

**Business Is Good**—at the close of our first month's business in Mt. Airy. We are proud that business has been far ahead of all expectations.

Every day crowds of eager buyers visit this store, buying great quantities of the new fall materials and ready-made garments. Our buyers have searched the markets for the greatest value in merchandise and by quantity buying have succeeded in getting the great discounts that would otherwise have been impossible—40 Belk stores enable us to "Sell it for Less"

**BELK'S READY FOR  
WITH A GREAT ARRANGEMENT**

**Thousands of Dollars Worth of Goods**

**There is a Reason For The Crowds of Shoppers**

**No Sale Prices But Regular Prices At Belk's—We can Always Save You Money**



**Curtain Materials and Window Shades at a Great Saving**

36 in. good quality window shades, a real 75c value, these we sell each 30c  
Pretty quality window curtain materials, in white and ecru, several designs to select from per yd., 8c. & 10c  
A wonderful selection of curtain materials and draperies,  
per yd., .....15c, 19c, 25c

**Extra Special**

**Heavy Quality Materials for Work Shirts and Overalls.**

Good quality white back overall denim, 35c value, now priced per yard, .....25c  
Best quality, heavy grade khaki material, Belk's per yd., .....25c  
The famous plaid and check Alamance cloth in large and small checks fast colors, per yd., .....15c

**Aluminum Ware For Less at Belk's**

Good heavy grade pie pans, each 10c  
About 1,000 all size pudding pans, these can be had in any size desired prices, .....10c, 15c, 19c, 29c

5 dozen sauce pans, a kitchen necessity, each, .....35c

5 dozen preserving kettles with handles, each .....39c

Good heavy quality, dish pans, \$1.25 value, each .....89c

Special \$1.25 value, percolators, octagon shape, these come in two sizes each .....89c and 99c

Preserving kettles, 75c value each 46c

Alluminium water pitchers .....69c

All kinds of small alluminium articles at the usual Belk low price. You can save on everything here.

**Our Store Is Full of Fall Goods**

10,000 yards light and dark color brown mill outings, good quality, Belk's price per yard, .....9c  
36 in. heavy quality, double fleeced, outings colors blue, pink, and white. Also stripes, checks, etc. A regular 30c quality, Belk's per yd. ....23c  
Good quality outings, all colors, selling per yd., .....10c, 12 1/2c, 15c  
1000 yards light stripe outings and other materials, all 10c quality, special per yard, .....5c  
Extra quality drill back canton flannels, Belk's per yd., .....15c, 19c, 23c

**SPECIAL**

Special, one lot of bleached bed sheets (slight seconds) well worth 75c, Belk's special price until sold, .....2 for \$1.00

**A Few Items at Belk's For Quality and**

**A Real Sale of Men's**

A special purchase of 500 light broadcloth shirts, in color blue, and tan collar attaches \$2.00 values, Belk's each .....1.49  
Boys' caps, light and dark Sale price, .....49c  
Men's blue chambray work Belk's price, .....49c, 59c  
Men's 220 weight, white overall jackets, all sizes, a value, each, .....1.49



**A New Feature at This Store**

Rugs and floor coverings, Belk stores yearly handle great quantities of rugs, buying them in quantities and "selling them for less."

A special assortment of rugs at Belk's sale price, .....\$1.98, \$2.98

9 x 12 size, good quality, fiber rugs in several colors, .....\$7.95

A special rug 9x 12, floral design rugs in several patterns, special sale price, .....\$14.95, \$15.95

Better quality rugs in all large sizes, .....\$19.95, \$29.95, \$32.50

Blankets at Belk's and save the difference.

Baby blankets, pretty plaids and designed blankets, Belk's sale price, ..39c, 89c, 99c, \$1.48, \$1.98

Large double cotton blankets, especially low priced at Belk's, sale price, .....\$1.98, \$2.19, \$2.98

Other blankets, \$4.98, \$6.95 to \$9.95

Men's and women's good heavy sweaters, dark colors, ..96c, \$1.89, \$1.48

**A Few Shoe Special Inter**

About 200 pairs styles, many styles women, priced, pe

Two special lines tent leather and l pers at the Belk pair, .....

