

SOAP SALE

- O. K. Soap (Large Size) ... 8 for 19c
- Octagon Soap & Powder 10 for 20c
- P. & G. Soap (large size) ... 6 for 19c
- Chipso 5c
- Palmolive & Camay Soap, 6 for 24c
- Castile Soap 3 for 25c
- O. K. Soap Powder 11 for 20c
- Octagon Soap, (large size) 5 for 19c
- Ivory Soap, (medium size) 6 for 24c
- Oxydol 5 for 19c

Belk's

Department Store

JANUARY

REMNANTS

PRINTS AND ASSORTED MATERIALS IN ONE-FOURTH AND ONE-HALF YARD LENGTHS

On Sale Friday Morning at

1c Each

Limit, 25 to a Customer.

Visit Every Department

CLEARANCE SALE

Thousands Are Saving Thousands of Dollars

Come--Bring the Whole Family--Buy Your
Future and Immediate Needs--Now!

BASEMENT SPECIALS

WOMEN'S COATS

Genuine \$5.95 to \$7.95 fall and winter Coats, sport and fur trimmed. To move quickly **\$3.85**

RAYON STEP-INS

Non-run Rayon Step-ins, either lace trim or band bottoms. Very Neatly made and specially priced **39c**

WASH DRESSES

Women's, misses' and children's excellent fabrics and patterns. Styles for Spring wear **48c**

45-INCH OIL CLOTH

Full width Oil Cloth in a variety of new and attractive patterns. An excellent value **23c**

COTTON BLANKETS

Clean, white cotton, soft and downy, with colored borders. Extra large, 70x80. Each **55c**
TWO FOR \$1.00

CHILDREN'S HOSE

Black and tan in all sizes. Full length Hose for winter wear. Knit for wear **13c**
TWO PAIRS 25c

SHEETING

Extra fine quality brown... Sheeting... A regular 10c value. Made for sewing **7 1/2c**

NEW DRESS PRINTS

Thousands of yards of the finest Dress Prints. These are lovely patterns and an excellent quality **10c**

RAYON BLOOMERS

In sizes for both women and children. Genuine non-run rayon. A special price for this sale **25c**

REMNANTS

Dress Prints

Genuine 80-square fabrics. New patterns and easily worth 25c yard. Special for this sale **10c**

Spring Wash Dresses

New arrivals in smart new Wash Dresses for Spring. Lovely new styles. Many new new patterns--

98c

Silk Slips

Lovely new lace trimmed Silk Slips. Cut on new lines and a wonderful value--

\$1.00

MANY OTHERS NOT ADVERTISED

Women Will Save Much Here!

WOMEN'S DRESSES

For women and small women. Printed and pastel Silk Dresses. To close out--

\$1.85

WOMEN'S DRESSES

These were genuine \$9.75 values. All excellent styles and good quality--

\$5.85

WOMEN'S, MISSES' AND CHILDREN'S COATS

This group includes practically our entire stock of Winter Coats, both sport and fur trimmed. All colors and sizes **Half Price**

WOMEN'S DRESSES

These were late Fall and Winter Dresses and sold as high as \$5.95. Priced to close out--

\$3.45

WOMEN'S DRESSES

Excellent styles and all of the best quality materials. Were as much as \$12.50--

\$7.85

81x99 Sheets

Here's an excellent value in full sized Bed Sheets. Torn and hemmed sizes

63c

Turkish Towels

A good size heavy Turkish Bath Towel at an excellent price for clearance

8c

Kotex

A new low price on this sanitary napkin. 12 full size pads to box--

3 for 39c

Bed Spreads

Pastel shades in this full sized Bed Spread, 80x105. Regular price \$1.50

97c

MEN! WHAT VALUES! SUCH SAVINGS!

MEN'S WOOL SUITS

Excellent quality all-wool fabrics in smartest patterns. A \$16.50 value **\$10.85**

MEN'S TOP COATS

These are all good patterns and all-wool materials. \$14.50 value **\$9.85**

Men's DRESS SHIRTS

These are all genuine broadcloth. A \$2.00 value. All popular colors **97c**

MEN'S WOOL SUITS

Good styles. Blues, pin stripes, basket weaves. Worth \$19.50 to \$22.50 **\$13.85**

SHEEP-LINED COATS

Men's genuine Sheeplined Leatherette Coats with warm fur collars **\$2.95**

All-Wool SWEATERS

These are genuine all-wool and for both men and boys. Slip-over styles **87c**

Mayo and Hanes Ribed Union Suits

Full cut, well made of the best long staple cotton. Long sleeves and legs--

79c

Shirts and Shorts

Swiss ribbed Shirts and genuine broadcloth Shirts. All sizes--

29c each

Dress Socks ... 10c

Work Pants

Excellent quality Cotton Pants of hard twisted materials that wear--

\$1.29

Men's Overalls

Men's "Big Ben" and Belk's Long Stapel mill shrunk overalls. Limited

98c

Boys' Overalls

Suspender back. Genuine blue denim Overalls. Full cut, well made--

48c

Sweaters

Men's and boys' pull-over Sweaters of the better quality--

39c

Shoes! Shoes!

Women's Smart Shoes

Pumps and Ties in suede and kid. Both brown and black. All sizes **\$1.00**

Women's Smart Shoes

Black and brown suede and kid Ties. Brown kid Straps. Other novelties **\$1.94**

MEN'S OXFORDS

Men's black Oxfords. Goodyear welts, arch supports. Excellent value **\$2.29**

CHILDREN'S SHOES

Leather Shoes with rubber heels. Excellent for school or dress. All sizes **96c**

WOMEN'S OVERSHOES

The greatest value we have ever offered. Genuine rubber Overshoes **25c**

WOMEN'S BEDROOM SLIPPERS

Genuine felts with soft soles. All popular colors **39c**

CHILDREN'S SOCKS

Children's genuine 19c sport and dress Socks for school wear **15c**

SPORT SILKS

Printed and plain Dress Silks in an excellent quality **67c**

RAYON PRINT

Rayon Dress Prints in new novelty patterns. A great value **21c**

DRESS PRINTS

Genuine fast color Dress Prints for women's and children's dresses **18c**

A. B. C. PRINTS

The best quality Dress Prints on the market. All fast colors **22c**