

BELK'S

THIS IS GOLD SEAL CONGOLEUM WEEK AT BELK'S

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A SOLID CAR LOAD
Gold Seal Congoleum



Says Mother:—

"With such a busy little helper and this new Congoleum Rug, my dining room gives me few worries."

THE busy mother finds that *Gold-Seal Congoleum Art-Rugs* throughout her home save many an hour of cleaning. Just a few minutes with a damp mop and presto!—her rugs are spic-and-span, their colors newly bright and lovely.

And this ease of cleaning is only one of the features that have made Congoleum Rugs so popular. They are attractive in any room, waterproof, sanitary, economical!

No fastening of any kind is required to keep these rugs flat—they hug the floor without kicking up or curling at the edges.

Whether you are seeking a rug for the dining room, living room, bedroom, kitchen or bath,

you can find here a wide assortment of most suitable and charming patterns.

"SATISFACTION GUARANTEED OR YOUR MONEY BACK"

The *Gold Seal* which identifies genuine Congoleum pledges absolute satisfaction in every respect. We are proud to show it to you on our large collection of the latest patterns.

Gold Seal
CONGOLEUM
ART-RUGS

All Sizes in This Sale—From 18x36 to 9x12

Every Rug and every yard offered in this sale is fresh, perfect Congoleum—all of it is guaranteed by the Gold Seal which reads—Satisfaction Guaranteed or Your Money Back. Every housewife prides herself on an attractive, well-kept home—and these Gold Seal Congoleum Art Rugs help her to keep it so with much less effort. All the popular and wanted sizes are included in this sale—every new design. These prices will prevail one week from today—

Sizes

18x35 — 3x6 — 3x4.2 — 3x9 — 4.6x9 — 7.6x9 — 6x9 — 9x9 — 9x10.6 — 9x12
Prices, 25c to \$15.95.

You can have this Gold Seal by the yard in beautiful patterns—

6 feet wide at _____ 69c
9 feet wide at _____ 89c

Cut to fit your space.

We also have Armstrong's Inlaid Linoleum in specially beautiful designs on sale

If You Can't Come to This Sale, Writes Us. Mail Orders Given Special Attention
Our Phone Number is 4180

To The Mothers Of Charlotte

Your problems are many, and your tasks never done.

Belk's had the mothers in mind when the present stock of goods were purchased.

Belk's knew there would be School Shoes needed, and Stockings and Sweaters, and Gloves, and a hundred and one things the children must have.

So Belk's, always anxious to anticipate the needs of the family and make shopping easy and pleasant for the mothers, has arranged the complete stock of children's school things in a most convenient manner.

Belk's priced these school needs at very low figures—just a slight profit—because Belk's wants all children to go to school and be clothed comfortably.

Belk's invites mothers to take advantage of the special arrangements made for the mothers of school children.

October Days Find Us Ready for Children's Winter Outfitting

Cold weather is not far off. So now is the time to provide the children with warm coats, dresses and accessories. All these things are here assembled and a thorough understanding of the needs of children and preferences of mothers. Warm coats for the girls, in materials made for service and appearance, in all the newest trimmings, modes, etc., practical, wearable and comfortable—

\$1.98 to \$18.00
Ages 3 years to 12.

True to the Mode Are These Youthful Winter Coats

Children's coats, in order to stand the hard wear given them, must be fashioned of sturdy materials. These coats embody such fabrics and are made up of styles to become the youthful build. The linings and trimming features are outstanding in their fine quality as are the prices which represent good value. Splendid wool fabrics, in sizes 3 to 12 years, all the new shades and modes—

\$1.98 to \$18.00

BELKS

BETTER VALUES FOR LESS

BELKS