

# BELK-WILLIAMS MAMMOTH SALE

## Began 9 O'Clock Today

All Day Yesterday We Were Closed So That We Might Prepare the Huge Rosenmann Stock For You. Our Efforts in Getting All Fixed Show Results.

# We Are Ready For You Now!

The Most Stupendous Bargains That Wilmington Has Ever Known Are Here. Better Make Sure of Getting Your Share by Shopping Early.



## Men's Shirts AND Underwear

- Men's \$1.25 Work Shirts, plain and stripe.....89c
- Men's \$1.25 Dress Shirts, all new spring patterns.....98c
- 75c Dress Shirts, neat stripe, all sizes.....65c
- Men's 75c Dimity Check Union Suits.....59c
- Men's \$1.25 Checked Nainsook Union Suits.....98c
- Men's \$1.50 Chalmers Knit Union Suits.....\$1.19
- Men's 50c Balbriggan Shirts and Drawers.....39c
- Men's 50c Checked Nainsook Shirts and Drawers.....39c
- Men's 75c Checked Nainsook Shirts and Drawers.....50c
- Men's \$1.50 Plain Khaki Shirts.....98c
- Men's \$2.00 Plain Khaki Shirts.....\$1.49

BEAT THE HIGH COST OF LIVING BY BUYING QUANTITIES AT WHOLESALE PRICES

- ### ROSENMANN STOCK OF COLORED WASH FABRICS AT WHOLESALE PRICES
- 28-in. Tiger Chambray, plain and striped.....25c
  - 30-in. Hillsboro and Everette Chevrotos.....25c
  - 30-in. Plain Shirting Chambrays.....25c
  - 27-in. Dress Gingham, 25c and 28c values.....19c
  - 35c Gibson Dress Gingham, 32 inches wide.....25c
  - 25c Plain Colored Empress Chambrays.....15c
  - 25c Equity Apron Gingham.....19c
  - 35c Percales in light and dark colors, 36 inches.....29c
  - 24-in. Vacation Galateas, 25c value.....19c
  - 39c Romper Cloth, big variety of school patterns.....29c
  - 45c Hyde Grade Galateas, browns only.....25c

- ### MEN'S AND BOYS' FURNISHINGS
- Men's 35c Live Elastic Suspenders.....25c
  - Men's 50c Live Elastic Suspenders.....39c
  - Men's 20c Socks in black, white and tan.....13c
  - Men's 25c Lisle Finished Socks.....19c
  - Men's 50c Silk Lisle Socks, all colors.....39c
  - Men's 35c Real Leather Belts.....25c
  - Men's 50c Real Leather Belts.....39c
  - Men's 75c Real Leather Belts.....50c
  - Men's 15c Canvas Gloves.....10c
  - Men's 25c Canvas Gloves.....19c
  - Men's 50c Neckwear, all shapes.....39c
  - Men's 25c Neckwear, all shapes.....19c
  - Men's 35c Paris Garters.....29c
  - Boys' 50c Chambray and Gingham Blouses.....39c
  - Boys' 65c Work Shirts.....48c
  - Boys' 50c Porous Knit Underwear.....39c

BRAND NEW STOCK—ALL OF IT—AT WHOLESALE PRICES

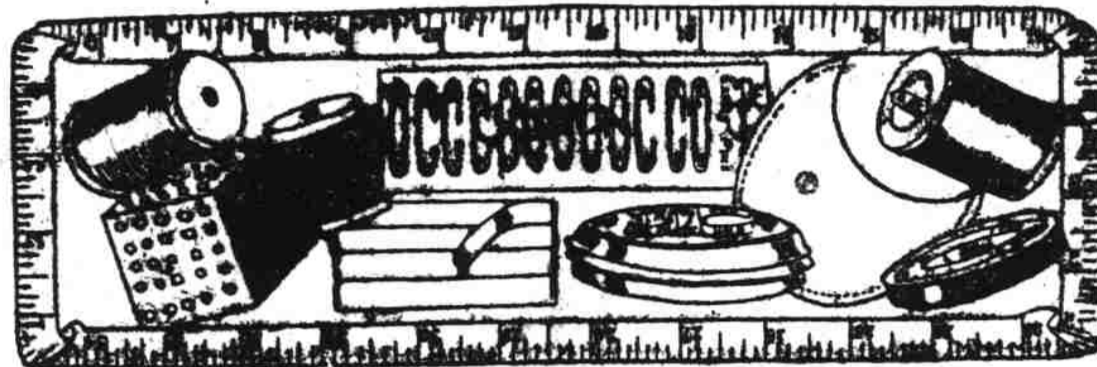
- ### WHITE LINENS AT SALE PRICES
- 36-in. White Linen Cambric, 45c value.....29c
  - 36-in. White Linen Cambric, 60c value.....39c
  - 36-in. White Linen Suiting, \$1.00 value.....79c
  - 85c White Linen Cambric, 36-in.....59c
  - 75c White Handkerchief Linen, 36-in.....57c
  - 36-in. high grade colored Linens, Pink, Blue, Green, Lavender, Old Rose, Tan and Brown, 85c values.....59c

