

Help to Keep Down the H. C. L. by Sending us Your Orders. We Sell For Less "All the Time"

Matthews-Belk Co.

Gastonia's Leading Department Store

Send us your orders. We fill same day received. Prepay charges. Guarantee satisfaction — or your money back.

Thousands of Dollars Worth of Real Merchandise

CLOTHING, SHOES, DRY GOODS, NOTIONS, MEN'S FURNISHINGS, WOMEN'S READY-TO-WEAR, BLANKETS, QUILTS, DOMESTICS, ETC.

GASTONIA'S LARGEST AND BUSIEST READY-TO-WEAR DEPARTMENT

New Suits, new Coats, new Dresses coming in every day.

We maintain a New York office. In charge of this office is a man who knows every manufacturer in New York City of any importance. They know he buys for our 24 big live stores. This quantity of buying enables us to get great price concessions and we can give better values.

LADIES' SUITS.

Ladies' suits, serges, poplins, in navy and black, values up to \$29.50, \$15.00 and \$10.50. Suits in poplin, serges, pique, tulle, galatines. These are all the newest models, better and semi-belted. Colors navy, black, gold taupe. Values in this lot up to \$29.50, great second lot \$22.50, \$24.95, \$27.50 and \$29.50. Suits of suetone, tricotine, broadcloth, silverstone, velour, serges and pique tulle. These come in browns, tawny, gray, blues and black. Tailored and belted models, some have real fur collars and cuffs, values in this lot worth up to \$69.50 for this sale \$35.00, \$30.50, \$45.00 and \$49.50.



LADIES' COATS

Out of several hundred coats we have selected a few numbers of extra value for this sale. Lot No. 1—good assortment of coats, \$12.50 values \$7.95. Lot No. 2—big assortment of ladies' coats, regular and extra sizes, values up to \$39.00, \$12.50, \$14.95, \$16.50 to \$22.50. Lot No. 3—great collection of coats, silverstone, velour, broadcloth, etc., \$24.95, \$29.50 to \$35.00. Lot No. 4—coats made of suetone, aranella, velour, broadcloth, etc., some have fur collars and cuffs, values in this lot up to \$67.00 for \$45. and \$49.50.

LADIES' DRESSES

Fine French serge dresses, trimmed in buttons and braid, values to \$25.00, \$12.50, \$14.50, \$16.50 to \$19.50. Pretty collection of serge and tricotine, embracing all the newest styles, \$24.95 to \$49.50.

BIG LINE CHILDREN'S COATS

We carry a large assortment of children's coats in all materials and colors and we sell them for less. Ages 2 to 16 years, \$2.98, \$4.98, \$5.95, \$7.50, \$9.95 and up.

JUNIOR'S COATS

Big assortment Junior's coats, all colors and materials, \$10.50 to \$32.50.

MIDDY SUITS

Blue serge middie suits, \$15.00 value, ages 11 to 20, \$10.50. Steelhead school middie suits, ages 10 to 16, \$12.50. Ages 16 to 20, \$14.95. Heavy grey mixed middie suits, \$18.50.

SHIRTWAISTS

Our lot of value shirts, \$1.50 value, 98 cents. New shirtwaists, \$4.25, \$1.75 and \$2.98. Extra large collar and cuffs, \$2.98, \$3.98, \$4.98, \$6.95 and up.

SKIRTS

Skirts in serges, poplins, galatines, etc., regular and extra sizes, \$4.98, \$6.48, \$7.50, \$9.95 and up.

SILK UNDERSKIRTS

Ladies' silk underskirts, all colors, tulle, satin and jersey, \$3.98, \$4.98 to \$7.50.

