

"BEST EVENT"

Stocks at Belk's Low Price Standards!

Belk's

Department Store

with Satisfaction!

Prices which will appeal to all lines are now complete and wearable, and save!

THE Airflator ... \$6

"Pavement pounding," an outdoor sport commonly indulged in by 90 per cent of all Americans, is a form of exercise not particularly enjoyed by feet! Treat your feet to an all-time comfort high. Patented innersole is springy, sponge-like, "air-filled." The instant you step into the Airflator your foot, from heel to toe, feels rested. Absorbs shock!



crest

SOCKS

new fall shades; two values you'll surely like

48c

5c Pair

Chatham double blanket, 72x84; not less than 5 per cent wool; assorted colors. Priced—

\$3.48 and \$3.95

Chatham "Specification Airloom" single all-wool, satin and taffeta bound Blankets, in assorted colors.

\$4.95 and \$5.95

Pure white Down Comforts; two-tone colors; all silk taffeta lining. Priced at

\$14.95

Heavy Rayon Bedspreads, 90x108; assorted colors.

\$2.98

Hand-tufted Candlewick Bedspread, solid colors, \$2.95; with white colored dots

\$1.95

Silk chiffon Velvet, 39 inches wide; assorted colors

\$1.48

All wool assorted colored Plaids, 54 inches wide, yard

\$1.48

All wool Crepe; assorted colors; 54 inches wide

\$1.48

All wool Faile; assorted colors; 54 inches wide

\$1.98

All wool Coating Material; assorted colors. Priced, yard—

98c, \$1.48, \$1.79, \$1.98

Part wool and silk Dress Material; 36 inches wide; formerly 79c and 89c yard; now

69c

"Talk of the Town" Crepes and "Wooltone"; 39 inches wide, formerly 59c yard; now

48c

New novelty Silk Weaves, 39 inches wide; in assorted colors. Priced at, yard,

79c

Novelty satin and crepe weaves; a former \$1.48 value per yard

98c

Faille and Alpaca Crepes, in assorted colors; 39 in. wide

98c

Faille Crepe, 39 inches wide—brown and black. Yard

\$1.48

Cotton and rayon Suitings, plaids and prints; values 39c and 48c yard; now, yard

29c

Cotton plaid Suitings priced, per yard,

19c

Cotton and rayon Crepes; 36 inches wide. Per yard

39c

Children's and ladies' wool Gloves; assorted colors. Priced, pair—

39c, 59c, 79c and \$1.29

Ladies' suede and kid Gloves, assorted colors and styles. Pair—

\$1.48, \$1.98 and \$2.98

Birdseye hemmed Diapers; 1 doz. nicely wrapped for

98c

Ladies' new fall Bags, in suede and kid. Priced, each—

59c, 98c, \$1.98, \$2.98



Men's and Boys' Wear

- Men's Rockingham Suits; new styles and new patterns. **\$19.75**
- Men's and young men's worsted Suits; sport and plain models **\$16.50**
- A large assortment of men's and young men's Suits, each **\$12.50**
- Men's and young men's dress Pants, at **\$1.98, \$2.98, \$3.95, \$4.95**
- Pajamas and gowns, real value at the price of **\$1.98**
- Men's corduroy Pants; brown and navy; also fancy patterns. Priced at, per pair, only **\$2.95**
- Men's Riding Breeches; button legs, at **\$1.00, \$1.48, \$1.98 and \$2.95**
- Men's Felt Hats, priced at only **97c** \$2.95, \$1.94 and
- Men's fine dress Shirts; woven madras and new prints; some regular **97c** \$1.50 values; each
- New Neckties **25c-48c-97c** Priced, each,
- Men's wool Sweaters, with zippers and button-up styles; **\$3.95** **\$1.98**
- Men's zipper fancy pullover Sweaters, each **97c**
- Men's rubberized suede Jackets—knit cuffs and collar. each **\$1.98**
- Men's brown cape skin leather Jackets, \$8.95, \$7.95 and **\$5.95**
- Men's front quarter horse hide leather Jackets and Coats; **\$9.95** **\$8.95**
- Men's blue melton zipper Jackets; wool; each, **\$2.95**
- Men's all wool Topcoats; new styles and patterns; priced at, each— **\$12.50, \$16.50 and \$18.50**
- Men's new Pajamas; good values at **\$1.98, \$1.48 and 97c**
- Men's woolen Bath and Lounging Robes, priced **\$7.95 to \$4.95**
- Men's fine quality felt Hats (Emerson); each **\$3.95**
- Men's Hanes Winter Sets; knit shorts and shirts; each **48c**

