

You will find here the largest stock of goods in Gaston County.

J. M. BELK CO.

15

OTHER RETAIL STORES

15

Send us your Mail Orders. Write for Samples---State colors.

We now have a full and complete stock of Fall and Winter Merchandise. These prices remain good as long as the goods last. But it will pay you to buy your winter supply early as prices are advancing every day.

Women's Ready-to-wear

- BATH ROBES.**
Ladies new Bath Robes \$1.98 to \$3.98.
Ladies' Outing Gowns . . . 50c to 98c
Men's new Bath Robes for . . . \$2.98
- SHIRT WAISTS.**
\$2.50 Crepe de Chine Waists \$1.98
\$3.00 Net and fancy Waists for \$2.48
\$3.50 Net and fancy Waists for \$2.98
Ladies' Georgette and Crepe de Chine Shirt Waists for . . . \$4.98
Full line of Ladies' Waists at . . . 98c
- MILLINERY.**
Our stock of Millinery is the largest and most complete in Gastonia and at prices that will please.
Ladies' \$1.50 Trimmed Hats for 98c
Ladies' \$2.00 Trimmed Hats \$1.48
Ladies' \$2.50 Trimmed Hats \$1.98
Ladies' \$3.50 Trimmed Hats \$2.98
Complete line of Ladies' Trimmed Hats for . . . \$3.48 to \$7.50
Untrimmed Shapes 75c, 98c, \$1.50, \$2.00 up to \$5.00.
All kinds of Ornaments and Trimmings.



- LADIES' SUITS.**
200 Women's Brand New Suits to Select From.
\$12.50 Women's all wool Serge Suits for . . . \$9.95
\$15.00 Women's Serge and Poplin Suits for . . . \$12.50
\$18.00 Women's all wool Serge and Poplin Suits for . . . \$14.95
\$20.00 Women's all wool Serge and Poplin Suits for . . . \$16.50
\$22.50 Women's all wool Serge and Poplin Suits for . . . \$18.50
We also have a beautiful line of Ladies' Suits for . . . \$19.95 to \$27.00
Ladies' extra size Suits, sizes up to 48, price . . . \$15.00 to \$30.00
- LADIES' COATS.**
Ladies' long black Coats . . . \$4.98 to \$20.00
Ladies' 3-4 and full length mixture Coats, prices . . . \$5.95 to \$12.50
Ladies' fancy dress Coats, latest styles, prices . . . \$9.95 to \$22.50
- LADIES' NEW SERGE DRESSES.**
We have just received a new line of Ladies' serge Dresses \$9.95 to \$18
Ladies' Silk Dresses from . . . \$12.50 to \$18.50
- LADIES' SKIRTS.**
We have a very complete line of Ladies' Dress Skirts.
Ladies' \$1.50 Check Skirts for . . . 98c
Ladies' \$2.50 black and blue Serge Skirts for . . . \$1.98
Ladies' \$3.00 black and blue Serge Skirts for . . . \$2.48
Ladies' \$5.00 all wool Poplin Skirts for . . . \$3.98
Ladies' \$6.50 all wool Serge and Poplin Skirts for . . . \$4.98
Ladies' \$7.50 Poplin Skirts for . . . \$5.95
Ladies' Velvour Skirts at . . . \$5.95
Ladies' extra size Skirts, sizes 32 to 38, for . . . \$4.98 to \$5.95