BLANKETS, COMFORTS and QUILTS

\$2.50 value cotton blankets, \$1.98. 60x75 heavy cotton blankets, \$3.98. 64x76 heavy cotton blankets, \$6.00 value, \$4.75. 64x76 heavy cotton blankets, \$7.00 value, \$5.95. Heavy grey mixed blankets, \$6.50. \$8.50 value white blankets (pink and blue borders), \$6.95. \$10.00 wool blankets, size 70x80, white with colored borders, \$7.95. \$12.50 value wool blankets, size 70x80, white with colored borders, \$9.95. \$12.50 value plaid blankets, \$9.95. Extra size all wool plaid blankets, \$11.95. Extra large wool blankets, white with colored borders, \$12.50. \$4.50 value comforts, \$3.25. \$4.50 value comforts, \$3.48.

WOOL DRESS GOODS AND SILKS

Danish poplar cloth (all colors) 50c. Part wool serge 50c. French and storm serge, 20 inches wide (all colors) 75c yard. \$1.25 quality yard wide serge 98c. 36 inch French and storm serge \$1.48. \$2.50 value 40 inch galatine; colors, navy, copen, wisteria, red and green \$1.98. Tricotine, 42 inches wide; colors, copen and wisteria, \$2.50 value \$1.98. 40 inch French serge \$2.48. 56 inch French serge, blue only \$2.98 and \$3.48. 56 inch storm serge \$2.48 and \$2.98. 40 inch wool poplin, colors, brown, taupe, black and copen \$2.48. New fall coatings, good assortment \$2.98, \$3.98, \$4.50. 45 inch white broadcloth \$2.50. 45 inch black broadcloth \$3.98. Extra quality broadcloth, colors, copen and navy only, 45 inches wide \$4.50. Velvet corduroy, all colors \$1.48. 32 inch custom velvet \$2.48. 40 inch charmeuse, all colors \$2.48. 40 inch all silk crepe de chine, all colors \$1.75. Yard wide plaid and stripe messaline, attractive patterns \$1.98 and \$2.48. \$2.50 value yard wide taffeta, all colors \$1.98. 36 inch black satin de chine \$2.50. Yard wide black duchess satin \$2.98. New tub silks, 32 inches wide \$1.48.

FOREST MILLS UNDERWEAR FOR WOMEN AND CHILDREN

The makers of Forest Mills underwear are recognized as the leading manufacturers of high grade underwear. Their garments are perfect fitting, made by highest grade workmanship and cost no more than the ordinary kind. We have all styles in both wool and cotton, regular and extra sizes. Union suits \$1.38, \$1.95 and \$2.48. Ladies' wool union suits \$3.50. Ladies' underwear and pants \$1.25 and \$1.48. Knit corset covers 98c. Children's union suits 68c, 98c, \$1.25, to \$1.48.

VISIT OUR PATTERN DEPARTMENT

The best patterns according to most dress makers is the Pictorial patterns. We carry this. We sell the fashion books and Pictorial magazines.

CORSET DEPARTMENT

We sell Warner and W. B. corsets. The makers of these corsets are no superior in the corset business. We carry in stock both front and back bon corsets in flesh and white for all the sizes of our average and full figures. \$1.48, \$1.95, \$2.48, \$2.98 to \$3.98. \$1.48, \$1.98, \$2.48. \$1.50. \$1.98, \$2.48, \$2.98, \$3.48, \$3.98.

VELVET AND LEATHER HAND BAGS

Velvet hand bags \$1.98, \$2.48, \$2.98, \$3.48, \$3.98 to \$4.98. Leather hand bags \$1.48 to \$4.95.

MISSES' AND CHILDREN'S HOSE

Children's heavy ribbed hose 15c. Children's hose, life quality 25c. Children's Arrowhead hosiery, all sizes up to 12 35c, 39c, 45c and 48c.

We only have room on this page to mention a few of the values we are offering, and only some of the lines we sell, so you will find here hundreds of real values that are not advertised and rest assured that whatever price you pay at Matthews-Belk Company you get the best to be had for the money.

BIG STOCK OF MEN'S, BOYS' AND YOUTHS' CLOTHING. A REGULAR MEN'S AND BOY'S STORE

In men's suits and overcoats. We buy clothing together with 24 other stores. Every big manufacturer in America likes to take orders for one kind of a suit, say \$25.00 in one order. Don't you think we get the values? Kirschbaum, Styleplus and Belk suits are some of our leaders. Kirschbaum and Styleplus suits made in young men's belted models, men's regular slims and stouts, \$35.00, \$40.00 and \$45.00.

