

# J. M. BELK CO.

You will find in Our Two Big Stores the largest and most complete stocks of Fall and Winter Goods to be found in the city.

Come and Get Our Prices Before Buying

10c Extra Heavy Sheeting for - - - - - 7 1 2c

35c Straw Matting for - 25c

See Our Rugs at 98c, \$1.98 and \$3.98

25c Kindergarten Cloth Short Lengths for - - - - 12 1-2c

Big Bargains in Shawls; Fascinators, Knit Caps, Etc. —

### Millinery



Just a few words about our Millinery Department. You will find in this Department the largest and most complete stock of all kinds of Ready-to-wear Hats for Ladies, Misses' & Children to be found in the City at prices that will compel you to buy. Big line of Ladies' Hats at 48c, 98c, \$1.50, \$1.98 up to \$5.00.

We can make you any kind of Hat you want. Don't fail to see our Millinery.

### Woolen Goods

This is a complete stock of Wool Goods we are showing.

36-Inch Part Wool Serges, all colors, also some stripes in the lot, worth 35c, our special price .25c  
30-Inch all wool Serges, all colors, worth easily 75c, for .48c  
\$1 42-Inch Serges, all colors, new Blues, etc., for .75c  
Good assortment of Woolens at 98c, \$1.25 up to \$1.50 per yard.  
75c Grey and Brown mixture Suitings, 58-inches wide, for .50c  
\$1.00 Cream Bedford Cord Wool goods for Baby's and Children's Coats, for .75c

### Percals, Suitings, Etc

12 1-2c Dark Percals, 36-inches wide, for .10c  
10c 32-In. Dress Gingham, 8 1-2c  
10c Cotton Suitings, Flanellettes, etc., for .7 1-2c  
18c Merrimack Kimona Fleece, beautiful patterns, for .12 1-2c  
2,000 Yards of Arista Standard Cheviots, fast colors, for .10c  
18c Hydegrade Galatea, all colors, for .15c

### Outings for Less

2,500 Yards of 10c Dark Outing, special for .7 1-2c  
12 1-2c Flanellettes, heavy weight, good colors, for .10c

### Staple Cotton Goods

Now when you are getting 14 cts. for your cotton you can buy here all kinds of Staple Cotton Goods on the basis of 10 cent cotton.  
7 1-2c 36-In. Sheeting for .5c  
8 1-2c 36-In. Sheeting for .6 1-2c  
10c Unbleached Sea Island, heavy-weight, for .7 1-2c  
10-4 Bleached and Unbleached Sheeting, regular 30c value .25c  
All kinds of Bed Ticking 10 to 18c  
Cotton Flannels, bleached and unbleached at 5, 8 1-2, 10 12 1-2c

### All Wool Pant Jeans

35c All Wool Pant Jeans for .25c  
Regular 50c Jefferson Jeans .35c  
Heavy Cashmeres for Men and Boys' Pants, Ladies' Coats, etc. Prices .38 and 48c

### Ladies' Neckwear

It would be impossible for us to describe the beautiful assortment of Ladies' Neckwear we have on display. Every imaginable style, colors, etc.  
Prices 25c, 48c, 75c, 98c, up to \$1.50  
Also Collar and Cuff Sets, in this lot.  
Prices .50c, 98c and \$1.50  
New Pleatings, Rufflings, etc., colors Black, Ecru and White. Prices .15 and 25c yd.

### Dress Trimmings

You wouldn't find a better collection of Trimmings in cities twice the size of this town than you can find here. The prices are always right.

### Men's Clothing

If you want to save from \$2.00 to \$5.00 on your Fall Suit see ours.  
Men's Suits, positively worth \$10.00, all Wool in Blue and Brown Serges, for .75c  
Men's Suits in Blue, Brown, Black and Grey Serges, worth easily \$12.50, for \$10.00  
Other good values in Men's Clothing priced at \$11.95, \$12.50, \$13.50, \$15.00 up to \$18.00.

## Ladies' Ready-To-Wear



More New Suits and Coats just received.

Ladies \$10.00 Mixture Suits, Special at \$7.95 and \$8.50-

Ladies' Suits worth up to \$12.50 in Fancies, Plain Blues and Blacks for \$9.95.

Big Values in Ladies' Suits at \$12.50, \$15.00, \$18.00 and up.

## Big Line of Coats



Coats for Ladies', Misses' and Children all kinds and prices.

Ladies' \$7.50 Long Black Carical for \$4.98.

Ladies' Long Black Cloth Coats from \$3.50 to \$15.00.

