

THE FALL TRADE OF MERCHANDISE

Belk's Can Save You Money—A splendid organization of 40 stores all working together, buying in quantities, real experienced buyers and merchandise men that know quality and prices. Mills to manufacture some of their own merchandise. A New York and Paris office to look after the best prices and styles at all times, and always living up to the slogan of "quick sales—small profits." Visit Belk's often for we show new merchandise every day.

At The Usual BELK'S Low Prices

Persons That Visit This Store Every Day

That Have No Equal Low Prices

500 pairs men's white back 220 weight overalls, a real \$1.50 value, high and low backs, per pr.,98c

A new shipment of little Boy's suits, sizes 3 to 8, values worth double, Belk's prices, 98c, \$1.25, \$1.48, \$1.98

25 doz. men's dress shirts, made of pretty striped madras and percales, values to \$1.50, Belk's price79c

Sweaters, sweaters, every kind and style we guarantee to save you money.

Boys' and girls' cotton sweaters, good heavy grade, each98c

That Are of the Public

Oxfords, good young . . . \$1.98, \$2.48

die's black patent kid strap slipper, per . . . \$1.98

for family and prices.

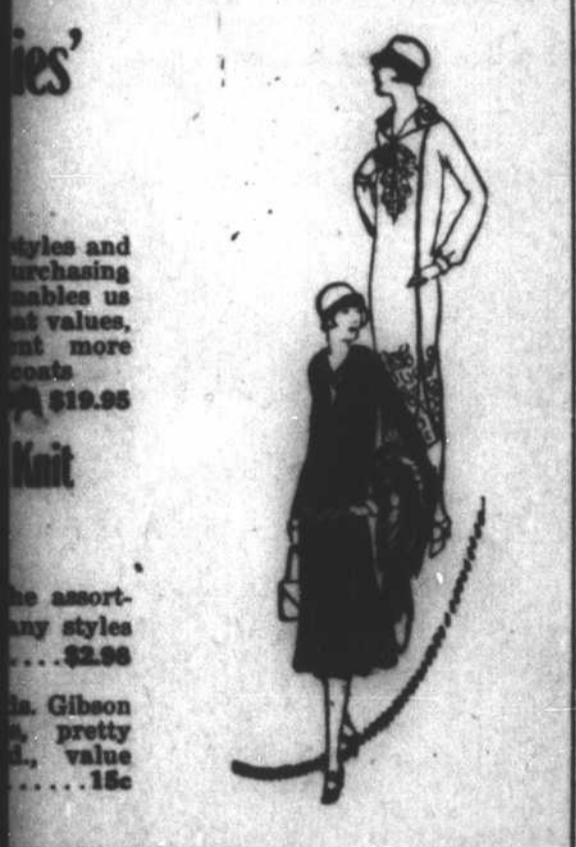
Oxfords in the styles, just reduced \$3.98 and \$4.98

at leather, many \$3.98, \$4.98

shoes, wide toe \$5.00 value, . . . \$3.98

sweaters, many \$1.98 and \$1.98

mixed sweaters, double these \$2.98, \$3.98



styles and purchasing enables us to get values, but more coats \$19.95

Knit

the assortment any styles . . . \$2.98

Da. Gibson . . . pretty . . . value18c

Cotton Dress Goods Always For The Lowest Prices at Belk's



Sheetings, Domestics, Bleachings, Etc. Always for Less at BELK'S



10,000 yards 36 in. bleaching, this quality is worth 12 1-2 to 15c, Belk's low price per yd.,9c

36 in. fine finish pajama checks, 20c quality, per yd.,15c

Heavy grade unbleached sheeting, a regular 15c quality, Belk's per yd. 10c

Other sheeting, 40 inches wide, per yd.,8c

The famous "Fruit of the Loom" cambric bleaching and muslin, 30c quality, Belk's per yd.,19c

A A A sheetings, the heaviest quality on sale, Belk's price, per yd.15c

8,000 yards, best grade Domino apron gingham, also American percales in dark colors, Belk's per yd.,7 1/2c

15c value good quality, dress gingham, many colors and Creatonnes, Belk's per yd.,10c

32 in. good quality dress gingham plaids and checks, we have sold thousands of yards of this material per yd.,12 1/2 and 15c

36 in. light and dark color linings and khaki twill materials, 20c value per yard,15c

36 in. fast color dress percales in dark colors, 25c value, Belk's per yd.,19c

36 in. short length, colored satine, a real good quality per yd.,19c

25c value, heavy quality, black satine 36 in. wide, per yd.,25c

32 in. fast color, Bates fine quality dress gingham, many pretty patterns per yd.,25c

36 in. fast color, extra good quality shirt stripe material all fast colors, per yard,22c

1000 yards of pretty, bright color creatonnes, 25c yard value, 32 in. wide per yd.,19c

35c value fast color, knicker cloth, this material is very durable and especially suitable for school wear, per yard,22c

Soap Specials

Octagon special size soap and powder each4c

Large size Octagon soap or powder each,6c

A special selection just in and at such low prices.

Wool Sweaters

200 men's wool sweaters, coat styles, \$4.00 values, Belk's price, each \$3.98

Hundreds of Pretty New Hats in Our Millinery Department



We think they are wonderful. All shapes and styles to select from.

A special assortment of ladies and misses hats made of felt materials, etc., all pretty styles, values well worth double the price, Belk's prices,98c and \$1.48

Right from our New York office about 200 new sport hats and dress hats, these styles are unusually good and the materials are exceptional. Shapes to suit all types, now specially priced, \$2.98, \$3.98, \$4.48

In Velvets, Velours, Felts, etc., we are showing an unusual selection of ladies', matrons and misses' hats—hats that look like \$10.00, priced at Belk's \$5.00 and \$6.95

Hats for the children, plenty of them, all colors and styles, especially low priced, at98c, \$1.25, \$1.98, \$2.98

You Can Save Money on Your School Supplies Here

Wide and narrow school tablets, slick and rough paper, all good quality, and regular 5c tablets, Belk's price, each4c

All regular 5c pencils, Belk stores sell for each4c

All 10c value tablets Belk sells for8c

Free to the first 125 children buying tablets at this store a Mutt and Jeff puzzle. All kinds of box stationery in white and colors, per box,10c, 15c, 19c, 25c

Towels at a Great Saving

Good quality turkish towels in all sizes, also huck towels, 8c, 10c, 15c, 19c, 25c, 39c

Get Ready for Winter Buy Flannels

All wool red flannels, best quality, per yd.,89c and 98c

All wool cream colored wool flannel, per yd.,78c and 98c

Baby flannels, per yd.,39c and 48c

Belk Co.
N. C.



Children's Shoes

500 Pairs Children's all leather shoes, sizes, 5's to 2's. These are in colors, Black and Brown, Belk's price, per pair,98c