



## OUR GREAT HOLIDAY SALE IS NOW ON

Every moment of these short winter days will be crowded with interest for the gift hunter. What to give?

# Is The Burning Question

Gastonia's largest department store offers saving opportunities from now till Xmas never before enjoyed by Gaston county's people. Every department has something special for you, something for gifts that are useful, articles that are appreciated long after YULE-TIDE season has passed.

### House-Keeping Linens

House-Keeping Linens and Towels at Bargain Prices.  
 Extra special, regular 35c Mercerized Damask, at .....25c  
 64-in. Mercerized Table Damask, Beautiful pattern, for .....48c  
 Richardson's 72-in. Linens, made from pure Flax, wear guaranteed, regular \$1 value for .....85c  
 Richardson's 72-in. Linens, regular \$1.50 value, for .....\$1.25

### Towels

15c Bath Towels for .....10c  
 15c Huck Towels for .....10c  
 Good Huck Towels for .....5c  
 Extra large size bath Towels 50c Pr. Good stock of Linen Towels at popular prices.

### SOFA PILLOW TOPS.

Just received new lot at 25 and 50c

### LADIES' NECKWEAR.

We have some beautiful new styles in Ladies' Neckwear at 25 & 48c

### LADIES' KID GLOVES.

We have a good assortment in Tan, Black and White, price....\$1 Pr.

### LADIES' HAND BAGS.

All kinds, prices 48c, 98c, \$1.98 up

### LADIES' HANDKERCHIEFS.

Handkerchiefs are always appreciated by any one. You will find here one of the largest and best assortments in town.  
 Ladies' hemstitched all pure Linen Handkerchiefs at .....5c  
 Ladies' all pure linen Handkerchiefs with 1-4 in hem at .\$.1 per doz.  
 Beautiful Initial Handkerchiefs for .....10c or \$1 per doz.  
 Ladies' pure Irish linen initial Handkerchiefs at .....15 and 25c

### CHILDREN' SILVER PURSES.

Children's silver Purses at .....25c  
 Ladies' Belt Pins at .....25 and 50c

### Furs! Furs! Furs!

Furs at greatly reduced prices. Every Fur in our entire line has been remarked and marked down.  
 \$1.25 Neck pieces at .....98c  
 \$4.00 Neck pieces at .....\$2.98  
 \$5.00 Neck pieces at .....\$3.98  
 \$6.50 Neck pieces at .....\$4.98  
 \$10.00 Neck pieces at .....\$7.48  
 \$12.00 Neck pieces at .....\$9.98  
 \$15.00 Neck pieces at .....\$11.98  
 All Muffs have also been reduced in proportion.

### Elkin Wool Blankets

Elkin Wool Blankets at Special Prices.  
 \$4.50 11-4 wool Blankets....\$2.98  
 \$3.00 11-4 wool Blankets....\$2.50  
 Cotton Blankets from .48c to \$1.25  
 Full size Comforts for .....98c  
 One lot \$2.50 large size Comforts, Special Price .....\$1.98

### Ladies' Underwear

Ladies' good winter weight Vest and Pants to match at 25c a garment  
 Ladies' good fleece lined Underwear at .....48c or 95c a Suit  
 Ladies' 75c Union Suits at .....50c  
 Misses' and Children's Union Suits at .....25 and 48c

### Ladies' Dress Skirts

One lot of Ladies' Blue, Brown and Black Panama Skirts, \$2.50 values at .....\$1.98  
 Big line of Voile and Panama Skirts from .....\$5.00 to \$10

### Black Underskirts

75c Black Skirts for .....48c  
 \$1.00 Black Skirts for .....75c  
 \$1.25 Black Skirts for .....98c

### Ladies Long Coats

One big lot at 1-3 to 1-2 off regular price.

### Dry Goods

Our big 5c counter is better than ever. On this counter you will find yard-wide Bleaching, yard-wide Sheeting, Chambrays and Outings worth up to 7 1-2c yard.  
 10c Percales and Dress Gingham for .....8 1-2c  
 10c Outing in solid colors for 8 1-2c  
 Cotton Flannel from .5 to 12 1-2c  
 12 1-2c Galatea for .....10c  
 Laxar Shirt Cheviots for .....10c  
 12 1-2c Renfrew Gingham for .....10c  
 12 1-2c Cotton Suitings, for .....10c  
 One lot of 25c Mercerized Cotton Suitings at .....16 2-3c

### Woolen Goods

Ashland Repellant in Gray, Brown, Red, Blue and Black, 52-in. wide for .....48c  
 Just the thing to use in making Ladies' Coat Suits, etc.  
 One lot of 85c all-wool Serges in Gray, Blue and Black for .....75c  
 All colors in 52-in. Broadcloth. 98c