Ladies' and Misses' Coats in Fancies, Three-quarter and Full Length, Prices \$3.98, \$4.98, \$5.98 up to \$15.00.

Big Values in Children's Coats.

## Ladies' Separate Skirts



We have a Splendid Line of Skirts, Prices \$1.50, \$1.98, \$2.98, \$3.50, \$4.98 up to \$6.50 each.

These Skirts are New Styles and the Prices will interest you.

### Blankets and Comforts



We now have a complete line of all kinds of Blankets and Comforts. Cotton Blankets from 48c to \$1.50  
Wool Nap Blankets \$1.50 and \$1.98 See our all Wool Blankets at \$5.00 and \$5.98.  
Big line of Comforts. Prices 98c to \$7.50 Each.

### Boys' Clothing

Boys' Suits easily worth \$5.00, sizes up to 19, for \$3.98  
\$3.50 Boys' Suits, sizes up to 17, for \$2.50  
Boys' \$7.50 all wool Blue Serge Norfolk Suits for \$5.00  
Widow Jones' Clothing for Boys, sizes up to 18, the best line of Boys' Clothing on the market. Prices, per Suit \$4.98 to \$9.95

### Men's Pants

Men's \$1.25 to \$1.50 Pants for 98c  
Men's \$1.50 Heavy Winter Pants for \$1.25  
Men's \$2 all wool Pants for \$1.50  
Other good values in Men's Pants at \$1.98, \$2.50 up to \$3.50 Pr.

### Boys' Pants

Boys' 75c Pants, size 5 to 16 .50c  
Boys' \$1.25 and \$1.50 Pants size 17 and 18, for .98c  
Little Boys' Serge Pants, size 5 to 8, for .75c  
In fact we have the most complete stock of Boys' Pants we have ever shown.

### Men's and Boys' Caps

Boys' Caps worth 15 to 18c for 10c  
Boys' Blue Serge Caps .25 and 48c  
Men's Caps in all the latest styles at .25, 48, 75 and 98c

### Men's Neckwear

Men's and Boys' Ties worth up to 25c, for .10c  
25c Knit Ties for .15c  
Beautiful line of Neckwear priced at .25 and 48c

### Men's and Boys' Work Shirts

Long John Work Shirts for Men, the best on earth for .48c  
Men's regular 50c Work Shirts for 38c, 2 for .75c  
Boys' 50c Work Shirts for .38c  
25 Dozen Men's Work Shirts, worth up to 50c, slightly seconds .25c  
Little Boys' Blouses and Shirts for .25 and 48c

### Underwear

Men's 50c Fleece and Ribbed Underwear for .38c, 75c per Suit  
Men's extra good quality of Ribbed Underwear for .48c  
Boys' Union Suits, all sizes, at .48c  
SPECIAL PRICES ON WRIGHTS HEALTH UNDERWEAR.  
Wool Shirts for Men and Sweaters at Special Prices.  
Boys' Sweaters, just received. Prices .75, 98c and \$1.25

### Shoes! Shoes!

We have more Shoes than ever.  
Women's \$1.25 Dongola Patent Tip Shoes, sizes 5 to 8 for .98c  
Women's Box Calf and Vici Blucher Shoes, all guaranteed solid leather, at \$1.25, \$1.48 up to \$1.98  
Women's Fine Dress Shoes, prices \$1.50, \$1.98, \$2.50, \$2.98 up to \$3.50 Pair.  
Children's Shoes, sizes 8 1-2 to 11 1-2, prices .75, 98c and \$1.25  
Childs' Shoes, sizes 2 to 5, prices 50c to \$1.25.

### Boys' Shoes

Boys' Box Calf Shoes, sizes 9 1-2 to 13, worth up to \$1.50 for \$1.18  
Boys' Box Calf Shoes, sizes 13 1-2 to 2, for \$1.35  
Boys' \$2.00 Box Calf Shoes, every pair guaranteed solid leather, for \$1.50  
Good line of Boys' Shoes at \$1.98, \$2.50 and up.

### Men's Shoes

Don't fail to see our Men's Shoes. Men's \$2.50 Vici and Gun Metal Shoes for \$1.98

### Men's Work Shoes

We have a good line of all kinds of Men's Work Shoes. Prices \$1.25, \$1.50, \$2.00, \$2.50 to \$3.00 Pair.

100 dozen Boys and Girls School Hose at 10c pair or 98c per dozen.

J. M. BELK CO.  
GASTONIA, N. C.

7 1-2c Dress Gingham for 5c  
7 1-2c Fast Color Apron Gingham for 5c.