

# Belk's JAMBOREE of VALUES

Home of Better Values

FEBRUARY SAVINGS GALORE OUTSTANDING VALUES COMPLETE SELECTIONS BRING THE WHOLE FAMILY

THURSDAY, FRIDAY SATURDAY and MONDAY

**TOP VALUE!** our own brand 130-count muslins!  
**STATE PRIDE SHEETS**



**1.59** 72 x 108"  
 81 x 99"  
 81 x 108" **1.69** 42 x 36" cases, **39¢**

Your best buy for day-in day-out wear! Firm, long-wearing muslin (130 threads per square inch) . . . tear-resistant tape selvages, deep, close-stitched hems. So smooth, so snowy-white! They're made to our own specifications; that's why you save! Come in, be smart — buy a good supply for your linen closet!

- First quality bleached muslin!
- 130 threads to the square inch!
- Your best buy—shop, compare!

LADIES' REGULAR 29c  
 RAYON PANTIES  
 SPECIAL  
**4 pairs 99c**  
 Basement

Basement  
 HOUSE PAINT  
 INSIDE, OUTSIDE, AND FLOOR ENAMEL  
**\$1.98 gal.**  
 BIG VARIETY OF COLORS

First Floor—Men's Department  
 ONE LARGE TABLE MEN'S  
 DRESS and SPORT SHIRTS  
 VALUES TO \$2.98—SPECIAL  
**\$1.00 each**

MEN'S REGULAR \$4.95  
 CORDUROY SHIRTS  
 SPECIAL  
**\$2.50 each**

ONE TABLE  
 COSTUME JEWELRY  
 New Spring Selection—SPECIAL—  
**2 for \$1.00**

1st Floor  
 FOAM RUBBER PILLOWS  
 Regular \$3.98 Value  
 SPECIAL  
**\$2.99**

LOADS AND LOADS OF  
 New  
 SPRING COTTON  
 BUTCHER LINENS AND  
 COMBINATIONS OF  
 ACETATES  
 At prices that will  
 delight your eye!

New  
 SPRING SHOES  
 ARRIVING DAILY  
 New  
 SMART FOOTWEAR  
 at BELK'S

Basement  
 SPECIAL  
 FULL BED-SIZE  
 CHENILLE  
 BEDSPREADS  
 Regular \$3.98 Value  
 SPECIAL FOR THIS SALE  
**\$2.99**

Basement  
 JUST RECEIVED SHIMPENT  
 LADIES'  
 SPUN RAYON DRESSES  
 SPECIAL  
**\$2.99**

ONE TABLE REG. 69c  
 GINGHAM AND CHAMBRY  
 SPECIAL FOR THIS EVENT  
**59c yard**

1st Floor  
 SPECIAL  
 REGULAR 59c TOWELS  
**2 for 99c**

ONE TABLE TAFFETAS, FAILLES,  
 AND FANCY RAYON  
 DRESS MATERIAL  
 VALUES TO \$1.98 YD.—SPECIAL  
**99c**

LARGE  
 FLUFFY SOFA PILLOWS  
 SPECIAL  
**\$1.00 each**  
 Basement

ALL LADIES' WINTER  
 DRESSES AND COATS  
**1/2 Price**  
 Second Floor

Basement  
 TOBACCO CANVAS  
 2 YARDS WIDE  
**25c yd.**  
 +  
 3 YARDS WIDE  
**35c yd.**  
 +  
 100 SQUARE YARDS  
 BOLT  
**\$9.95**

NEW SPRING SHIPMENT  
 CRISP  
 ORGANDY CURTAINS  
 Regular \$3.98 Values  
 SPECIAL  
**\$2.99**



SHOP BELK'S for better selections, better buys. BUY BELK'S for certified better values!

# BELK'S DEPARTMENT STORE

Boone, N. C.