

BELK'S NEW FRONT

GRAND OPENING

CELEBRATION

SALE

Thursday -- Friday -- Saturday -- Monday

Free Red Roses To The First 100 Adults To Enter Our Store Thursday Morning

10c each 10c each

BASEMENT SPECIAL

Dishes — Dishes — Dishes — Dishes

ALL OPEN STOCK—THIS IS THE GREATEST DISH SALE WE HAVE EVER PUT ON!

Over 500 Dozen Pieces will go on sale Thursday Morning at 8:30

They are all Solid Color—Chartruese and Yellow, with Brown Borders, and are the very latest thing in dishes

Complete Sets for Any Size Place Setting Can Be Bought!

Cups, Saucers, Dessert Bowls, Dinner Plates, Large Oblong and Round Platters in Several Sizes, Sugar and Cream Pitchers, Small Salad Plates

YOU WON'T WANT TO MISS THIS DISH SALE IN OUR BASEMENT STORE

Special While They Last—10c each

10c each 10c each

First Floor Piece Goods Dept.



ONE TABLE REGULAR 79c
PLAIN and STRIPED CHAMBRAY
SPECIAL FOR THESE FOUR DAYS
69c yard

ONE TABLE
COTTON PLAID GINGHAM
REGULAR 79c VALUE
Special—69c yard

ONE TABLE
PIQUE, SEERSUCKER and PRINTS
REGULAR 69c VALUE
Special—59c yard



EXTRA SPECIAL!!!
LADIES' 51 GAUGE NYLON HOSE
BOUGHT ESPECIALLY FOR THIS SALE
While They Last—\$1.00 pair
(THESE ARE FIRST QUALITY)

SPECIAL—NEW SHIPMENT OF LOVELY
MINIATURE CHARACTER DOLLS
Bought especially for this store front opening event
While They Last—\$1.00 each

Every little girl will want one of these beautiful dolls. These dolls have eyes that open and close



We have completed remodeling and modernizing the front of Our Store. To celebrate the completion of this addition Special Reduced Prices are being offered on merchandise in every department of Our Store.

YOU CAN SAVE MONEY DURING THIS SPECIAL EVENT!

To Celebrate the Completion of Our New Store Front We Will Give a **10 Percent Reduction on All Shoes** for this four day event.

It will pay you well to take advantage of these reductions during our New Store Front Opening Sale!

Belk's

Belk's Home of Better Values
Boone, North Carolina

Make BELK'S Your Shopping Headquarters—Today and Every Day

READY-TO-WEAR DEPARTMENT

ONE LOT BRASSIERES—VALUES UP TO 1.69
Close Out Price—2 for \$1.00

ONE LOT LADIES' DRESSES
Reduced to 1-2 Price for This Sale

ONE LOT LADIES' SKIRTS
Reduced to 1-2 Price

ALL LADIES' SHORT AND LONG SPRING COATS AND SPRING SUITS
Reduced 20% for This Event

Men's Department

ENTIRE STOCK OF MEN'S SUITS FOR OUR NEW STORE FRONT OPENING SALE
Reduced 20%

MEN'S REGULAR 69c
HAND BLOCKED ARGYLE SOCKS
SPECIAL FOR THIS EVENT!
2 pairs for \$1.00

TABLE MEN'S WHITE SHIRTS
VALUES TO \$2.95—SPECIAL FOR THIS SALE!
\$2.00 each

ONE LOT BOYS' SWEATERS
VALUES TO \$2.95—SPECIAL FOR THIS EVENT
\$1.00 each

