

The dawn of a new season and that season autumn! Every woman is asking, "What shall I wear?" As she turns from the flippant informality that is summer's to the more varied and defined requirements that belong to fall and winter, she will find her question fashionably answered in this early display of the mode for fall, 1927. A new note is struck in the fashions for this season, modes that indicates a very interesting attempt to break away from the tailored regime that has held sway for so many seasons.

Everybody Come Friday Morning, September 16

Fall Announcement

FALL COATS FLARE



The new Side Flare is beautifully and gracefully accomplished in this model of black cadina, bordered with Russian fox. Velours, Broadcloth and Velice. Trimmed in Fur. Priced

\$22.50 TO \$65.00

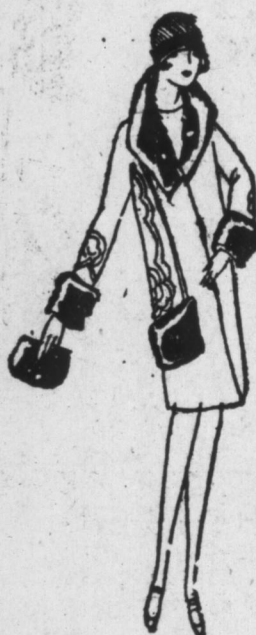
WHEN IT'S TEA TIME



Dresses such as the one illustrated of sheer tucked chiffon and all-over lace are charming. Lovely new fall creations are here in the newest colors and fabrics. One lot Beaded dresses, the newest thing in pastel shades. Priced

\$9.95, \$16.50 to \$24.95

A COAT FOR THE MISS



Coats of lovely materials and lavishly fur trimmed follow closely in the footsteps of the coat mode for older sister. Coats for sports, dress and school are priced at

\$5.95 to \$19.95

We have a complete stock of New Fall Merchandise. Not coming but here to show you, and it will be to your advantage to look things over and select. So many of our best numbers were picked off the rack and you have a chance to see them. Come early we will be glad to show you through all Departments.

Our Biggest Hit this Season has been our Gage Hats. These hats come in big head sizes. Also regular. We have made special price on these Hats **\$4.95** These Hats will compare with Most hats at \$9.95.

Also have big assortment of Misses' and Children's Hats in all the newest shades **98c to \$2.98**

Other Ladies Felts **\$1.98 AND UP**

We have a Beautiful Line of Novelties in Corduroy Bath Robes. Silk Gowns and Negligees. Priced from **\$4.98 to \$14.95**

Rayon Bloomers and Teddies in all the good shades **79c to \$1.98** Priced from

We have Coats to meet the demand for our Customers Fur Trimmed, priced **\$6.95 to \$9.95**

Don't Fail to See Our Big Stock of Children's Coats and Dresses— Dresses Priced **98c to \$4.98** Coats Priced **\$3.95 to \$9.95**

Just arrived—big lot Ladies' and Misses' Sweaters. Just the thing for house or school wear Ladies' Sweaters **\$1.98 to \$5.95** Misses' Sweaters **98c to \$3.95**

The Manner of the Mode in MILLINERY



In Our Millinery Salon—Modes of Distinguished Simplicity

From Paris, New York and London. The mode has made up her mind to stick to the close-fitting skull-cap type and so we see many of them introduced again in the fall collection. Felt, velvet and soleil are the favorites, but felt is never smarter than when it is combined with velvet. Prices ranging from **\$1.98 TO \$9.95**



SATIN IS A FAVORITE



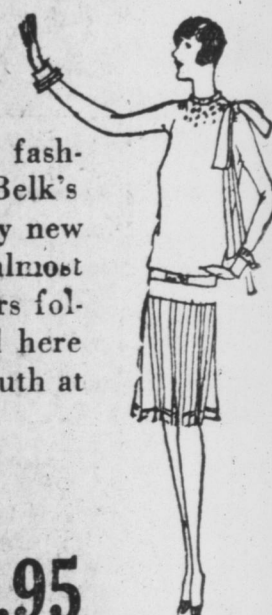
Satin, always a favorite, contributes so many and such unusual versions to the autumn frock vogue that its success is assured. Velvet is the smartest trimming. Satin Dresses **\$7.95 TO \$9.95**

THE EVENING MODE



Straight back—slender hips and the fullness massed in the skirt front—that's the satin evening frock mode for fall. Beautiful models in black and colors. **\$9.95 TO \$24.95**

FOR THE JUNIOR MISS



Just as grown-up fashionables come to Belk's to outfit for every new season, so their almost grown-up daughters follow suit and find here the modes of youth at their best.

\$2.98 TO \$5.95

Belk's

DEPARTMENT STORE