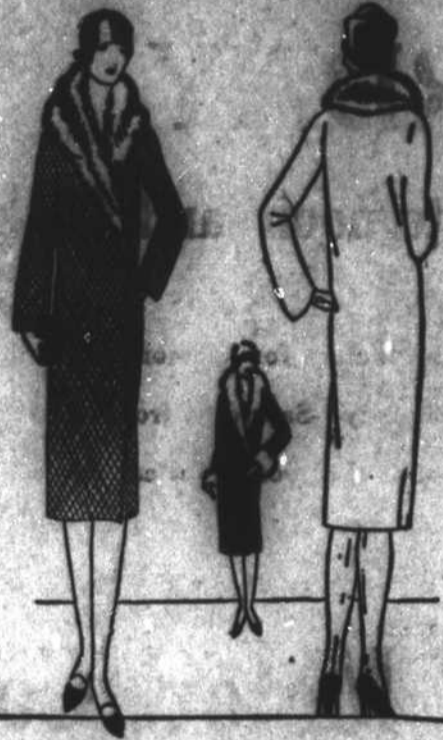


Belk's Christmas Opening

And Sale of Coats, Dresses and Winter Merchandise

Starting Monday Store Will Be Open at Nights Until Christmas



C-O-A-T-S!

All ladies' L. Simon fine coats, reduced from \$42.50, to	\$30.00
All ladies' fine \$24.50 coats, reduced to	\$19.95
All ladies' \$14.95 coats, reduced to	\$12.95
All ladies' and children's \$9.95 coats reduced to	\$8.50
All ladies' and children's \$5.95 coats, reduced to	\$5.00
All other children's coats reduced in price.	
Ladies' new Christmas bath robes, priced,	\$3.98 and \$4.95
Ladies' pretty kimono's, for gifts, priced	98c to \$5.95

Millinery

All ladies' new felt hats, from	\$2.98 to \$5.95
Will be sold for half price.	
One lot Children's and Misses felt hats, on sale at	48c
Ladies' new metallic hats, ..	\$1.98 to \$5.95
Ladies' silk beaded hats, special,	\$3.98
Infants' silk caps, priced,	59c

SPECIALS

- Special size Octagon Soap, per cake, **4c**
 - Large size Octagon Soap, .. **6c**
 - Palm Olive Soap, limited, 6 cakes to a customer, special, per cake, **6c**
 - Large size Toilet Soap, per cake, **4c**
 - Good quality house brooms, each, **29c**
 - J. P. Coats spool cotton, 3 spools for **10c**
 - Large size bordered Turkish Towels, each **25c**
 - 36 in. Sheeting, per yd., 6 1-2c
 - 36 in. Unbleached Sheeting, per yd., **9c**
 - Good heavy fleecy Outing, special, per yd., **15c**
 - Ladies' English rib hose, all colors, per pair **25c**
 - Good quality Dress Gingham, all patterns, yd., **10c**
 - Guaranteed fast color play cloth, per yd., **15c**
 - 42 x 36 Pillow Cases, special, **15c**
 - 81 x 90 Belk's beauty sheets, **98c**
 - Bleached white crinkle bed spreads, **\$1.69**
 - Best quality feather ticking per yard, **25c**
 - Good heavy dress suitings, yard, **19c**
 - Children's good quality union suits, **45c**
 - Ladies' knit vests, special **48c**
 - Men's medium weight union suits, **79c**
 - Men's heavy weight union suits, **95c**
 - Men's \$16.50 Suits, reduced to **\$10.00**
 - Men's \$24.50 Suits, reduced to **\$19.50**
 - Men's \$10.00 Overcoats **\$5.95**
- You can get the best shoe values in town in our shoe department—shoes for men, women and children—work and dress shoes.



Ladies' Dresses

Ladies' new sun glow Satin Dresses, all pretty bright colors, at	\$4.95
Ladies' flannel and silk dresses, specially priced for Christmas at,	\$5.95
Ladies' fine silk and wool crepe dresses, special at,	\$9.95
A shipment of Ladies' early spring dresses, beautiful in color and style,	\$14.95
Children's dresses, priced at	98c to \$5.95
Ladies' cotton Rayon Bloomers, priced at	48c

Ladies and misses' silk bloomers,	98c
Ladies' Silk flowered bloomers, in Christmas boxes, at	98c
Ladies' Silk Gowns,	\$2.98 and \$3.98

G-I-F-T-S--

Nice handkerchief sets, 3 to the box, ...	48c, 69c, 98c, \$1.48
Ladies' Garter sets,	48c
Toilet Sets,	48c to \$1.98
Compacts and Vanities,	48c to \$1.98
Ladies' novelty pocket books,	98c
Silk Bed Spreads, all colors,	\$4.95
Comb and Brush sets,	\$1.98 to \$4.95
Stationery,	25c to \$1.48
Men's Christmas ties,	98c
Men's fancy garter sets,	48c
Men's handkerchiefs,	5c and 10c
Men's dress gloves,	98c to \$3.98
Travelette Sets,	25c

Stehli Silks!

A new shipment of Stehli Silks, in short lengths, these are silks that are sold at \$2.95 a yard. All pretty and new colors to go on sale at the special price, per yard, **\$1.69**



Small dolls, unbreakable, priced	48c
Mama dolls, unbreakable, priced,	98c
Pretty dolls fully dressed at	\$1.98
Dolls with real hair, that sleep and say mama, at	\$2.98
E. I. Horseman's dolls, with hair and silk clothing,	\$3.98 and \$4.95
Large sleeping dolls with teddy bear suits, at	\$7.95
Skates, priced at	\$1.79
Tricycles, priced at	\$1.48 to \$3.98
Wagons, priced at	98c to \$5.95
Doll Carriages, priced at	\$2.98 to \$4.95

PARKS-BELK COMPANY

"Mount Airy's Leading Department Store"