



JANUARY CLEARANCE

Besides reduced prices on Winter Merchandise, we are featuring Our Own STATE PRIDE Merchandise—made especially for us—and us only—Shop and save during this double-barreled Sales Event—Shop now—and save!



WE WILL BE
CLOSED WEDNESDAY
JANUARY 4
Marking down and re-tagging our merchandise for this January Sales Event!

Ladies' Regular \$5.99
DRESSES
\$4.00

Other Reductions in Ladies' Dresses

Regular Value	REDUCE TO
\$ 6.99	\$ 4.50
\$ 7.99	\$ 5.00
\$ 8.99	\$ 6.00
\$10.99	\$ 7.00
\$12.99	\$ 8.00
\$16.99	\$11.00
\$24.99	\$17.00



We Are Offering Many Price Reductions in Ladies' Wear—including:
Lingerie — Blouses — Skirts — Brassiers
ALL LADIES' WINTER HATS—\$1 & \$2

Group Children's Dresses Reduced As Follows

Regular \$1.99 Reduced to\$1.59	Regular \$4.99 Reduced to\$3.99
Regular \$2.99 Reduced to\$2.39	Regular \$5.99 Reduced to\$4.49
Regular \$3.99 Reduced to\$3.29	Regular \$7.99 Reduced to\$5.99

Children's Winter Coats.—One-Half Price

One Table Children's Caps 1/2 Price One Table Children's Sweaters 1/3 Off
SPECIAL PRICES ON CHILDREN'S T- SHIRTS — BLOUSES — LINGERIE



FIRST FLOOR SHOE BARGAINS ON SALE

One Table Ladies' Natural Bridge Dress Shoes \$5 pr.

One Table Ladies' Suede and Smooth Leather Pumps — \$3.50 Values to 5.99

One Table—Greatly Reduced Pumps — Straps \$2

One Table—Values To 5.99 Children's Oxfords — \$2.50 pr.

One Table Ladies' Suede and Leather Flats — \$3.00 Values to \$5.99

One Table Suede and Smooth Pumps — \$4 Values to \$8.99

One Table Loafers and Flats Greatly Reduced—\$2.50 pair

Shop now and Save

BELK'S—Boone's Largest Department Store

LADIES' REGULAR \$19.99 WINTER

COATS-SUITS

\$12.95

Other Suit and Coat Values

Regular \$24.99 Value

\$16.95

Regular \$29.99 Value

\$17.95

Regular \$34.99 Value

\$20.00

Regular \$39.99 Value

\$22.00

Regular \$49.99 Value

\$30.00



Save In Our Big First Floor Piece Goods Sale

One Table 79c Print

• Solid Striped Chambray 59c Yd.

One Table

99c Print—Special At 69c Yd.

One Table

• Rayon Dress Material Reduced

REGULAR 99c MATERIALS REDUCED TO 69c YARD
Reg. 1.29 reduced to 69c yd. Reg. 1.79 reduced to 79c yd.
Reg. 1.69 reduced to 79c yd. Reg. 1.99 reduced to 98c yd.

• One Table

WOOLENS

REDUCED

33 1/3%

One Table

Linens Greatly Reduced

Reg. \$1.00 Per Yd.

Corduroy—Special 79c Yd.

• One Table

DRAPERY

MATERIALS

79c and \$1

One Table

Odds — Ends

CURTAINS

1/2 Price

Look for Our "STATE PRIDE" MERCHANDISE

Reg. 98c TOWELS—79c

REG. 79c TOWELS	69c	REG. 39c TOWELS, 3 for	\$1.00
REG. 69c TOWELS	59c	WASH CLOTHS, 5 for	\$1.00

BELK

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Regula
Regula
Regula
Regula

BO

V

Regul
\$11.9
10.99
8.99
6.99
5.99
4.99
1.99
2.99
3.99

36-in.

One T

One T

One T