

Belk's

Department Store

CHRISTMAS GOODS ARE ARRIVING

A complete showing of Toys, Dolls, and other Christmas Merchandise. Select from these lines now, while offerings are complete . . . and let us put your purchases away for you until Christmas . . . while you make easy payments which never bother you. It is much easier and more satisfactory to select your toys, dolls, and similar items before the rush of the holidays.



BIG AUTUMN SALE!

BEGINS THURSDAY NOVEMBER 14TH

BE SURE TO VISIT OUR

Ladies' Ready-to-Wear Department

An unusually large and attractive assortment of Ladies' Dresses, from the patterns and fabrics most favored in the fashion centers to the relatively cheap frocks for every-day street wear and housework. The prices have been drastically reduced.



- 1 rack Dresses, unusual bargains, **\$1.94**
- 1 rack Dresses, very special at **\$2.95**
- 1 rack Dresses, special at **\$4.95**
- 1 rack splendid Frocks, **\$5.95**
- Other Specials, up to **\$16.50**

EVENING GOWNS . . . Just received a complete line of Evening Gowns—Evening Bags—and Evening Shoes at attractive prices.

FREE ALTERATIONS ON ALL DRESSES REGARDLESS OF PRICE

LADIES' FINE COATS

Belk's styles have always stood for beauty, taste and outstanding workmanship. Our large selection of Winter Coats flatter your personality with all due respect to your pocketbook. Priced in a wide range—

\$6.95, \$7.95, \$9.95, to \$59.50

- Children's and Misses' Coats **\$2.95, \$3.95, \$4.95 and Up**
- Ladies' Hats **68c, 97c, \$1.48, \$1.94 Up**

- Children's Stockings, all sizes, colors, pair, **10c**
- Special on Ladies' and Children's Sweaters, up from **48c**

PIECE GOODS BARGAINS

- 500 yards Silk Remnants, all colors, going at **39c**
- 5,000 yards Curtain Material, values to 19c, at per yd., **10c**
- 1 table Dress Prints, **10c**
- 1 table Corduroy, special, yard **58c**
- 1 table Velvet, per yard, only **68c**
- 1 table 54" Wool Material, special **97c**
- 1 table 54" Wool Material, special **79c**
- 1,000 Yards Cretonne, special, yard **10c**
- New Shipment Silk, Wool Crepe and fancy Crepes, **79c, 97c up**
- 1 table Sheeting, yard **5c**
- Cotton rolls, quilt size 72x90, roll **38c**
- Pillows, special, pair, **\$1.10**
- All \$1 ready-made Curtains, special **88c**
- Ladies' Linen Handkerchiefs, **10c**
- Table Napkins, only **5c**
- 15x29 Turkish Towels, 3 for **24c**

Ladies' Shoes, Oxfords

- Ladies' Oxfords, **97c, \$1.48, \$1.94, \$2.95** (including brown, black and green suedes)
- Children's and Misses' Shoes—**97c, \$1.48 and \$1.94**
- An exceptionally complete line of Fine Shoes for Men, Women, and Children.
- Ladies' Full-Fashioned Hose, **48c**
- Ladies' Underwear, Bloomers, Step-ins, **19c. and 25c**

Work Clothing Special

- Men's Heavy work Shoes—**97c, \$1.48, \$1.94, \$2.95 and Up**
- Men's heavyweight mill-shrunk Overalls, special, **97c**
- Men's Wool Boot Sox, **25c**
- Men's High-top Boots, **\$2.95, \$3.95 & Up**
- Boys' High-top Boots—**\$1.94, \$2.48, \$2.95 and Up**
- 1 table Men's and Boys' Covert Work Shirts, special **48c**
- 1 table Boys' Overalls and Overall Jackets, special **48c**
- Men's Extra Heavyweight Hanes' Union Suits, special **97c** (slightly irregular)

EXCEPTIONAL BLANKET VALUES

Right at the time when the need becomes greatest Belk's are offering Blankets at unusually low prices. Cotton, part wool, and all wool, priced—

58c, 97c, \$1.48, \$1.94, And Up

OUR LAY-AWAY PLAN

USE OUR CONVENIENT LAY-AWAY PLAN. A SMALL DEPOSIT HOLDS ANYTHING IN OUR STORE. THIS PLAN WILL PROVE ESPECIALLY HELPFUL TO EARLY CHRISTMAS SHOPPERS.

MEN'S CLOTHING

- Men's Suits, all styles and colors—**\$9.95, \$12.50, \$14.95, \$16.50**
- Men's All-Wool Overcoats, **\$9.95, \$12.50, \$14.95, \$16.50**
- 1 table \$1.48 Men's Sanforized Dress Shirts, special **97c**
- Men's Dress Hats **97c., \$1.94, \$2.95**
- Men's and Boys' Dress Caps, **25c, 48c, 68c, 97c**
- Men's and Boys' Sweaters, up from **48c**
- Men's Dress Oxfords—**\$1.48, \$1.94, \$2.48, \$2.95, \$3.95 \$4.95**
- Boys' All-Wool Knickers, **97c**
- Boys' Dress Shirts, **48c**



BELK-WHITE COMPANY

"The Home of Better Values"

BOONE

NORTH CAROLINA