- \$1.00 TO \$1.50 WOOL GOODS FOR 70c.**
These are some wonderful bargains and you should see them.
42 to 56-inches wide and all Wool, \$1 to \$1.50 values, for . . . 70c
- WOOL REMNANTS AT BIG BARGAINS.**
We have one Special Counter for all Wool Remnants and you should always look this counter over.
- NEW MIDDY SERGE SUITS.**
See our line of new Middy Serge Suits, size 10 to 22, at . . . \$7.95 to \$6.95
- DRESS GINGHAMS AND PERCALS.**
12 1-2 to 15c Dress Gingham for . . . 10c
12 1-2c Pink Check Baby Gingham for . . . 10c
15c Blue Check Baby Gingham for . . . 12 1-2c
Full line of fast color Dress Gingham for . . . 12 1-2c
15c Dark color Percals, fast colors, for . . . 12 1-2c
- SWEATERS, ETC.**
\$2.50 Ladies' Wool Sweaters for . . . \$1.98
\$3.00 Ladies' Wool Sweaters for . . . \$2.75
Full line of Ladies' Wool Sweaters at . . . \$3.50 to \$4.98
Ladies' Cotton Sweaters at . . . 75c
Ladies' Jersey Knit Underskirts at . . . 25c, 48c and 98c
Children's Knit Sweaters at . . . 50c, 79c and 98c
Misses' Sweaters at . . . \$1.25 to \$1.48
Children's Knit Caps at . . . 39c to 48c
Ladies' fancy Auto Caps at . . . 98c
Baby Crib Blankets, pinks and blues at . . . 48c, 50c and 98c
E. Z. and Perfection Waists for Boys and Girls, all sizes . . . 25c

- NEW FALL WOOLENS AT OLD PRICES.**
2,000 Yards of short length part wool 34-in. Serges and Poplins, regular 38c value, for . . . 19c
38c Full piece 36-in. Serges, etc., for . . . 25c
50c 36-Inch Serges, Flannels and Mohairs for . . . 33c
75c 36-Inch Wool Serges, etc., for . . . 68c
68c 36-Inch Wool Serges, special sale price . . . 50c
75c 36-Inch Wool Plaids and Shepherd Checks for . . . 50c
85c 36-Inch Shepherd Checks for . . . 68c
75c 36-Inch all wool French Serges for . . . 63c
36-Inch all wool Blue Serge, all colors, for . . . 50c
\$1.00 40-Inch Serges, Black and Navy for . . . 75c
\$1.25 44-Inch all wool Poplins for . . . 98c
\$1.25 44-Inch all wool Serges for . . . 98c
\$1.50 56-Inch Broadcloth, colors, Navy and Black, for . . . 98c
\$1.50 56-Inch all wool Serges for . . . \$1.25
Heavy all wool goods for Coats for . . . \$1.25
Full line Broadcloth for . . . \$1.50

- LADIES' NEW NECKWEAR.**
Ladies' new Broadcloth Collars for . . . 50c
Broadcloth Collar and Cuff Sets for . . . 98c
Georgette Crepe Collars for . . . 98c
Beautiful line of new style Collars at . . . 25c and 48c
Windsor Ties, all colors at . . . 25c and 48c
Middy Ties, all colors, at . . . 38, 48, 75 and 98c
- TALCUM POWDERS AND SOAPS.**
25c Williams Talcum Powder for . . . 15c
25c Colgate Talcum Powder for . . . 15c
Airtight Talcum Powder for . . . 8c
25c Pound can Talcum Powder for . . . 18c
Sweet Heart Talcum Powder for . . . 5c
3 Cakes Sweet Maiden Soap for . . . 10c
3 Cakes Lana Oil Buttermilk Soap . . . 18c
3 Bars Laundry Soap for . . . 10c
Colgate Tooth Paste for . . . 10c

- SILKS! SILKS!!**
\$1.00 36-Inch Coin Dot Messaline Silks for . . . 48c
\$1.00 36-Inch Messaline Silks for . . . 79c
\$1.25 36-Inch Messaline Silks for . . . 98c
\$1.50 36-Inch Messaline Silks for . . . \$1.25
\$1.25 36-Inch Black Messaline Silks for . . . \$1.00
\$1.50 36-Inch Black Taffeta Silk for . . . 98c
\$1.50 36-Inch Colored Taffeta Silk for . . . 98c
\$1.75 36-Inch Colored Taffeta Silk for . . . \$1.48
These come in Navy, Black, New Brown, Green Grey, Plum, etc.
75c 36-Inch Silk Poplin for . . . 48c
\$1.00 36-Inch Silk Poplin for . . . 75c
\$2.00 40-Inch Charmeuse Silks at . . . \$1.68 and \$1.75
\$1.75 40-Inch Charmeuse Silks at . . . \$1.50
\$2.00 Georgette Crepe for . . . \$1.48 and \$1.68
\$1.25 40-Inch Crepe de Chine Silks for . . . 98c
\$1.00 40-Inch Crepe de Chine Silks for . . . 88c

