

**Belk Brothers
Company**
THE HOME OF BETTER VALUES

The Store Where Useful and Practical Gifts for
Christmas May Be Had For Less.

Will be Open Saturday Evenings

**Belk Brothers
Company**
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In all of our many departments including Men's Clothing, Ladies' Ready-to-Wear, Men's and Women's Shoes, Dry Goods, Notions, Blankets, Knit Goods, of all kinds, Gent's Furnishings, Women's, Children's and Men's Hosiery—Goods of the practical and useful sort. We have arranged a

SPECIAL CHRISTMAS SALE

BEGINNING TODAY

This Will Mean A Big Saving For You In Your Holiday Shopping

KNITTED GOODS

SWEATERS, CAPS, UNDERSKIRTS

All kinds of knit goods—from the infant to Men's, Women and Children.

Children's Knit Caps 15c, 19c, 25c, 39c, 48c 69c
Children's Sweaters, 98c, \$1.25, \$1.50, \$1.98, \$2.98
Misses Sweaters \$1.48, \$1.98, \$2.48, \$2.98, \$3.95
Wool Sweaters, \$1.50 \$1.98, \$2.48, \$2.95, \$3.95, \$4.95.

Women's Knitted Underskirts 50c, 79c, 98c, \$1.48
Ladies' Outing Gowns \$1.00, \$1.48
Children's Outing Gowns 69c, 75c and 98c
Children's Knit Gloves and Mittens 19c, 25c, 39c 48.

MISSES AND LADIES' GLOVES

Misses Wool Gloves 50c
Ladies' Chamoisette Gloves 59c, 85c, 98c, \$1.50
Ladies' Kid Gloves \$1.69, \$1.98, \$2.50 and \$3.00

LADIES' HOSIERY DEPARTMENT

The New Things in Hosiery—Silk and Sport Hose
Ladies' Silk Hose, in the light shades, so popular now \$2.50 and \$2.95
Ladies' Silk Hose in all shades, 98c, \$1.48, \$1.95 \$2.50.

Ladies' Sport Hose in Silk and Wool, 98c, \$1.39, \$1.50, \$2.00, \$2.50.

Ladies' Cotton and Lisle Hose 10c, 15c, 19c, 25c, 39c.

Misses' Hose in all colors, 15c, 18c, 25c, 39c.
Wool Hose for Children 59c, 39c

LADIES' AND CHILDREN'S KNIT UNDERWEAR

We handle the Forest Mills Knit Underwear, the very best one made, in ladies, misses' and children.

Children's Pants and Vests 25c, 37c and 48c
Misses' Pants and Vests 48c
Ladies' Pants or Vests 39c, 50c, 75c, 98c
Misses and Children's Union Suits 75c, 98c
Ladies' Union Suits \$1.00, \$1.48
Ladies' White College Sweaters—This is the heavy sport Sweater. In white, red, blue, brown at \$6.95, \$7.50, \$9.95

THE BEST YARD WIDE OUTINGS

Yard wide Dress Gingham and Solid Chambrays at 10c
Yard wide Bleach Domestic 10c yd
Yard wide Curtain Marquisette 10c
Yard wide fancy border Curtain Scrim 10c
Solid Color Calico 10c

A FEW THINGS NEEDFUL AND NECESSARY ALL THE TIME.

Good Canton Flannel 10c yd
Good heavy yard wide Sheeting 10c
Good Outing Flannel 10c, 12½c, 15c
Good Gingham 10c, 12½c, 15c
The best and prettiest Dress Gingham, 12½c, 15c, 18c, 25c
Yard wide Percales 15c and 18c yd

YOU MAY NEED BLANKETS

If you do, look at these prices, priced by the pair 98c, \$1.50, \$1.98, \$2.48, \$2.98 and \$3.50
200 pairs fine large plaids, large size wool nap Blankets, largest made, 72x84, for a special Christmas number \$4.48
Same as above, 66x80 \$3.95

BABY BLANKETS

You are almost bound to have these. We have them in all sizes, white or plaids at 50c, 85c, 98c, \$1.25 \$1.48, \$1.98

We will remain open on Saturday evenings from this
Saturday, December 10th, till Christmas.

We have decided to keep all our stores open Saturday evenings beginning with this Saturday, December 10th, till Christmas.

We do this in order to accommodate our friends and customers who can't shop during the week.

Cold Weather Specials from Our Men and Boys' Clothing and Furnishings Department

Men's long Overcoats at
\$8.95, \$9.95, \$12.95, \$14.95

Men and Young Men's hand tailored medium and long length Overcoats. All this season's newest colors and models at
\$19.95, \$25.00, \$29.50, \$35.00

Boys' Overcoats, sizes 2 1-2 to 20 years at
\$2.98, \$3.95, \$4.95, \$6.95, \$8.95, \$9.95, \$12.50 \$14.95

Men's Suits that will make you think of old times at
\$8.95, \$9.95, \$12.50, \$14.95

Men's and Young Men's hand tailored Suits standard makes all models, sizes up to 54s, at
\$19.95, \$25.00, \$29.50, \$39.50

Boys' Suits including novelties and Norfolk. Made with one and two pair pants, sizes 2 1-2 to 20 years.

