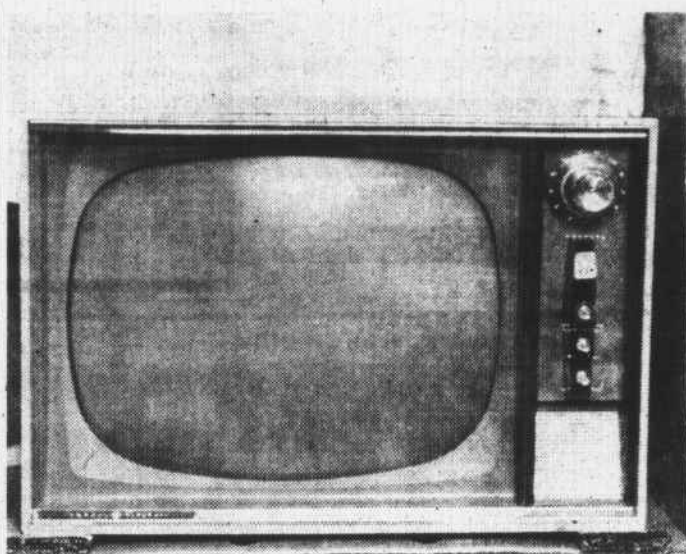


Thurs.-April 24th Through Sat.-May 3rd

9 Big Days

Celebrating 70 years of service to the South! Generations of money-saving buys on the family's most important needs! So much to see, to compare... so many ways to save! Bring the family!

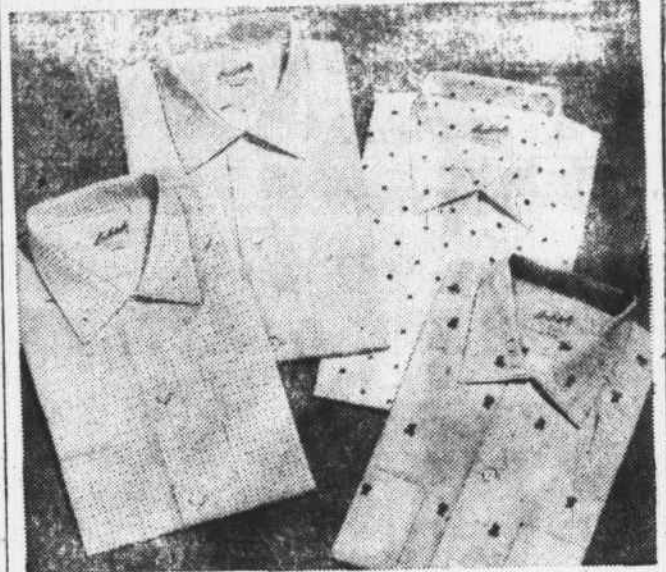
FREE! 21^{in.} G. E. Television



PRICE \$239.00

This beautiful television set will be given away absolutely free on Saturday, May 3rd at 4:30 p. m. There is no obligation to buy, just come in and register as often as you wish. Set is located on Belk's Main Floor.

Men's No Iron Shirts



Archdale label in every shirt!

DACRON-PIMACOTTON BATISTE SPORT SHIRTS

Our very own Archdales! White, pastels, prints! All with permanent stay collars! Easy-care: drips dry to just-ironed smoothness! And see how you save! S, M, L, XL.

2.88

Regularly 3.95

MAIN FLOOR

REGISTER AT BELK'S MAIN FLOOR TODAY!

119 ONLY LADIES'
HOUSE DRESSES
These are from our regular stock of nice \$2.99 and \$3.99 wash frocks.

Full Range of Sizes

99c

BASEMENT

321 PAIRS
LADIES' SHOES AND SANDALS

Save \$1.00 or More on Every Pair

99c

MAIN FLOOR

Look for the Big 12 Page Belk Sale Catalogue in Your Mail

full size, deluxe sewing head!

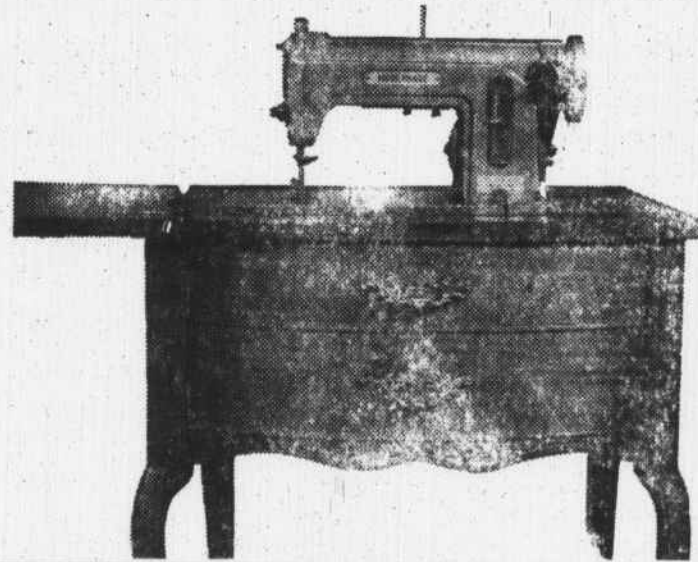
SEWING MACHINE PLUS HANDSOME CABINET

Sews forward, reverse! Fancy stitches! Even darns without extra attachments! Concealed sew light, tension regulator, automatic bobbin winder! Save dollars on your new wardrobe!