- MIDDY & SPORT BLOUSES.**
We have a complete line of Middy and Sport Blouses at . . . 50c to 98c
Children's and Misses' School Dresses, price . . . 48c to \$1.98
- 10c DRY GOODS SPECIALS.**
12 1-2c Yard-wide Percals for . . . 10c
36-Inch Bleaching for . . . 10c
12 1-2c Outings for . . . 10c
12 1-2c Cotton Suitings for . . . 10c
12 1-2c Black Duck for . . . 10c
12 1-2c Flannellettes for . . . 10c
Hickory Shirting for . . . 10c
Good Cotton Flannel for . . . 10c
Good Drilling for . . . 10c
Short length Cannon Cloth for . . . 10c
- BLANKETS.**
Full size Cotton Blankets for . . . 98c
Regular \$1.50 Cotton Blankets \$1.25
Regular \$2.50 Cotton Blankets \$1.48
Regular \$3.50 Cotton Blankets \$1.98
Regular \$3.50 Woolnap Blankets \$2.48
Regular \$3.50 Woolnap Blankets for . . . \$2.98
Regular \$5.00 Wool Blankets for \$3.98
Regular \$6 11-4 Wool Blankets \$4.98
Regular \$6 11-4 Plaid Blankets for . . . \$5.00
Most complete line of Plaid Blankets ever shown in Gastonia, all colors, Satin Bound, etc., \$5.95 to \$6.95
Beautiful Grey Robe Blankets, special price . . . \$3.50



- WARNER'S CORSETS.**
Warner's Front Lace Corsets at . . . \$1.48
Warner's regular \$1.25 Corsets for . . . 98c
Full line of all styles in Warner's Corsets . . . 98c to \$3.50
50c Good style Corsets for . . . 38c
\$1.00 W. G. and Warner's Corsets reduced to . . . 68c
\$1.50 W. B. and Warner's Corsets reduced to . . . 98c
Ladies' new style front lace Corsets for . . . 98c
Ladies' and Misses' Brasiers for . . . 25 and 50c
- FERRIS WAISTS.**
We have a complete line of Ferris Waists at . . . 50c, 75c and 98c
- HOSIERY FOR LADIES' MISSES' AND CHILDREN.**
Boys and Girls School Hose for . . . 10c
One job lot of Children's Hose at . . . 5c
Boys Arrow Brand School Hose . . . 15c 2 pair for 25c
Girls Arrow Brand School Hose . . . 15c 2 pair for 25c
Round Ticket Hose for Girls and Boys . . . 25c
Fay Hose, white and black . . . 25 and 35c
Infant 15c Black Hose for . . . 10c
Infant white and black Hose . . . 12 1-2c
Infant Wool Hose . . . 25c
Ladies' regular 10c black and white Hose for . . . 7c
Ladies' regular 15c heavy ribbed Hose for . . . 10c
Ladies' heavy Winter Hose at . . . 15c 2 pair for 25c
Ladies' Wool Hose . . . 25c
Ladies' heavy fleeced Hose for . . . 25c
Ladies' 35c round ticket Hose, white and black for . . . 25c
Ladies' 38c black and colored Silk Hose for . . . 25c
Ladies' 68c Round Ticket Silk Hose for . . . 50c
Ladies' \$1.50 No. H 300 Silk Hose for . . . \$1.40
Job lot of Ladies' colored Hose, pair . . . 19c

