

HEADQUARTERS  
FOR SMART  
AND PRACTICAL  
SCHOOL WEAR  
VALUE GIVING  
PRICES

BELK'S BELL-RINGER VALUES  
**BACK TO SCHOOL**

PARENTS WHO  
KNOW THE A. B. C.'s  
OF THRIFTMATIC  
ARE BRINGING  
THEIR CHILDREN  
HERE

Dependable Merchandise *Plus* Style *Plus* Low Prices *Equals* Belk's

**New Fall Dresses**

Crisp and New as Autumn itself! Copies of more expensive models. Materials, Spun Rayon and Crepes Sizes 11 to 44. Buy several of these.

**\$1.98 each**

**DRESSES**

3 Special Groups of Better Fall Dresses. We selected these for style and quality. Woolens, Silks, and Spun Rayons.

**\$2.48 \$3.95  
and \$4.95**



**BLOUSES AND SKIRTS**

Special Buy of tailored shirt waist Blouses. Long sleeves. Cottons, Rayon and Silks. Advance sale of new Fall Skirts Plaid, Tweeds Spuns and Flannel.

**\$1.00 \$1.98**

**School Supplies**

Pads, Tablets, Books, Pencils, Pencil Leads, Rulers, Compass, Paper, Envelopes, Milk, Mucilage, Paper Clips, Re-inforcements, Crayons, Chalk, Etc.

STOCK UP  
AT THIS  
LOW  
PRICE

**3c**

**HATS**

NEW FALL STYLES

Sport and dressy toppers in all the new Fall Shades.

**\$1.00 & \$1.98**

**HOSE**

The Silk Market is low, but our Stock is complete.

**48c to \$1.00**



**New Fall Fabrics**

Fast Color Prints in Newest Fall Patterns, 80 Square.

**19c yard**

A. B. C. Fine Percales. Best for Service. Prints and Solids.

**25c yard**

WOVEN SUITING  
36 inch New Fall Woven Plaid Suitings. Bright Color combinations.

**39c yard**

NEW FALL CREPES  
"Talk of the Town" Wash Crepes. Beautiful New Patterns.

**48c yard**

SANFORIZED KHAKI  
Fine for the Boys who are Rough and Ready.

**19c yard**

WOOLENS  
56 inch fine quality Plaid and Plain Woolens.

**\$1 to \$2.29**

**Save On These Shoe Prices**

**SPECTATOR PUMPS**

in Black or Brown. Always a popular favorite.

**\$2.39 pair**



**SMART OXFORDS**

Stylish and serviceable. New Fall Oxfords in Black or Brown. Also Saddle Oxfords. Three Price Groups—

**\$1.98 \$2.39 \$2.98**

**CHILDREN'S OXFORDS**

Black or brown Sturdy Built Oxfords. Plain or Moccasin Styles—

**\$1.00 pair**

**SPECIAL PURCHASE**

Smart Fall Footwear at a real savings in today's market. Beautiful patterns.

**\$1.98 pair**



**Boys' Oxfords**

Strong and tough, yet neat enough for dress wear. Leather or cork soles. Sizes 1 to 6

**\$2.98 pair**

**OXFORDS FOR THE BIG BOY**



Newest patterns in all popular materials. Just the thing for College life.—

**\$2.39 and \$3.95**

**Work Shoes**

Made for hard wear. All styles and sizes. Best selection ever.

**\$1.29 to \$3.98**

**Values In Our Men's and Boys' Store**

**Fall Hats**

Brand new patterns. New brims and new shapes by La Salle—

**\$2.95 each**

Others \$1.00 and \$1.98

**Sweaters**

Just the thing for cool days ahead. New selection for the boys.

**48c to \$2.95**

**Fruit of The Loom**

and Hanes Shirts and Shorts Fast color—

**29c each**

4 For \$1.10

**Polo Shirts**

Start the boy back to school in these. Serviceable. Low Price.—

**25c each**

**Fall Suits**

In our smart selections of the newest in Fall and Winter styles (Models for sport or business wear. Worsteds, Tweeds, Twists.

**\$16.50**

and

**\$19.95**



**SHIRT SALE**

New patterns in Fall Stripes. Sizes 14 to 17

**\$1.00 each**

Bonaire Shirts . \$1.19  
Archdale Shirts . \$1.50

**BELK'S DEPARTMENT STORE**

REMEMBER — You Always Save At BELK'S

KINGS MOUNTAIN, N. C.