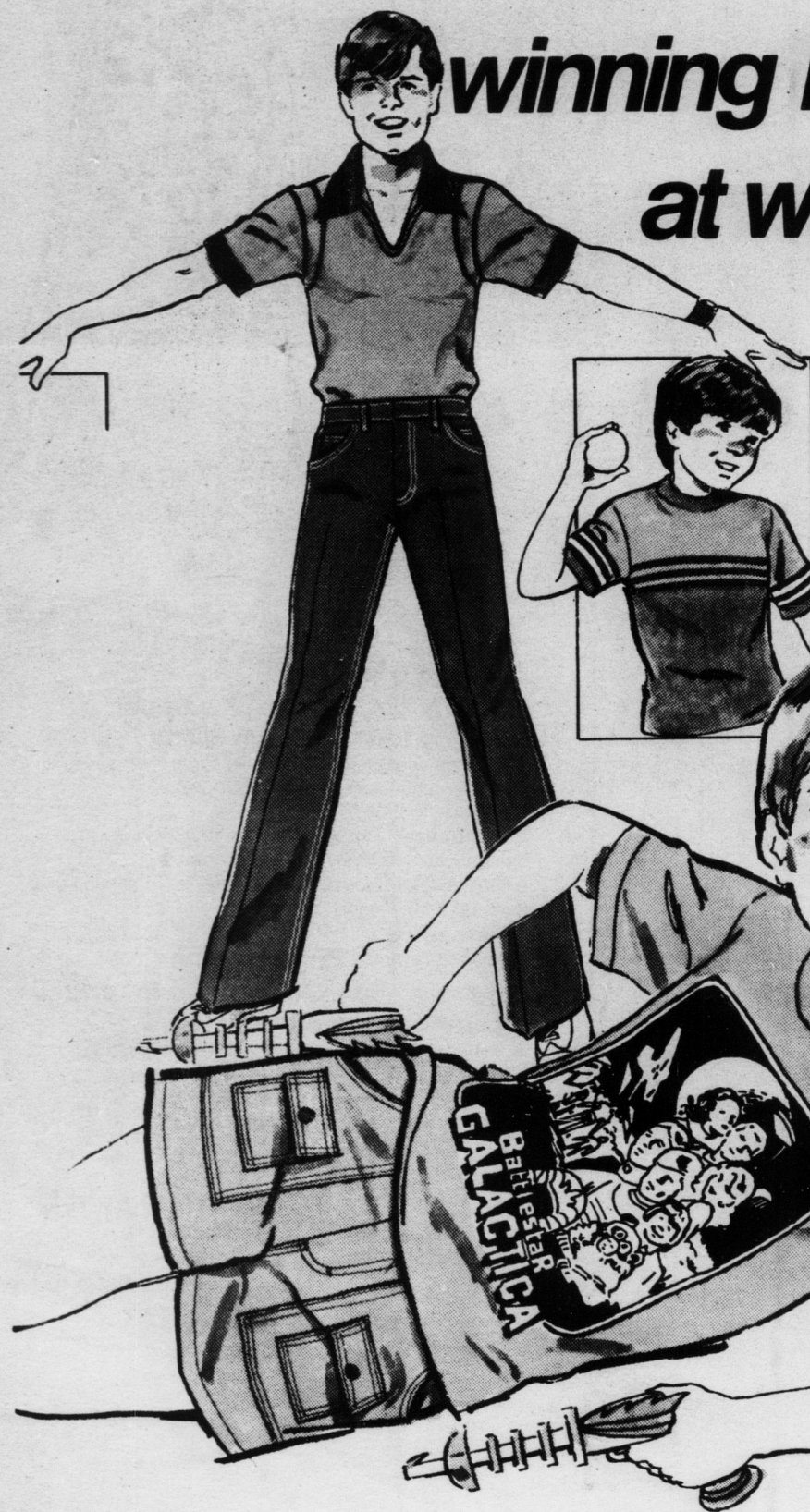


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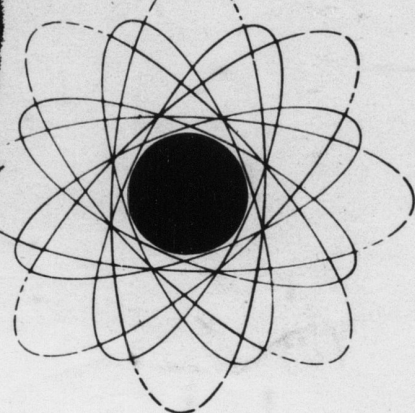
founder's day sale

winning looks for boys at winning prices!



Stretch rib knit shirt with keyhole neck, piping trim. Polyester & cotton. By Generation 2. XS-S-M, regularly \$8 6.44
 Straight leg denim jean with contrast stitching. Cotton and polyester. 25-32", regularly \$11 8.44
 Short sleeve crew neck knit shirt; contrast tape on chest and sleeve. Polyester and cotton. Our Alphabets' 4-7, regularly 4.50 . 3.44
 Screen print short-sleeve crew neck polyester & cotton knit shirts. Designs like 'Battlestar Galactica' 'Star Wars', 'Superman'. 4-7, regularly 3.25. Bigger boys' S-L (8-16), regularly 3.50 ea. 2.44
 'Alphabets' brushed denim alpine shorts with lots of pockets. Cotton & polyester. Sizes 4 to 7, regularly \$6 4.44
 V-neck knit shirt; contrast tape on one sleeve. Our 'Andhurst' 8-16, regularly \$7 5.44
 100% cotton Sanforset® tennis shorts with side vents, deep pockets. 8-12 regular & slim, regularly \$8 6.44
 Screen printed short and shirt set for action sports. Polyester and cotton. S-XL, regularly \$7 5.44

Use your Belk Credit Card; it's convenient for you.



6.88 to 8.88

regularly \$9 to \$12, save 2.12 to 3.12 on sleepwear

Our own Heiress® styles in easy-care polyester/cotton. Blue or pink prints. S-M-L.
 a. Wrap sleepcoat, reg. \$12 8.88
 b. Shift gown, reg. \$9 6.88
 c. Baby doll, brief party, reg. \$9 ... 6.88

12.88

regularly \$17 each, save 4.12 on easy-care dusters

d. Our own Heiress® styles with snap fronts and Shirred details. Assorted plaids, stripes and tattersalls. No-iron cotton and polyester cotton. S-M-L.
20% off Heiress® panties

h. Find briefs, bikinis and hipuggers. All with cotton shields. Assorted colors; sizes, reg. 1.65 to \$2 1.32 to 1.60

save on Heiress® pantyhose

j. Sandalfoot style in four great colors. Sizes P-A-T, reg. 1.25 77c

save on sleepwear, dusters and the bare essentials



founder's day sale
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