Elkin shoes for t we guarantee low

Ladies pretty lac light brown and ceived, priced ..

Strap slippers of styles, .....

Men's light tan d latest styles, all Belk's per pr., .....

Children's all wo styles and colors, .....

Men's wool and v a great sweater prices, .....

**Have You Seen the New Fall Wool and Silk Materials That Are Selling So Fast**

Thousands of yards of the prettiest new materials now await your inspection.  
32 in. wool serge in the best colors, special per yard, .....59c

Beautiful quality figured and stripe English Broadcloth, 36 in. wide, Belk's special low price, .....39c

Genuine imported Japanese pongee, good heavy quality, per yd., .....69c

54 in. stripped wool flannel and checked plaid wool flannels, all the new colors, special per yd., .....\$1.98 and \$2.45

36 in. pretty stripe wool dress material this in colors of rose, green, tan blue, this is very popular material this season, per yard, .....\$1.35

36 in. checked dress flannels, special, per yd., .....49c

Pretty fur for dress trimmings in colors, brown, grey, and black, per yd., 35 & 59c

Everfast solid color gingham, all the best shades, per yd., .....39c

All the pretty silks of the season now on display, you must see these.

**Hosiery at Low Prices Belk's Lead the South**

500 pairs ladies' silk hose, all the best shades, light and dark colors, a real \$1.25 value, per pair, .....89c

Ladies' Lehigh and Kayser hose in all the best shades, full fashioned silk, a real \$2.00 value, per pair, .....\$1.48

Ladies' black cotton hose, good quality per pair, .....10c

**Little Notions For Less**

O. N. T. Crochet thread .....8c  
J. & P. Coats silkateen .....4 and 8c  
Embroidery thread .....2 for 5c  
Gold safety pins .....5 and 10c  
Good quality safety pins, 6 pks. ....25c  
Dressing corabs, .....10c, 15c, 25c  
Oil cloth, per yd., 29c, 35c, 48c and up.

**Toilet Goods**

At Belk's You Can Find Such Prices on Toilet Necessities

Coty's face powder, .....89c  
Lov' me face powder, .....69c  
Gardenia face powder, .....89c  
Sweet Orchard face powder, .....\$1.50  
Pompeian face powder, .....45c  
Woodbury's face powder, .....23c  
Melba face powder, .....45c  
Azura face powder, .....89c  
Mavis face powder, .....45c  
Mary Garden face powder, .....89c  
Harriet Hubbard Ayers face powder 79c  
Edna Wallace Hopper powder, .....45c  
Hind's Honey & Almond cream, .....39c  
Pond's cream, .....29c  
Jergen's Lotion, .....45c  
Odo-ro-no per bottle, .....29c  
Colgate's tooth paste, .....9 and 23c  
Pebecco tooth paste, .....39c  
Mum, .....23c  
Frostilla per bottle, .....33c  
Cuticura soap, .....23c  
Packer's tar soap, .....23c  
Sayman's soap, .....11c  
Woodbury's soap, .....19c  
Resinol soap, .....23c

And many other articles not listed here at the sell-it for less prices.

All kinds of children's stockings, price, .....15c, 19c, 25c

**A Sale of Fine Co**



500 of them in all the colors, our tremendous power and vast resources to offer these remarkable every coat worth 50 pe than Belk's prices. Lo priced, 7.95, 9.95, 12.95

**Ladies' and Miss Dresses**

Pretty styles about 30 ment, real \$5.00 value to select from Belk's p

The dress gingham, 50 mill fine dress gingham checks and plaids, 35c Belk's prices, per yd., .....

**Parks-B Mount Air**



**A Guaranteed Shoe**

100 pairs men's "Bear Cat" rubber bottom, all leather tops; colors, brown; all sizes. A \$3.50 value while they last, Per pair ..... \$2.48