- OTHER SPECIALS.**
15c 36-In. White Towel Goods 12 1-2
18c Linen finish Cannon Cloth . . . 15c
36-In. Belk's special Bleaching for . . . 12 1-2c
15c Lonsdale Cambric for . . . 12 1-2c
15c Dark Chevils for . . . 11 1-2c
12 1-2c Dark Plaids for . . . 8c
Yard-wide light Percals for . . . \$1.48
36-Inch Bleaching for . . . \$1.18
Short length Cannon Cloth . . . \$1.38
Short length Outing, light colors for . . . \$1.38
- EXTRA SPECIALS.**
Dark Outing for . . . 5c
36-Inch Curtain Goods for . . . 5c
Short length Bleaching for . . . 5c
10c Dress Gingham for . . . 7 1-2c
10c Apron Gingham for . . . 7 1-2c
8 1-2c Gingham for . . . 6 1-2c
- COUNTERPANES, SHEETS, ETC.**
\$1.25 Full size Counterpanes \$1.00
\$1.50 Full size Counterpanes \$1.25
\$2.00 Full size Counterpanes \$1.48
\$1.50 Dimity or Crinkle Quilts \$1.25
Extra large Satin finish White Counterpanes for . . . \$1.98
Also better grades up to . . . \$2.98
68c Ready-made Sheets for . . . 48c
\$1.00 81x90 Ready-made Sheets 75c
\$1.25 81x90 Ready-made Sheets 98c
15c Ready-made Pillow Cases . . . 10c
18c Ready-made Pillow Cases . . . 15c
25c Ready-made Pillow Cases . . . 18c

MEN'S AND BOYS' CLOTHING DEPARTMENT

MEN'S AND BOYS' UNDERWEAR.
Men's 50c fleeced Underwear . . . 38c
Men's 50c ribbed Underwear . . . 38c
Men's 68c fine fleeced Underwear 48c
Men's \$1 Lamsdown Underwear 68c
Wrights Health Underwear for Men in ribbed and fleeced at . . . 98c
Wrights Health Underwear for Men, seconds, per garment . . . 75c
Boys' ribbed and fleeced Union Suits for . . . 48c
Boys' ribbed Shirts and Drawers to match, each . . . 25c

MEN'S & BOYS' SWEATERS, ETC.
Boys' Cotton Sweaters for . . . 48c
Boys' grey wool Sweaters 98c to \$1.25
Men's Cotton Sweaters for . . . 48c
Men's part wool Sweaters for . . . 98c
Men's all wool Sweaters . . . \$2.50
Men's extra heavy work Shirts . . . 48c
Men's Rannel Shirts . . . 98c to \$1.98

MEN'S AND BOYS' GLOVES.
Men's fleec lined gauntlet Gloves 50c
Men's long black gauntlet Gloves 98c
Men's Astrigan back lined Gloves 50c
Men's black Jersey Gloves for . . . 25c
Men's Wool Gloves for . . . 48c
Boys' Gauntlet Gloves . . . 50c

COLLARS, HOSIERY, ETC.
Men's 15c Shidwell Collars . . . 10c
Men's Lion Brand Collars . . . 15c
Men's Rubber Collars . . . 15c
Men's Collar Bands . . . 5c
Men's Silk Neckwear . . . 15, 25, 48c

MEN'S CLOTHING.
Men's \$10.00 all wool Blue Serge Suits for . . . \$8.95
Men's \$12.50 all wool Serge Suits for . . . \$9.95
Men's \$15.00 all wool Serge Suits for . . . \$12.50
Men's \$18.00 all wool Serge Suits for . . . \$14.95
Men's \$22.50 all wool Serge Suits for . . . \$18.00
Full line of Men's Suits in Stouts and Slims, prices . . . \$9.95 to \$18.00

BOYS' CLOTHING.
We have on display a complete line of Boys' Clothing, sizes 4 to 18.
Boys' regular 6.50 Blue Serge Suits, size 6 to 14, for . . . \$4.98
Boys' Blue Serge Suits worth \$4.00, for . . . \$2.98
Boys' Blue Serge Suits worth \$5.00, for . . . \$3.98
Big line of Boys' Mixture Suits, size 6 to 16, at . . . \$1.98 to \$4.98

BOYS' PANTS.
500 Pair Boys' Pants, sizes 6 to 18, prices 25, 48, 68, 98c to \$2.50 Pair.