- ### MEN'S AND BOYS' PANTS
- Men's \$2.00 Work Pants, all sizes.....\$1.49
  - Men's \$2.00 Khaki Pants, all sizes.....\$1.49
  - Men's \$2.50 Wool Mixed Pants.....\$1.98
  - Men's \$3.50 and \$4.00 Dress Pants.....2.98
  - Boys' 75c School and Vacation Pants.....49c
  - Boys' \$1.25 Wool Mixed Pants.....98c

PATRIOTIC ECONOMY—BUY W. S. S. WITH THE BIG SAVING YOU MAKE

- ### MEN'S AND BOYS' HATS AND CAPS
- Men's and Boys' 35c Serge and Fancy Caps.....25c
  - Men's and Boys' 50c Fancy Caps.....39c
  - Men's and Boys' \$1.00 Fancy Caps.....79c
  - Men's and Boys' 65c Silk Hats.....49c

- ### UMBRELLAS AND PARASOLS
- Ladies' 75c Black Umbrellas.....59c
  - Ladies' \$1.00 Black Umbrellas.....79c
  - Ladies' \$1.25 Black Umbrellas.....98c
  - Ladies' \$1.50 Black Umbrellas.....\$1.29
  - Ladies' fancy Parasols, all the newest shapes and colors, about 50 per cent. off regular price.



## SEASONABLE SILKS TO BE FEATURED IN THE ROSENMANN SALE

- 36-in. Black Taffeta Silk, \$1.25 value.....98c
- 36-in. Colored Taffeta, all the shades, \$1.65 value.....\$1.43
- 36-in. Colored Messaline, \$1.50 and \$1.65 values.....\$1.39
- 36-in. All Silk Foulard, beautiful new patterns.....\$1.39
- 32-in. Silk Skirtings, \$1.25 value.....98c
- 40-in. Silk and Wool Poplins, \$1.75 value.....\$1.49
- 40-in. Crepe de Chine, all shades.....\$1.39
- 36-in. plain and fancy Pongees, \$1.25 and \$1.35 values.....89c
- 36-in. Jap Silk in black, white, pink and blue.....79c
- 36-in. White China Silks, 60c value.....44c
- 36-in. White Habutai Silks, \$1.00 value.....79c
- 36-in. Cotton and Silk Crepe de Chines, all shades.....44c
- 36-in. Suesine Silks, all shades.....35c
- 34-in. Silk and Cotton Mixed Shirtings.....59c
- 34-in. Cotton Foulard, 40c value.....29c
- 36-in. Hawaiian Cloth, all colors.....45c

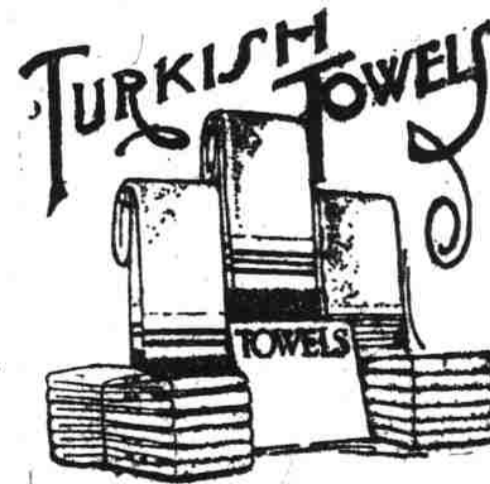
## GREAT VALUES IN WHITE GOODS

- 10c White Check Nainsook, 27 inches wide.....8c
- 18c White India Linen, 27 inches wide.....15c
- 10-in. White Lawn, 20c value.....19c
- 15c Mercerized Madras Waistings.....18c
- 5c White Pique Skirting, 27 inches wide.....19c
- 15c White Pique Skirting, 36 inches wide.....29c
- 15c Baby Check Dimities, 28 to 30 inches wide.....19c
- 25c White Wash Crepe, 36 inches.....19c
- 25c White Wash Crepe, 36 inches.....18c
- 20c Striped and Checked Dimities, 27 inches.....15c
- 25c White Lawn, 40 inches wide.....19c
- 27-in. White Underwear Crepe, 25c value.....10c
- 40-in. Plain White Voiles, 20c value.....19c
- 40-in. Plain White Voiles, 25c value.....29c
- 40-in. Mercerized Imported Voile, 75c value.....48c
- 40-in. Mercerized Imported Voile; \$1.00 value.....79c
- 36-in. Plain White Organdy, 30c value.....19c
- 40-in. Plain White Organdy, 45c value.....35c
- 40-in. Mercerized Batiste, 35c value.....25c

