

# Belk

# FOUNDER'S DAYS



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## DOOR BUS SMASHING VALUES

**2.44**  
LADIES STRAW HANDBAGS  
Plastic vinyl coated straws... imported! Leather trims. Some inside zippers.

**2.44**  
MEN'S NO IRON SPORT SHIRTS  
polyester and cotton  
machine care  
solids, stripes, checks, plaids  
button down or regular collars  
cool half sleeves  
sizes S, M, L, XL

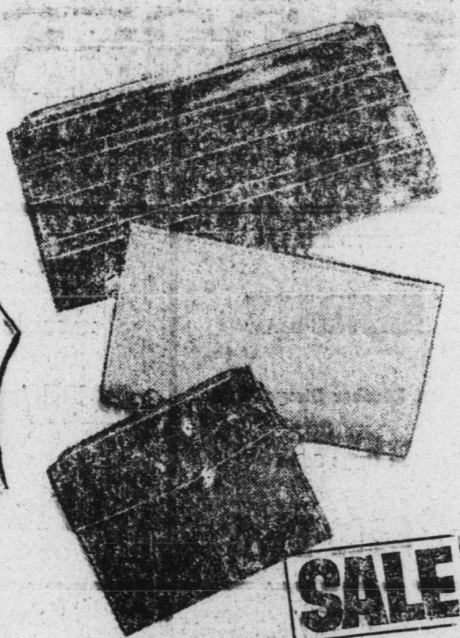
**6.88**  
ELECTRIC APPLIANCES  
our own 'Staple' brand  
1 year over-the-counter guarantee  
see them all

**2 FOR \$1**  
'HEIRESS' PANTIES  
'SpunLo' briefs, lacy & tailored. Cool acetate tricot. All white. Sizes 4 to 10.

**6 PAIRS \$2**  
NYLON HOSIERY  
our 'Reigning Beauty'  
mesh or plain  
key spring shades  
all first quality  
hurry on in!

**6.00**  
OUR OWN 'ARCHDALE' RIPPED B...  
brown  
no-iron  
white  
dyed

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**1.88**  
REGULARLY 3.00 to 5.00  
**LADIES' WALLETS BY BARONET**  
Lizard grains, Belgian linen, Italian cowhide (the kind that melts at the touch!) Secoia cowhide—in the newest Spring colors. Many different styles. Stash away a few.

**2 FOR \$5** Regularly 2.99 each  
**SLEEPWEAR SWEETS**  
Our 'Reigning Beauty' sleepwear in no-iron cotton and Kodol® polyester in sweet pastels.

**2 FOR \$7** Regularly \$4 ea.  
**2 FOR \$5** Regularly \$3 ea.  
**NYLON SATIN TRICOT SLIPS**  
Slips lavished with lace, with shaped bodices. Slips with applique lace! White. Average 32-40. Short 30-38.  
Beautifully shaped nylon satin tricot. Tailored, or laced. White with shadow panels. Average 32-44, short 32-38.

**77c** Regularly \$1.00  
**NYLON & TRICOT BRIEFS**  
Tailored white in nylon satin tricot. Fancy styles in white and pastels in nylon tricot. 4-10.

**3.88**  
REGULARLY 6.00  
**DRESS AND CASUAL HANDBAGS**  
Imported crochet viscose in white, natural, navy, coffee, black. Plastic vinyl coated baskets in natural, white, black, coffee. Dress bags in plastic patents, plastic calls. Crushed grain vinyls in soft shapes. New boxes, spectator types and dress bags! See the whole gorgeous group.

## OUR OWN 'ARCHDALE' CANVAS PLAY SHOES

STYLES FOR THE WHOLE FAMILY — ALL AT EXTRA SAVINGS  
Made expressly for us by a top name in bouncy-soled canvas shoes. You get sturdy uppers, thick soles with plenty of "go". And inside, the foot-cradling support of inner cushion arches. A note of comfort that adds up to better foot health too.

- A. TENNIS OXFORDS  
Plaids and solid colors for kiddies. White and solid colors for misses. usually 5.90 **4.47**
- B. BASKETBALL LOW-CUTS  
For men, big & little boys, usually 3.00 **2.47**
- C. THICK-SOLED SURFERS  
For men, women and children
- D. LADIES' EYELET #1E  
Navy blue or chino tan, to wear with your casuals. usually 4.00 **3.47** (with rope edge soles, 4.47)



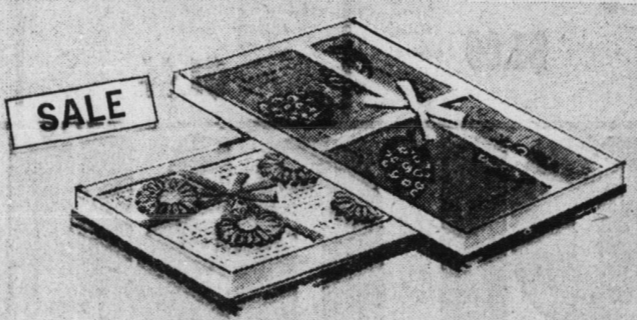
**2.50**  
**TRAVEL KITS & TOTES**  
Usually 3.50. Zip-top plastic kits fitted with bottles, jars, hangers, travel aids. (shown) Top handle shoe tote.



**1.44**  
**ANGEL TREAD SCUFFS**  
Usually 2.50. Wild flower print! Soft chenille in cerise, turquoise, white. Cloud-soft soles. Sizes small, medium, large.



**60" wide polyester double knits SALE 4.88**  
USUALLY \$6.00 YD.  
The marvelous Spring-into-Summer fabric that has "dressed up" to ture in itself. Stitches into beautiful shapings with such ease. M-velously practical addition to your wardrobe too—no ironing! And the colors—pure inspiration! Pastels, bright darks. Come see—you'll want to sew and sew!



**3.44**  
8-piece set  
**IMPORTED STRAW PLACE MATS**  
Usually 3.99. Natural or decorative Abaca place mats with attractive coasters in shapes of fruit or flowers. Gift boxed — smart choice for bridal showers, Mother's Day surprises.

**99c**  
**JEWELRY**  
SCOOP UP AND SAVE!

A wonderful and complete selection of jewelry. Uniform hand knotted (the expensive kind) pretend pearls in necklaces and earrings. Animal pins, and florals. Tailored and lacy type pins. Colors! Enamel pins! Clip earrings or for pierced ears.