

**Belk Bros.**

Carolina's largest distributors of reliable merchandise.

The newest in Autumn and Winter Outergarments for Women and Children.

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Many Specials arranged in every Department for opening days.



**Tuesday,  
October 1st.**

**Carolina and  
Charlotte's  
Fashion Event**

# Autumn and Winter Millinery Opening

**TUESDAY, OCTOBER 1st.**

**An Exclusive Presentation of the Newest Modes and Fabrics**

Our Millinery Parlors throb with suppressed excitement; with news from the whole millinery world.

Assembled for your inspection the most brilliant, glorious display of stylish Headwear for Women and Children.

Paris contributes many exclusive models; New York modifies many of the most stylish extremes just to suit.

Our own designers have made no error in harmony. This is because each individual style is studied out by an artist and created by an expert.

Magnificent is the "Chassuer" Hat—strictly a Parisian idea—rich mahogany velvet; left part of brim rolls gracefully back and overlaid with silver cloth, finished with large poppies and dahlias.

The Gainsboro and Cloche styles have been magnified, sublimated and plumed.

Exclusiveness again—the "Juvenile" Hat. Then the "Marie Antoinette" of lilac velvet, with ruch of fringed taffeta in same shade, trimmed with American Beauty roses and Aigrettes.

Ostrich Plumes, Aigrettes, Paradise Plumes and Cassaway. Long sweeping effects. You are cordially invited.

**Many New Distinctive Lines of Women's Ready-to-Wear Garments for Opening Day—**

If it's a new, popular style, you will find it among our lines.

Every market centre in the universe has been drawn upon in assembling this magnificent, brilliant display of Suits and Wraps.

**Suits From \$10.00 to \$20.00**

We show an immense range, many worth one-third and one-fourth more than our opening price.

**Suits From \$20.00 to \$30.00**

We specialize and at these prices you have a broad range to select from. Styles that fairly sparkle with newness and beauty.

Should your requirement be a "Dressy" Suit, adapted to either calling or street; or should it be a strictly tailored, popular mannish effect, you will find it equally interesting and profitable to inspect our lines before making your purchase.

**Suits From \$30.00 to \$50.00**

To own one of these means that you possess a reproduction of an imported model (the original probably costing \$100 to \$200), copied and made by the most expert workmen. These are exclusive, only one Suit of a style.

**"Wooltex"**

This celebrated line of Women's and Children's Wraps we have added and are ready to show for the opening days a number of "mighty swell" Wraps—the product of this well-known establishment.

**BELK BROS.**

We Pay Railroad Fare Both Ways in a Radius of 50 Miles on Purchase of \$40.00. One Way on Purchase of \$20.00. Ask For Rebate Book.