MEN'S PANTS.
We are showing a large line of Men's Pants.
\$1.25 Men's hard finish Pants for . . . 98c
\$1.25 Men's Khaki Pants for . . . 98c
\$1.50 Men's heavy winter Pants for . . . \$1.25
Regular \$2.00 Men's heavy winter Pants for . . . \$1.50
\$2.00 Men's Corduroy Pants for . . . \$1.50
Men's Corduroy Pants at . . . \$1.98 to \$3.00
Men's \$2.50 heavy wool Pants for . . . \$1.98
Men's \$3.00 Blue Serge Pants for . . . \$2.50
Full line of Men's Dress Pants at . . . \$2.98 to \$5.00

MERCERIZED POPLINS, ETC.
We are showing a complete line of Mercerized Poplins.
Regular 35c values for . . . 25c
20c Romper Cloth for . . . 15c
15c Dark Percals for . . . 12 1-2c
30c Galates for . . . 15c
One counter Cotton Goods, regular 20c values, for . . . 15c
20c Colored Dress Poplin for . . . 15c

SHOES! SHOES!

COMPLETE LINE OF SHOES.
We are showing a full line of Queen Quality Shoes for Ladies'. Prices . . . \$3.50 to \$4.00

LADIES' SHOES AT \$2.00, \$2.50 AND \$3.00.
At these prices we are showing a wonderful line of Ladies' Shoes in Patent, Gun Metal, Vic, Kids, in Button and Lace.

SEE OUR LINE OF LADIES' SHOES AT \$1.50, \$1.75 AND \$1.98.
\$2.00 Cloth top Button Shoes \$1.50
\$2.50 Kid Button & Lace Shoes \$1.75
\$2.00 Box Calf Blucher Shoes \$1.50
\$2.00 Plain Toe Kid Shoes . . . \$1.75
\$2.00 Fleeced Lined Shoes at \$1.75
White Canvass Shoes \$1.98 to \$3.50

MISSES' AND CHILDREN'S SHOES.
Children's kid button Shoes, size 5 to 8, solid leather, for . . . 98c
Children's Shoes, 8 1-2 to 11, button for . . . \$1.25
Misses' vic kid button Shoes, sizes 12 to 2, solid leather, for . . . \$1.50
Full line of Misses' Shoes at \$1.98 to . . . \$2.50

BOYS' SHOES.
Little Boys' box calf Shoes, size 9 to 13, for . . . \$1.98
Youth box calf Shoes, size 13 1-2 to 2, for . . . \$1.50
\$2.00 Boys' box calf blucher Shoes, 2 1-2 to 5 1-2, for . . . \$1.75
\$2.50 Boys' button and blucher Shoes for . . . \$1.85

MEN'S HEAVY SHOES.
Men's \$2.00 box calf blucher Shoes for . . . \$1.75
Men's \$2.50 heavy box calf Shoes for . . . \$1.98
Men's \$2.50 heavy tan Shoes \$1.98
Men's regular \$3.00 heavy work Shoes, tan and black, for . . . \$2.75
Complete line of Men's heavy work Shoes at \$3, \$3.50 to \$4.98 Pair.

MEN'S DRESS SHOES.
\$2.50 Box calf blucher Shoes \$1.98
\$2.50 Gun metal blucher Shoes \$1.98
\$3.00 Gun metal English Shoes \$2.50
\$3.00 Russia calf English Shoes for . . . \$2.50
\$3.50 Gun metal Eng. Shoes . . . \$2.98
\$3.50 Gun metal blucher at . . . \$2.98
Full line of Men's dress Shoes at \$3.50, \$4.00 to . . . \$5.00
\$5.00 Ralston Shoes for Men \$4.00
All of our Shoes were bought over six months ago when shoes were much cheaper than they are on today's market.

RALSTON SHOES

S H O E S