### Great Christmas Value in Hose

Our famous "Imswich" Hose for Women and Children are immense sellers. 25 cent wearing Hose for just half the price, two pairs for .....25c  
 Imswich Hose for Children. 12 1-2c  
 Ladies' Christmas Hosiery from 25c to \$1.50 per pair.  
 Misses' and Boys' Hose for .....10c

### Men's Handkerchiefs

Men's plain white hemstitched Handkerchiefs for 5 cents or 50c doz.  
 Men's Mercerized Handkerchiefs at .....10c or \$1 pr. doz.  
 Men's all Linen initial handkerchiefs 17c or \$2 per dozen. These come one-half dozen to the box.  
 Men's beautiful initial Handkerchiefs at 25c each. These come packed one half dozen to the box.  
 Way's Scarf Mufflers for Men and Boys', all colors, at .25 and 50c

### Men's Clothing and Furnishings

Great Holiday values are being shown in these lines.  
 Men's heavy fleeced Undershirts and Drawers to match at 48c or 95c a Suit.  
 Men's Egyptian ribbed Underwear at .....48c a garment  
 Boys' heavy fleeced Union Suits, all sizes, at .....48c Each  
 Boys' Coat Sweaters at 25c and 48c  
 Ader's Gloves for Men at \$1.00 and \$1.50 pr. pair, in Gray and Brown dressed or undressed.  
 Men's wool Gloves at .25c and 50c  
 Boys' Gauntlet Gloves at .....50c  
 Boys' wool Gloves at .....25c  
 Men's work Gloves from 48 to \$1.50

### Neckwear

Big line of Men's and Boys' Neckwear at .....25 and 50c

### Collars

Lion Brand Collars in 1-4 sizes, price .....2 for 25c

### Men's Suits

Big line of Men's Suits from \$4.98 up to \$15.  
 Black and Gray Cravenette Overcoats at .....\$10 and \$12.50  
 Men's \$2 Pants at .....\$1.50  
 Big line of Men's Pants at \$2, \$3, 3.50 and \$4.00.  
 Boys' Pants, all sizes and prices from .....25c up to \$1.50

### Shoes! Shoes!

Christmas Shoes for the whole family.  
 Ladies' \$2.50 cloth top button Shoes for .....\$2  
 Ladies' \$2.50 Gun Metal button Shoes for .....\$2  
 Ladies' \$2.50 patent leather Shoes for .....\$2.00  
 Queen Quality Shoes for Ladies at .....\$3 and \$3.50

### Men's Hats

\$2 Black and Gray Hats at .....\$1.75  
 Big line of John B. Stetson Hats at .....\$3.50  
 Men's and Boys' Caps at 10c to 48c

### Men's Shoes

Fellowcraft Shoes for Men at \$3.50, no better Shoes made for the money.  
 Ralston's Health Shoes at .....\$4  
 This is one of the best Shoes in this country for the money.  
 Churchill & Alden Shoes for ....\$3  
 These come in button or lace, patent, vici and gun metal.  
 You will find here the best line of Men's Shoes for \$2.00 you ever looked at. These come in Tan, Box Calf, Gun Metal, Patent leather and Vici.  
 Men's \$1.50 Satin Calf Shoes....98c  
 Men's good heavy work Shoes at .....\$1.25 and \$1.50  
 Elkin Shoes for Men, Women and Children.  
 Big line of Children's and Misses' Shoes at popular prices.

### Toys! Toys!

If you want to see Toyland, come to Belk's. We have the largest stock in Gaston county.  
 Horns at .....5, 10 and 25c  
 Dolls from .....5c to \$3.00  
 Toy Pistols at .....5 and 10c  
 Pianos from .....25c to \$1.50  
 Children's Trunks from .25 to 98c  
 Boys' Tool Chests from 50 to \$1.50  
 Musical toys at .....5 and 10c  
 Tin Toys of all kinds at .5c to 25c  
 Push Carts at .....10c  
 Hook and Ladder Wagons with three horses for .....\$1.50  
 Gypsy covered Wagons with two horses for .....48c  
 Children's Tea Sets from 25 to 98c  
 Doll Beds, Brass Finish, trimmed, from .....25c to \$1.50  
 Picture Frames at .....5 and 10c  
 The above are just a few hints of our Toy stock. We have thousands of others not mentioned in this ad.

All millinery going at reduced prices. Come and buy that new Xmas hat. You can't afford not to make our store a visit before doing your XMAS SHOPPING

# J. M. BELK COMPANY

Gastonia, North Carolina