

"THE CHRISTMAS STORE"

BELK'S

\$25,000 Drive For Xmas

WE CAN ALWAYS SAVE YOU MONEY

SUGAR

FOLLOW THE CROWDS TO BELK'S

10,000 pounds "Franklin Cane Sugar" guaranteed now on sale. A rare opportunity to save money. Great values in all departments.

Conditions of Sugar Sale

No Sugar Sold Without Purchasing Merchandise	With the purchase of merchandise from any department of this store, amounting to \$2.00 to \$6.00 you will be entitled to purchase 10 lbs. sugar for	50c	A Saving You Cannot Afford to Miss
	Merchandise purchased, \$6.00 to \$15.00	\$1.25	
	Merchandise purchased \$15.00 to \$25.00,	\$1.75	
	Merchandise purchased \$25.00 to \$50.00	\$2.50	
	Merchandise purchased \$50.00 up,	\$5.00	

Buy Here and SAVE

Parks-Belk Co. Mount Airy, N. C.

Visit Toyland

Belks Always Sell It For LESS

Shoes and Oxfords

Ladies' Satin Strap and Pumps with Buckles, real \$6.00 value. Special for this big drive \$3.45 to \$3.95
 Ladies' Patent Straps. Low and medium heels. \$4.00 values, Special \$2.95
 All Queen Quality Slippers at big reduction \$5.95 to \$7.95 values at \$1.00 to \$2.00 off
 Ladies' Black and Brown Slippers in Straps and Oxford, light and dark colors, all for \$2.95
 All other slippers at a big saving.

What would be nicer than a nice pair of Bed Room Slippers for Christmas? Special. Headquarters for Bed Room Slippers.



Men's Bed Room Slippers—Special for this drive—95c, \$1.25, \$1.45, \$1.95
 Lady Salisbury, made in Carolina, special... \$1.25
 Dixie Maiden, in all colors and sizes, 95c
 Other Slippers, Special 45c to 75c
 Children's Bed Room Slippers, all sizes and prices

LOOK! LOOK!

Big counter of Children's Shoes, Scufflers, sizes 5 to 2, all for 95c (Panco and Leather Soles)
 Other Children's Shoes at a big saving
 Prices, \$1.24, \$1.45, \$2.45

BIG SPECIALS IN MEN'S SHOES AND OXFORDS
 \$4.00 value Men's light tan shoes, Bal and Bluchers. Special \$2.95
 Boys' dress shoes, priced at \$1.95 to \$2.95

MEN'S WORK SHOES

Bear Cats Shoes with Panco Soles, guaranteed for wear, \$2.45
 Big lot Men's Elkin Shoes, guaranteed solid leather special, \$2.95
 All Children's Elkins, priced, \$1.95 to \$3.45
 Men's Scout Shoes, special \$1.75 to \$1.95
 Be sure and visit our Shoe Department before you buy your Shoes and Oxfords. All kinds of styles to select from. And remember, every pair is guaranteed to be the best that can be bought for the money. Compare our prices with others.

LADIES NECKWEAR FOR XMAS GIFTS

The very latest styles in Ladies' Neckwear, Collar Sets, Buster Brown Collar and Cuff Sets, Collar, Lace by the yard, Linen Collar Sets and the latest novelties in Ladies' and Children's Windsor Ties, prices to suit all 25c to \$1.45

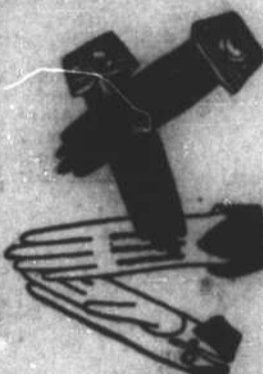


GLOVES FOR XMAS GIFTS

The most pleasing gift that would be appreciated by ladies and children would be a pair of Gloves. And we have received a big shipment of new styles and qualities to suit everyone.

Ladies' Chamoisette and Kid Gloves, priced .95c to \$3.95
 Children's Chamoisette Gloves, priced, 45c to \$1.00

Pleasing Gifts



Look! Extra!

Be sure to visit our Toy Department on Second Floor. Everything sold for less. We deliver.

TOILET REQUISITIES FOR YOUR XMAS GIFTS

We carry the most complete line of Toilet Goods to be found anywhere. The well known advertised lines, such as Richard Hudnut, Armands, Coty, Melba, Nadine, Azura and Floramave, Hinds, Mavis, (Black and White) and Colgate. Any of these different lines would be appreciated for Gifts.

STATIONERY FOR XMAS GIFTS

Stationery is a nice gift to remember anyone with, as it is always needed and our Stationery Department is complete in every respect. Our prices range below.

Boxed Stationery, real values, 10c to \$2.45
 Pound Paper, per pound 25c to 60c
 Envelopes to match, per package 5c to 30c

Useful Gifts

LADIES' HAND BAGS FOR XMAS GIFTS

Ladies' and Children's Hand Bags would be appreciated very much for Gifts, and we are prepared to offer some real values to Xmas shoppers. Children's Beaded Bags and Leather Bags 25c up
 Ladies' Hand Bags and Beaded Bags, 45c up to 95c



HOSIERY FOR XMAS GIFTS

Even a child would appreciate a pair of Hosiery for Xmas. And our Hosiery Department is complete in every way for Ladies' and Children.

We stock the well known advertised brands of Hosiery, "Kayser" slipper heel, per pair, ... \$1.45, \$1.95, \$2.25
 Ladies, Gordon Hosiery, per pair, ... \$1.45, \$1.95, \$2.25
 Ladies' Lehigh Hosiery, per pair, \$1.75 and \$1.95



FLOOR COVERINGS

6 feet wide several patterns to select from, per running yard, 95c

ANOTHER SHIPMENT OF RUGS

Pretty fiber rugs, many colors, a real \$2.00 value, special each 95c

MEN'S BEAR CAT SHOES

The best work shoes on the market at this price, rubber bottoms, soft and cap toe, per pair, \$2.45, \$2.95

Baby blankets for gifts, soft baby blankets, in colors pink and blue, prices, 50c, \$55c to \$1.95

OUTING SPECIALS

Good quality outing, light and dark colors, per yd., 5 1/2c, 10c, 15c, 19c

TOWELS FOR XMAS GIFTS

A great display of towels for Xmas and we guarantee lowest prices.

DOLLS FOR THE KIDDIES

Visit Toyland, 2nd floor for the toys. Dolls priced, 25c, 40c, to \$4.95

ART SQUARES

A pretty FloorTex Rug for Xmas class, 9x12, values \$10.00, Belk's prices, each, \$7.95

GIVE A RAINCOAT FOR CHRISTMAS

Children's Rain Cape \$1.95
 Boys' Raincoats, \$3.95, \$4.95
 Girls' Raincoats \$4.95, \$5.95
 Men's Raincoats \$5.95

Every One Guaranteed BED ROOM SLIPPERS

Many colors felt slippers, great values, per pair 45c to 65c

Parks-Belk Co. Mount Airy, N. C.

PARASOLS FOR XMAS GIFTS

Children's Parasols in Assorted Colors and Sizes. Prices to suit all. An ideal gift. Prices 55c up to \$1.95
 Ladies' Cotton and Mercerized Umbrellas, all colors, Price 95c to \$3.95
 Ladies' Silk Umbrellas, prices \$3.45 to \$4.95