

Our 75th

Spring

WIDEST ASSORTMENTS!
BIGGEST SAVINGS!

Comes To Belk's In Boone—New Fashions for Spring



Be Sure To Come In and See Our New Arrivals In

R&K Originals—\$19.99 up

You Will Be Pleased With These High Quality Beautifully Fashioned Spring Dresses

"You're Better Dressed In An "R&K Original" Sold In Boone Only At Belk's

SHOES

for The Modern Young Miss—From Flats to High Heels—In Our Shoe Departments. We Have Two Shoe Departments To Choose From . . . Priced To Suit Every Budget.



Piece Goods—Two Depts.

Patterns and Fabrics Galore In Our Piece Goods Department. Come In and See Our Beautiful Selection of Cottons and Synthetics . . . All With Spring In Mind

Ladies — Our Ready-to-Wear Department Has Received and Is Receiving Daily From The Fashion Capitals of The Country A Most Complete Assortment of Spring Merchandise for Every Member of The Family.

We Invite You To Come In and See Our Selection of "B Casuals" — Our Own Brand of Ladies' Sportswear Made Especially for Us According to Belk's High Standards and Specifications.

We Are Boone's Exclusive Headquarters for "Jantzen" Sportswear



See Our "Sweetbriar"

CASUALS

\$5.99 to \$8.99



Ladies' Bags, Gloves and Costume Jewelry To compliment Milady's Spring Wardrobe. We Can Match or Blend Your Shoes With A Bag.

GLOVES \$1.00 up

BAGS \$1.99 to \$4.99

COSTUME JEWELRY
\$1.00 - \$2.00 up

Belk's Is Your One-Stop Shopping Center for All Your Clothing Needs



Men's New Spring SUITS

In A Large Variety of Patterns and Sizes

\$29.99

to

\$49.99

Alterations Free

Boys—Make Our Store Your Headquarters for All Your Clothing Needs . . . Shop Belk's First



See Our New Spring Arrivals In

Shoes for Men and Boys

Two Large Departments to Choose From



We Have A Most Complete Children's Department for Girls and Little Boys. For A Spring Outfit for Little Boys and Girls of All Ages, Shop Our Second Floor Children's Dept.



Boone's Largest Dept. Store



DIAMOND JUBILEE