

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

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



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



Men's New Spring SUITS In A Large Variety of Patterns and Sizes \$29.99

to

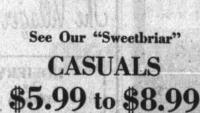
49.99

Alterations Free

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

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



Boone's Largest Dept. Store

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

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.

DIAMOND

JUBILEE