

BELK'S

**CORRECT MODES AND STYLES
FOR FALL AT BELK PRICES**

BELK'S

IN THE HEIGHT OF FASHION

**These Are the Modes that Bespeak
Correctness in Line, Color and Trim**

The various items of apparel listed in this ad bear the approval of Fashion. They are the outstanding modes of the current season, and show the various phases of newness that will continue them in favor with the advancing season.

Three Groups Specially Attractive

Fashion's new Dresses, differs in styling and attractive features, showing unmistakable signs that they are of the finer modes. Three specially priced groups, each one rich in opportunity for a favored selection climaxed by a distinct saving in price.

\$16.50 \$24.75 \$39.50

**Delightful Innovations Come With the
Newer 3-Piece Dresses for Fall**

The newly arrived Three-Piece Dresses are worthy of special mention since they show the advance style tendencies. Indeed, not for a long time has choosing been so interesting. Singled out for tomorrow's selling is a particularly well assembled group, that is as attractive in price as are the various styles.

\$39.50 to \$59.50

**The Ensemble Suit Is Highly
Favored**

Changeable as the mode may be, the Three-Piece Suit remains in favor and occupies a prominent place in Fashion's favor. They are totally different in styling. Coats are extremely longer, unexpected and charming in vestees and interesting in the various ways about them that distinguish the mode.

\$75 \$95 \$125 \$150



**Extra
Specials**

Outing

It's time to buy your Outings—Special quality yard wide Outings, light underwear colors, at25c

Laundry Bags

Special lot of Laundry Bags—good, heavy quality, draw strings, etc. Good big ones at48c

72-in. Table Damask

An extra special in 72-in. Table Damask—a good \$1 value by comparison—72 inches wide68c

Romper Cloth

New and pretty line of Romper Cloths for boys—Special dash strips for Shirts and Blouses. This is the best Romper Cloth we know—and it's only, yard29c

Velvet Finish Longcloth

A beautiful soft velvet finish Longcloth—36 in. wide and a genuine value at15c

Serpentine Crepe

New and pretty patterns in Serpentine Crepes—the 30-in. Pacific quality, 29c

Jap Crepe Gingham

Jap Crepe Ginghams for School Dresses—in pretty designs, best fast colors—and it wears fine25c

Pepperell Pillow Casing

Another lot of that good Pepperell Pillow Casing—the genuine Old Pepperell—a yard25c

Umbrellas

A great value in Rain or Sun Umbrellas, in black or colors; a regular \$2.50 Umbrella, new handles. Splendid Cloth at\$1.98

Hand Bags

Just in. New lot, \$1.50 to \$5.00 values. In our Notion Department as a special now at—
98c, \$2.48 and \$2.98



SMART HATS

In a Special Sale

Practically every favored Hat of the advanced Fall mode will be found in this special three-piece group. When you see the fashion newness and the fine materials that enter into their making, you will agree with us, that this offering is unusual for so early in the season.

\$4.95 \$6.95 \$9.95

**WELCOME TO QUEENS COLLEGE GIRLS AND FACULTY AGAIN—GLAD TO
HAVE YOU BACK**

BELKS

**The New Fashion Season Is Open nd At Belk's
the Delightful Modes Can Be Seen Now.**

BELKS