\$2.98, \$3.95, \$4.95, \$6.95, \$8.95, \$9.95, \$12.50, \$14.95

Men's Underwear

Men's ribbed and fleeced Shirts and Drawers, at
50c, 62 1-2c, 75c, 98c

Men's Spring Needle ribbed and fleeced Union Suits, at
\$1.00, \$1.25, \$1.45, \$1.95

Boys' Union Suits, all sizes
50c, 75c, 89c, 98c

Boys' fleeced and ribbed drawers, at
25c

Men's \$1.50 Indo Overall, at
98c

Men's Genuine India 2-20 weight Denim regular \$2.00 value, Special
\$1.45

Boys' Union All, all sizes
98c, \$1.48, \$1.98

Men and Boys' Sweaters, all colors
98c, \$1.48, \$1.98, \$2.48, \$2.98, \$3.95, \$4.95

College Sweaters for ladies and men
\$7.50, \$8.95, \$9.95

Practical Gifts for Men and Boys

Men's new Felt Hats
\$1.95 to \$7.50

Men's Hosiery, all colors, cotton, wool and silk
10c, 15c, 25c, 50c, 75c, \$1.00

Men's Driving Gloves
50c to \$5.00

Men's Kid Gloves
\$1.95 to \$5.00

Boy Scout Gloves
98c to \$1.98

Men and Boys' Ties
25c to \$2.50

Cotton and Linen Handkerchiefs
10c to 50c

Men's Belts
25c to \$1.50

Men's Belt Buckles
50c, 75c, and 98c

Suspenders
25c, 35c, 50c

Men's Silk Scarfs
\$1.50, \$1.98, \$2.50

Cuff Buttons
25c, 50c, 75c, \$1.00

Collar Pins
25c and 50c

Men's Silk Shirts
\$3.95, \$4.95, \$5.95

Men's Madras Shirts
\$1.50, \$2.00, \$2.50

Suit Cases and Hand Bags
\$2.98, \$4.98, \$8.95, \$9.95, \$12.50

Men's and Boys' Rain Coats
\$3.95, \$4.95, \$6.95, \$8.95, \$9.95.

In Our Toyland Department Down Stairs

We have prepared for Santa Claus with great care. Here the children revel in delight. Everything to please the little folks in our Toyland.

Wagons, Velocipedes, Fire Engines, Dolls of all kinds, Iron and Tin Toys in Animals, Fire Engines, Stoves. In fact every thing to please the children.

Dolls 5c to \$10.00

CHRISTMAS TOWELS

You know every woman likes to get pretty Towels for Christmas.

We have the pretty colored border Bath Towels at 25c, 39c, 48c, 59c, 69c.

WARM COMFORTABLE FELT SLIPPERS FOR THE FAMILY

Men's, Women's and Children's. Why not come now and buy your Felt Slippers, while you can get the sizes and styles?

Men's Felt Slippers, 75c, 98c, \$1.25, \$1.48, \$1.98, \$2.50, \$3.50.

Ladies' Felt Slippers, 75c, 85c, 98c, \$1.50, \$1.98, \$2.25, \$2.50.

Children's Felt Slippers, 68c, 75c, 85c, 98c, \$1.25, \$1.48.

HOLIDAY BOX PAPER

We have always been very strong on pretty Box Paper for the Holidays, 25c, 39c, 50c, 89c 98c \$1.50.

BATH ROBE BLANKETS

Why not buy him a pretty Bath Robe Blanket, \$2.48, \$3.98, \$4.98.

Men's Bath Robes, ready made, \$3.95, \$4.95, \$5.95, \$6.95, \$8.95.

Boys' Bath Robes, \$2.98, \$3.98, \$4.95.

BEAUTIFUL COLORED QUILTS OR COUNTERPANES

These are extremely pretty. Comes in yellows, blues, pinks, the colors are absolutely fast, good large sizes and the price for the Satin Marseilles \$5.95

LADIES' KIMONOS

Ladies' Kimonos, made of good quality of Crepe, \$1.50, \$1.98, \$2.98.

Silk Kimonos, beautiful colors, \$5.95, \$7.50, \$9.95, \$12.50.

Ladies' Warm Bath Robes, \$2.98, \$3.98, \$4.95, \$5.95, \$6.95.

Good line Ladies' Raincoats, \$4.95, \$6.95, \$7.50, \$9.95.

Children's Rain Capes, \$1.98, \$2.98, \$3.98, \$4.95, Bungalow Aprons, 75c, 98c, \$1.50.

Silk Shirt Waists, Georgettes and Crepe de Chines \$2.98, \$3.98, \$4.95, \$5.95.

Silk Petticoats, \$2.98, \$3.98, \$4.95 to \$9.95.

Silk and Net Boudoir Caps 50c, 75c, 98c, \$1.00

CHRISTMAS HANDBAGS AND POCKET BOOKS

Ladies' and Children's, 48c, 98c, \$1.50, \$1.98, \$2.98, \$3.98.

Silver Mesh Bags, \$4.95, \$5.95, \$6.95, \$7.95

Ladies' Silk Umbrellas, \$4.95, \$5.95, \$6.95, \$7.95, \$8.95.

Ladies' Sport Sweaters—We have these in all colors, the newest styles in Sport Sweaters, \$4.95 to \$9.95.

CHRISTMAS HANKERCHIEFS.

This is something you always want for Christmas. We are selling thousands, either in boxes or singles.

Single Handkerchiefs 2½c 5c, 10c,—3 for 25c.
Linen Handkerchiefs, 25c, 39c, 50c.

HANKERCHIEFS IN BOXES 3 IN BOX

By the Box, 25c, 39c 48c, 69c, 75c, 98c.

Better goods for Less Money in all departments. Come and see.

Better values in anything you buy—that's what determines "a bargain". We give you better values.

Joyland for the children down stairs—and it's called Toyland also.

It's not how much we can get—but how many customers we can satisfy and please.

In our big downstairs store—Santa Claus holds forth.

We don't want all your money for a few things. We are still selling them for less.

New things added daily for this Christmas Sale in every department.

This sale means thousands of dollars saved to you.
Read every line of this—come to headquarters.