## THE BIGGEST SALE WILMINGTON HAS EVER KNOWN

### DOMESTICS AT WHOLESALE PRICES

- 25c yard-wide Bleaching.....18c
- 30c yard-wide Bleaching.....23c
- 85c Barker Mills Bleaching.....29c
- 36-in. Unbleached Domestic, light weight.....17c
- 36-in. medium weight Unbleached Domestic.....22c
- 27-in. medium weight Unbleached Domestic.....12 1/2c
- 36-in. Pure White Embroidery Cloth.....29c
- 27-in. Cannon Middy Twill.....29c
- 9-4 Unbleached Sheeting, 65c value.....49c
- 9-4 Bleached Sheeting, 75c value.....63c
- 42 Pillow Tubing, 45c value.....29c
- 2.50 Bird Eye Diaper, 27-in. wide.....\$1.98
- 27x27 Hemmed Diapers, \$2.50 value.....\$1.98
- 24x24 Hemmed Diapers, \$2.25 value.....\$1.79
- 7c. 200 Longcloth, 12 yds. to bolt.....\$2.29
- 7c. 225 Longcloth, 12 yds. to bolt.....\$2.69
- 35c Wamsutta Lingerie Cloth, 10 yds. to bolt.....\$2.89
- 7c. 300 Longcloth, 10 yds. to bolt.....\$2.79



### BED LINENS, TOWELS, ETC.

- 72x90 New Era Sheets, fair quality.....\$1.29
- 81x90 New Era Sheets, fair quality.....\$1.59
- 81x90 Wear Well Sheets, best grade.....\$1.79
- 72x90 Wear Well Sheets, best grade.....\$1.65
- 63x90 Peppercorn Sheets, good quality.....\$1.83
- \$2.25 full size Crochet Counterpanes.....\$1.89
- \$2.50 full size Crochet Counterpanes.....\$2.19
- 35c Pillow Cases, regular size.....28c
- 18c Turkish Bath Towels.....18c
- 25c Turkish Bath Towels.....19c
- 35c Turkish Bath Towels.....25c
- 25c Cotton Huck Towels.....19c
- 20c Cotton Huck Towels.....18c
- 15c Cotton Huck Towels.....9c
- \$2.50 Cotton Blankets, pair.....\$1.98
- 14.00 Cotton Blankets, pair.....\$3.39
- \$1.25 Barber Towels, per dozen.....89c

### BIG LACE VALUES

5c, 6c and 8c Val. Laces and Insertions, in beautiful variety of neat patterns. Priced for this sale.....4c  
Wide Fancy Laces, sale price.....5c

## Rosenman Notions At Wholesale Prices



- Ladies' 6c Handkerchiefs, in white and colors.....4c
- Ladies' 10c plain soft finished Cambric Handkerchiefs.....8c
- Ladies' 35c plain white real Linen Handkerchiefs.....23c
- 25c Hard Rubber Dressing Combs.....19c
- 15c Horn Dressing Combs.....11c
- 10c Horn Dressing Combs.....8c
- 10c Pipe Combs.....8c
- 10c Snap Dress Fasteners.....8c
- 10c Brass Pins, full count papers.....8c
- 10c Box Wire Hair Pins.....5c
- 15c Box Paper and Envelopes.....9c
- 25c Box Paper and Envelopes.....19c
- 5c Writing Tablets.....4c
- 5c package of Envelopes.....4c

### THE OPPORTUNITY OF A LIFETIME

#### LADIES' AND CHILDREN'S HOSIERY

- Ladies' Plain Cotton Hose, Black and White.....18c
- Ladies' 25c Gause Lisle Hose, Black or White.....19c
- Ladies' 50c Mercerized Hose, Black or White.....35c
- Ladies' 50c Black Silk Boot Hose.....39c
- Ladies' 75c Silk Hose, Black and colors.....59c
- Children's Plain Cotton Socks in Black and Tan.....10c
- Children's 35c Fancy Top Socks.....19c
- Children's 35c Mercerized Fancy Top Socks.....29c
- Children's 35c Fancy Silk Socks, only a few sizes.....19c
- Ladies' \$1.00 White Silk Stockings.....79c
- Ladies' \$1.50 and \$2.00 Fancy Silk Hose.....\$1.29

#### Corsets and Knit Underwear

- 65c Long Hip Corsets, hose supporters attached, 49c
- \$1.25 W. T. Corsets, all sizes, 98c
- Ladies' 20c Knit Underwear, 10c
- Ladies' 25c Knit Underwear, 19c
- Ladies' 35c Knit Underwear, 29c

BUY FOR YOUR FUTURE NEEDS WHILE THESE WONDERFUL PRICES EXIST

#### Rosenmann Skirtings

- 36-in. Fancy White Skirtings, 35c values.....25c
- 36-in. Fancy White Skirtings, 45c values.....35c
- 36 and 40-in. Fancy White Skirtings, big variety of newest patterns, values up to 75c; priced for this sale.....48c
- 75c to 85c White Skirtings, 36 and 40-inches wide.....59c

#### Table Linens, Napkins, Etc.

- 72-in. Union Linen Table Damask.....98c
- 64-in. Cotton Table Damask, 60c value.....39c
- 72-in. Mercerized Table Damask, \$1.00 value.....69c
- \$1.75 Real Linen Table Damask.....\$1.39
- 20x20 Hemmed Mercerized Napkins.....\$1.39 doz.
- 18x18 Hemmed Mercerized Napkins.....\$1.19 doz.
- 15x15 Hemmed Mercerized Napkins.....98c doz.
- Ready-made Table Cloths.....\$1.39

The Dept. Store

# BELK-WILLIAMS CO.

210-212 N. Front St.