

Belk's

Department Store

"GOLDEN HAR"

Up-to-the Minute Styles in New, Fresh

Buy Here With Confidence—Save

We are featuring the very newest in fall and winter merchandise, peal because of the high quality plainly visible in the merchandise. and we invite your inspection today. Come in and see what is new



Wonderful Values In LADIES' AND CHILDREN'S Ready-to-Wear

All women's \$18.50 Dresses **\$16.50** now only

Women's velvet and crepe Dresses, real styles and quality, **\$12.50-\$14.50** priced at only

Crepe and woolen Dresses, new **\$9.95** and very dressy; only

A great many \$7.95 Dresses are being placed on racks to go at the low price of **\$5.95**

About 100 Dresses, regular \$4.95 **\$3.95** numbers, selling now at

Misses and junior silk Dresses, **\$5.95** priced from \$9.95 down to

Children's silk Dresses, \$5.95, **\$1.98**, \$2.95, down to

A nice selection of evening and dinner Dresses, \$16.50 down to **\$5.95**

Women's fur trimmed dress **\$29.50** and sport Coats

Women's Coats, both trimmed and untrimmed sport **\$16.50** and **\$18.50** styles, each,

Women's sport and untrimmed **\$9.95** dress Coats

Women's wool Sweaters, Twin Sets, in assorted styles and colors; priced at only **\$2.98**

Women's all-wool Coat Sweaters, navy, black and wine. Priced at **\$2.95** only, each,

Women's blouse type and slipover Sweaters, 98c and **\$1.98**

Children's and misses Sweaters, most all styles; wool; **98c**

Misses and children's better wool Sweaters; \$1.98 down to **\$1.48**

Infants' and little children's Sweaters, 98c down to **59c**

Snow Suits; fancy plaid and solid colors **\$2.98, \$5.95, \$7.95 and \$9.95**

Boys' and girls' Legging Suits in navy, brown and grey checks **\$5.95**

Form-fit, real style and quality Foundation Garments,— **\$1.98, \$2.95 and \$4.95**

Women's crepe and satin Slips, priced at only **98c**

A complete range of women's Satin Slips at only **\$1.98**

Women's knitted Pajamas; real cute styles, \$1.98 down to **\$1.48**

An excellent assortment of women's silk Pajamas and gowns; real value at our price of \$3.95 down to **\$1.98**

Women's outing; Gowns, priced from \$1.48, 98c and **48c**

Children's E. Z. knitted Union Suits; assorted styles; **59c**

A special group children's Sweaters—values up to \$1.19; to close out at the low price of only **69c**

Largest selection of women's Hats ever shown. \$4.94, \$2.98, \$1.98 and **98c**

Men's Oxfords, in black, gray and brown suede; \$4.00 and \$5.00 Shoes; now— **\$2.98 and \$3.95**

Men's Oxfords, in black and brown, in calf, kid and kip leathers; priced only **\$2.98**

Men's Oxfords, in the famous lines (Fortune and Weyenberg); brown and black, calf skins; priced at, pair, **\$3.95**

Women's and grown girls' Oxfords, in green, gray and brown suede; \$3.95 value; now **\$2.98**

Women's dress Slippers, in black kid with suede trim; brown kid and suede trim. Regular \$6.00 value. These are in Peter's Diamond Brand; priced at **\$2.98**

Women's dress Oxfords, in the arch type; black and brown kid (International Shoes); pair **\$2.98**

Misses' brown and black Oxfords, in calf leather; Robinhood and the Weatherbird brands. Priced at, pair, **\$2.98**

Misses' Oxfords, in brown and black; sizes 11½ to 3. Priced— **\$1.48, \$1.69, \$1.98**

Boys' Oxfords, in brown and black; sizes 11½ to 3. Priced, pair— **\$1.48, \$1.69, \$1.98**

Children's Shoes and Oxfords, in black and brown. Sizes 2 to 8. Priced, pair **97c**

Sweetheart Shoes, in black and brown suede. A \$6.00 Shoe. Now only **\$4.95**

Brown and black suede in ties and pumps; now **\$3.95**

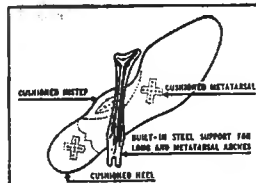
Peter's Diamond Brand black suede and brown suede; value \$4.95; now only **\$3.95**

Peter's Diamond Brand Slippers, in black and brown suede; ties and pumps; \$3.95. now **\$2.98**

Peter's Diamond Brand, in brown and black kid, ties and pumps; \$6.00 value, now **\$4.95**

School girls' Oxfords, in black calf skin. Priced, pair— **\$3.95 and \$3.48**

School girls' Oxfords, in black and brown suede and calf trim \$3.48 value; now **\$2.98**



Natural Bridge Shoes, in black and brown kid, black and brown suede. Priced **\$4.95**



HILLCREST
Beautiful Hillcrest Hosiery, thread; 48 and 51 gauge. appreciate. All sizes.
Full fashioned Silk Hose; value now, pair, only
Children's ankle and knee length **15c, 19c and**

Outstanding Bas

Fine quality Chadwick Sheeting, priced now at, yard, only **7c**

Dress Print materials; 36 inches wide; fast colors; per yard, **9c**

Broadway Prints; guaranteed fast colors; priced, per yard, only, **12½c**

Unbleached heavy Sheeting; 38 inches wide; priced, per yard, **10c**

36-inch solid color Broadclotn, priced per yard, only **12½c**

Playcloth and 36-inch Checked Gingham priced, per yard, **12½c**

Fleecelined Plaids; buy a supply at our price of, per yard, **10c**

Five-pound REMNANT ROLLS, 28 to 30 yards to the piece. Priced, each **\$1.48**

Upholstery Materials; 50 inches wide. Priced at, per yard, **29c**

Percale Prints; good patterns, good value at, per yard, **15c**

Cotton Blankets; real value at our price of, each, **48c and 79c**

Indian design Blankets, special value at the price of **97c and \$1.48**

Heavy cotton Blankets; double; priced at, pair, **\$1.48-\$1.94**

Extra good first quality Bedspreads; regular \$1.50 value; priced at, each, **98c**

Women's and grown girls' Coats; priced at only \$5.95 and **\$4.95**

Women's silk Dresses; both plain and solid colors; priced at, each, **\$1.98**

Children's cotton ribbed Stockings; priced at, per pair, only, **10c**

Misses' and children's striped Sox, elastic tops, priced per pair, **5c**

Misses' and children's Sweaters, in assorted styles and colors; priced 97c, 59c and **48c**

Women's coat style Sweaters priced at, each, **79c and 97c**

Men's Blood Hound" Overalls; special value at, pair, **79c**

Men's 8-oz. sanforized Belk's "Red Camel" Overalls; full cut; will not shrink; pair **97c**

Men's "Jack Rabbit" Overalls; a real value at, pair, **\$1.15**

Men's "Pointer Brand" Overalls. Buy them here at, per pair, only, **\$1.39**

It Pays to Shop Often at Belk's!

Belk's Depart
NORTH WILKESBORO