

# Belk's *Department Store* WEEK - END SPECIALS

## Thursday-Friday-Saturday

Now is the time to **SAVE MONEY** on Merchandise you use every day. **YOUR MONEY WILL GO FARTHER AT BELK'S**

**Read every word of this advertisement. IT WILL MEAN MONEY IN YOUR POCKET**

### FIRST FLOOR SPECIALS



**Women's HUDSON NYLON**

**HOSE**

New fall shades  
all gauges

SPECIAL FOR  
THESE THREE  
SPECIAL  
DAYS

**\$1.00 per pair**

ONE TABLE OF CHAMBRAY & GINGHAM  
regular 79 cent value, special for these  
THREE DAYS  
**69c per yard**

ONE TABLE SPUN RAYON, fancy patterns,  
regular \$1.19 a yard - special for this event  
**\$1.00 per yard**

SHEETS — PACIFIC TRUTH BRAND, 72x  
108, 81x99 and 81x108, regular 2.95 values  
SPECIAL FOR THESE THREE DAYS  
**\$2.48 each**

PILLOW CASES, FULL SIZE, reg. 69c values  
**Special - 55c each**

ONE TABLE FRENCH CREPE, reg 1.48 value  
**Special - \$1.29 yard**

One table BATES STRIPE BROADCLOTH,  
regular \$1.39 value  
**Special - \$1.25 yard**

One table CORDED RAYON STRIPE DRESS  
MATERIAL, in blue, grey, green, lavender  
and brown, regular \$1.98 value  
**Special - \$1.48 per yard**

### MEN'S DEPARTMENT LOOK AT THESE VALUES

GOOD NEWS FOR MEN - For 3 Days Only

... ALL MEN'S SUITS 10% OFF



57.00 Suits reduced to . \$51.30  
52.50 Suits reduced to . 47.25  
49.50 Suits reduced to . 44.55  
47.50 Suits reduced to . 42.75  
42.50 Suits reduced to . 38.25  
39.50 Suits reduced to . 35.55  
35.00 Suits reduced to . 31.50

These include Curlee and Rock  
ingham Suits. We carry regu-  
lars, shorts, slims, stouts. Now  
is the time to save money on  
high grade fall suits.

**One lot Men's Wool Vests \$2.00 each**

Regular \$5.95 values. This is just the thing to  
wear with extra coat and pants.

Shop in our men's department for every cloth-  
ing need for men and boys



### SHOE DEPARTMENT

ONE TABLE  
Women's Oxfords, Loafers and

**Women's Dress Pumps, . . . \$3.50 pair**

Sizes 4½ to 9

regular 5.95 and 6.95 values . . Special for these  
THREE DAYS ONLY

### BASEMENT STORE

Just Received . . .

a special buy in

**LADIES COTTON  
HOUSE DRESSES**

sizes 12 to 44. Variety of styles  
and fancy colors, special  
while they last

**\$2.29 each**



One rack . . .  
**Mens and Boys**

leather and Wool

**JACKETS**

and

**Coats**



the regular price of  
this lot of coats is  
from 6.95 to 27.75

**Special for These Three Days we will  
sell these coats at 1-2 original price.**

You can't afford to miss out on this . . all sizes

**Men's Unlined Overall Jackets . . \$1.50**  
regular 2.48 values

**Women's Oxfords, special . . \$1.00 Pair**  
regular 2.95 values

**Special Buy - Ladies Nylon Hose . . 59c**

COME AND SHOP IN OUR STORE FOR  
MANY OTHER VALUES not mentioned here  
When in Boone make Belk's your headquarters.

We are always glad to see you.

Prompt and courteous service at all times by a  
competent and courteous salesforce



# BELK'S DEPARTMENT STORE

The Home of Better Values - Boone, N. C.

**PATRONIZE YOUR LOCAL FREEZER LOCKER PLANT**