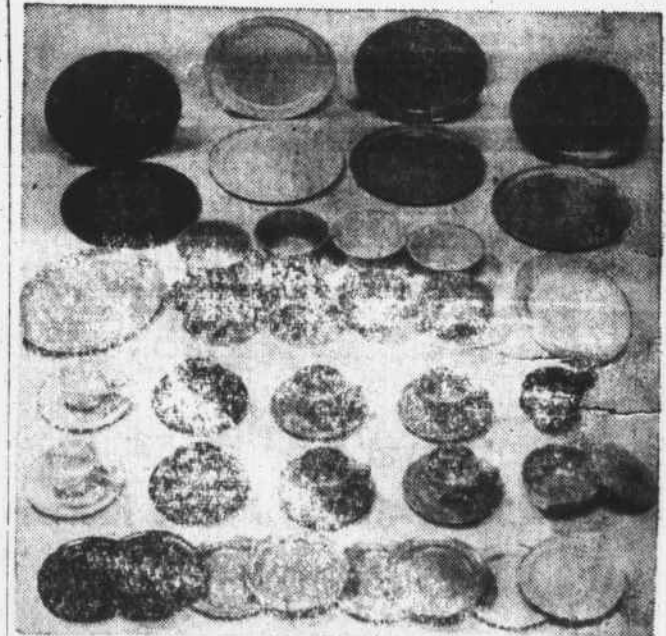
69.00

Usually 89.95

MAIN FLOOR



UNBREAKABLE DINNERWARE



1-yr. breakage guarantee!

SERVES 8! 45-PIECE MELMAC DINNER SET

Mix-or-match cool colors! Modern coupe shape! Includes platter, sugar, creamer, vegetable dish! 1-year factory guarantee against breakage, chipping! And you save \$20!

19.99

comp. at 39.95

BASEMENT

MEN'S LARGE 18 x 18 WHITE HANDKERCHIEFS

FOUNDER'S DAY SALE
Hemstitched Hems — Snow White

10 for \$1.00

MAIN FLOOR

FREE--- TO THE LADIES — A nice Founder's Day Souvenir Change Purse. Ask at the Wrapping Stand Main Floor.—As long as 500 last.

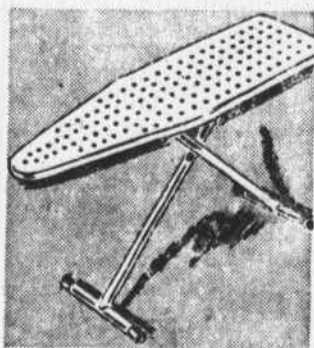
Basement Store Specials



WON'T CRACK, PEEL, DENT
FLEXIBLE PLASTIC BASKET

Sale 1.00

Reg. 1.49

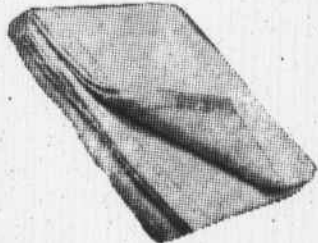


ALL STEEL IRONING TABLE
ADJUSTS TO 11 HEIGHTS

Sale 5.44

Reg. 6.95

Sit-down ironing from either side! Adjusts from 25 to 36" at finger's touch! Buy!



FAMOUS-MAKE! MOTHPROOF
RAYON-NYLON BLANKET

Sale 3.69

72x90

Beautiful Long Life
Binding

Luscious Colors

BOYS' SUMMER SPORT SHIRTS

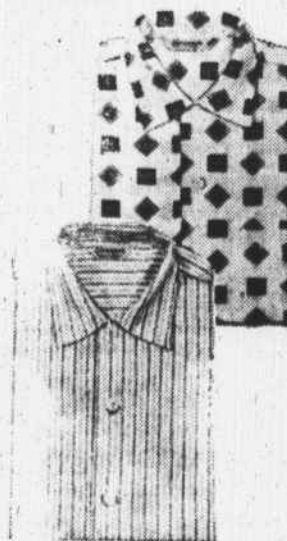
Clear Saving of 40c on
Every Shirt
Checks — Fancies
Sanforized

6 to 16

Wash
and
Wear
Sport
Shirts

99c

MAIN FLOOR



BELK'S - - - Franklin