

# Sale of the Season!

## Fall's Favored Merchandise!

The glorious colors of Autumn's leaves are the smartest for the new season. First and Fall showing of the season's Newest Merchandise in Shoes, Clothing, Hats, Dresses and New Fall Fabrics at Belk's Friday, Saturday and Monday.

If You Trade at Belk's You Get the Best for Less.

### GREAT FALL OPENING SALE!

#### Men's Suits, Topcoats And Overcoats

—at Prices that Give Maximum Value

A Sale for all men! Business men, professional men, young college men will find the desired clothes here. Just the correct suit or coat cut in accordance with the finest style traditions.

**MEN'S ALL - WOOL SUITS**  
at \$19.50 to \$29.50

Careful tailoring, excellent all-wool fabrics and distinctively smart styles all unite with the handsome new patterns and colors in these suits.

**FINE WINTER OVERCOATS**  
at \$9.50 to \$29.50

Overcoats of every type are represented—storm ulsters, tube coats, box coats, dress coats and raglans. Fabrics of every type—firm finished coats, clipped nap woolens, thick fleecy and shaggy woolens. Warm, rich colorings in attractive new patterns.



**Men's Hose**  
25c Pair

An extraordinary offering!  
Thread Silk Hose in a variety of colors and patterns at this low price.

Other Men's Dress Socks—  
5c TO 19c

**Smart Togs**  
FOR MEN

V-Neck Sweaters, Heather Mixtures, Sizes 36 to 52—

98c TO \$4.95

Shakers at, price

\$1.98 TO \$6.95

Boys' Blouses at

59c TO \$1.25

Collar Attached White Oxford Shirts—

68c TO 98c

#### When a Boy's a Man!

When a boy turns toward a man's thinking when it comes to clothes. Boys are self-conscious when they think about clothes. And they know that Belk's clothes are right, even as their parents know they are priced right.

One Long and One Short Pants \$3.95

Boys Two Long Pants Suits—

\$4.95 TO

\$16.50

#### BARGAIN BASEMENT

Ladies' Winter Hats. (Base Special) Look these 48c

Table 9-inch Plates and Cups 10c

Big Counter Outing, 36 inches wide, assorted colors per yard 10c

Big counter Dress and Apron Gingham, big assortment of patterns. Per yard 7½c AND 10c

Men's Lumber Jack Shirts, big Checks. Sizes 14 to 17. Special price \$1.25



**Belk's**  
DEPARTMENT STORE

#### 2/3 Of Your Life Is Spent In Your Shoes

Nobody is harder on shoes than a growing child. and at no time is quality more important than Fall Shoes For School. In fact every type of Shoes for school and dress and play is shown at Belk's and at their low prices—

Every Model, every Line, every Color that expresses the spirit of autumn is shown in a comprehensive Footwear Display, moderately priced at

\$1.48 TO \$4.98

\$2.95 TO \$6.95

We have taken Special care in selecting our Fall and Winter line of Dress Goods and Silks and give all of our Friends and Customers a Special invitation to come in and look them over. We are sure that our goods are the best to be had and our prices are the lowest to be found in this section. We have some of the most wonderful values in Flannels and Twills that you have ever seen, with almost any color you are looking for.

#### WOOL GOODS SPECIALS

54-inch All Wool Flannel in all the good colors. Fall Opening price \$1.98

28-inch All Wool Flannel, Fine for Dresses, special yard 98c

54-inch Twilline, same as Charmeen Navy only. Fall Opening price \$2.48

89c value 36-inch Corduroy, all the colors for Bath Robes Fall Opening Price 69c

54-inch All-Wool Velour Coating in several good Coat Shades. Sale price \$2.98

#### SILK SPECIALS

\$3.00 value 54-inch Flat Crepe, in good range of colors Special \$2.39

\$3.00 value Satin Back Crepe, in black and colors special \$2.79

40-inch Washable Satin Back Crepe Fall Opening price \$1.98

\$2.00 value Charmeuse Satin, in all the Staple Colors. Fall Opening Price \$1.79

40-inch Crepe De Chine in Full Range of Colors. Special 98c

38 and 39 inch Washable Crepe de Chine. Special Fall Opening \$1.39

#### Special Fall Showing In Our Dry Goods Department

Our dry goods counters are loaded down with New Fall Piece Goods, extra good for school dresses, these prices are based on 12 cent cotton prices, today's are much higher on all these goods.

Big assortment Kimona Crepe, wide range colors 25c

Big counter Unbleached Broadcloth, 100x60 count. Fall opening, per yard 15c

Gibson's 32-inch Gingham guaranteed fast colors 19c

Big Table Knicker Cloth, fine for Boys' School Suits Very Special 25c

One big counter Gingham, 32 inch, fast colors 15c

AAA Sheeting, smooth finish. Worth 16 1-2c per yard Fall Opening 12½c