: BOYS' DEPARTMENT :

- Boys' Tom Sawyer all wool Suits; long, short and knickers; one pant Suits **\$8.95**; 2-pant Suits **\$10.95**
- Boys' part wool Suits, with long pants, full size range; **\$6.95 and \$4.95**
- Boys' all wool blue melton Jacket—all sizes, each **\$1.98**
- Boys' corduroy Overalls and Jackets to match; assorted prices and colors; all sizes from 2 to 10 years.
- Boys' all wool Sweaters; zipper front and crew neck; all sizes and colors **\$1.98** Priced at, each,
- Boys' Hanes and Mayo first quality Union Suits; priced **69c and 59c**
- Boys' corduroy longs, knickers and riding Pants; **\$2.95, \$2.69 and \$2.48**
- Boys' Tom Sawyer and "Fruit of the Loom" Shirts; regular, sport and button collars; **97c and 79c**
- Boys' whipcord Riding Pants; all sizes and assorted colors; **\$1.98 and 97c**
- Boys' Rain Coats **\$1.98 and \$2.95** Priced from
- One lot of boys' Wash Suits to retail for **97c to \$1.98**; full sizes—from 4 to 10 yrs. Special—Lot of boys' "Fruit of the Loom" Shirts to sell for **68c**
- Boys' flannel and broadcloth Pajamas; **97c and 79c**
- Boys' "Thorobred" and Dixie Dan Shirts; all styles and sizes **48c**
- Boys' part wool Knickers; blue chevoit and fancy patterns **98c**
- Boys' and young men's Hats; all styles, and priced from **\$1.48 to 48c**
- Boys' leather, leatherette and all wool Helmets, priced **98c to 25c**
- Boys' half zipper and pullover Sweaters; bargains at **\$1.49 and 98c**
- Boys' Tweeduroy Knickers and Jackets to match; **\$3.95 and \$2.69**
- Boys' knee length Socks; all sizes and colors; priced, pair **25c and 15c**

Shoe Bargains

- Overalls, in all sizes; optional values at pair, **48c 59c 79c**
- Blue Chambray Work Shirts, **39c**
- "Troutman" heavy covert Work shirts, each **53c**
- "Red Kap" Work Shirts, extra full each **59c**
- "Red Kap" Suede Shirts, in tan, gray navy blue; priced, each **89c**
- Ribbed Union Suits, **69c**
- Unionsuits **48c**
- Horsehide Work **39c 59c 79c**
- Dress Shirts, fancy blue, tan and each **48c**
- Oxfords, medium and low heels, and smooth leathers, a pair **\$1.98**
- Women's Dress Shoes, ties and other styles, a pair **\$1.98**
- Women's Heavy Oxfords for outdoor farm use, a pair **\$1.98**
- Women's Kid and Gunmetal Oxfords, a pair **\$1.48**
- Women's heavy Work Shoes, soles both sewed and nailed, a pair **\$1.98**
- Children's black and brown Oxfords, sizes 8 1-2 to 2, a pair **97c**
- Children's Shoes, in black and brown, a pair **97c**
- Boys' Heavy all leather Work Shoes, a pair **\$1.98**
- Men's heavy Work Shoes, pancho soles, all leather, a pair **\$1.98**
- Men's and Boys' Dress Oxfords, a pair **\$1.98**
- Men's High Top Boots. Special at our low price of, a pair **\$2.98**
- Men's tan and black high top Boots, a pair **\$4.95**
- Boys' High Top Boots **\$1.98 \$2.98 UP**
- Men's Work Sox, a pair **5c 8c 15c**
- Men's Boot Sox. Get your winter's supply at only, a pair **15c**

Department Store
NORTH CAROLINA

It Pays to Shop Often at Belk's!