THE BELK SUITS

These are made especially for "Belk Stores." Plain or fancy worsted and serges, in young men's models, also regulars, slims or stouts. Don't doubt for one minute that we are not extra particular about the cloth, the linings, the buttons, "the make up" of these suits. The manufacturer knows they have to be right and the prices are less. \$25.00, \$27.50, \$29.50, \$35.00 and \$39.50. Extra special men's \$4.00 value all wool blue serge suits. These are Belk suits made of an excellent quality serge. \$35.00. Men's overcoats, big collection especially priced for this sale, \$12.50 to \$35.00.

MEN'S SEPARATE PANTS

Hundreds of pairs men's odd pants, plain and fancy worsteds, serges, etc., \$1.98, \$5.95, \$6.50, \$7.48 to \$10.00. Young men's flannel trousers, colors green and blue, all sizes, especially priced \$10.00. Men's work pants, \$2.48, \$3.50, \$3.98 to \$4.95.

BOYS' SUITS

Plain and fancy worsteds, serges, cashmeres, etc., all ages up to 20 years \$5.95, \$7.48, \$8.50, \$10.00, \$12.50 and up. One lot of 100 boys' grey mixed suits, \$7.50 value at \$5.95.

BOYS' NOVELTY SUITS

Serges and corduroy, ages 2 to 8, \$3.98 to \$6.95.

MEN'S FURNISHINGS

Men's Lion Brand dress shirts \$2.48, \$3.98 and \$4.98. Men's \$1.50 dress shirts, new patterns \$1.25. Men's \$2.50 dress shirts \$1.98. Boy's dress shirts, 98 cents and \$1.50. Men's \$2.00 quality ribbed union suits \$1.25. Men's House brand suits, not belted \$1.75. Men's Cooper ribbed union suits \$1.95. Men's House brand suits, drawers and belt, 4 piece garment 98 cents. Men's heavy necktie, 4 piece garment \$1.48.

\$50,000 00 IN MEN'S, WOMEN'S AND CHILDREN'S SHOES

Bought months ago. You save you money on your shoes. We carry such well-known names as Queen Quality shoes, Famous, Lion F. Reynolds and Ralston shoes for men, the best line made anywhere in our 24 stores. All kinds of shoes in this line, dress or work. Famous, Ralston and Godman shoes for children and thousands of other shoes bought direct from the biggest makers of shoes, enabling us to give you better shoe values.



LADIES' DRESS SHOES

Ladies' Queen Quality shoes including all newest fall fashions, high and medium heels, \$8.50, \$9.00, \$10.00 to \$12.50. Ladies' Belk dress shoes in black and tan leather, high, medium and low heels, \$6.00, \$6.50, \$7.00 to \$7.95. Ladies' Godman shoes, no better values for the price, both dress and heavy shoes, all styles, \$3.50, \$3.98 to \$4.98. Children's Godman and Boliken shoes in all leathers and styles, all prices.

MEN'S DRESS SHOES

Men's Lion F. Reynolds and Ralston shoes, all leathers, all widths, \$7.50, \$8.50, \$9.00, \$9.50 to \$12.50. Men's Belk dress shoes, \$6.00 and \$6.50. Boy's dress shoes, \$3.50 to \$6.00. Men's heavy work shoes, \$3.98 to \$4.50 and up.

NO QUANTITY TOO BIG FOR US TO BUY If the Quality and Price is Right. We Buy and Sell the "Better Kind of Merchandise" for Less. Because We Can.

MATTHEWS-BELK CO.

GASTONIA, N. C. We Sell It For Less

WE BUY FOR 24 BIG LIVE CASH STORES. We Buy for Less and Sell For Less. Because We Can and Want to.

THE PRICES ON THIS PAGE REMAIN SAME UNTIL GOODS ARE SOLD