



3rd ANNIVERSARY SALE

BEGINS AT 8:30 A. M.

FRIDAY, NOVEMBER 8



Just three years ago this week we commenced business in this city, and from that beginning until this day our career has been one of steady growth. We trust we have deserved it and it is our humble belief that we have. Our policy has been to consider the customer's wishes in every respect and to meet their requirements in every way possible. We have tried to serve you quickly and well. Probably there have

been times when our service has not been all you thought it should, but we appreciated the friendly criticisms you offered and tried to remedy the defect.

So that today we think we have an institution second to none in the state in character of merchandise sold and the service rendered.

However, this growth has been due to you. Had it

not been for your loyal patronage we could not have done the business we have and we appreciate it. We appreciate it to the extent that we have decided to celebrate our third birthday with an unusual value giving sale. This big event begins Friday morning at 8:30 and will continue throughout the following week. The offerings are certainly worth while and we want you to celebrate with us.

Men's Furnishings

- Men's 3-ply Linen Collars, variety of styles and all sizes, 20c value. Anniversary price 12c
- Men's Silk Four-in-Hand Ties, 50c to 75c value, at.... 39c
- Men's 65c Leather Belts, black or tan, at..... 39c
- Men's 50c Silk Fiber Socks, black and colors, at.... 29c
- Men's 50c Mercerized Lisle Hose, black and colors. 29c
- Men's \$1.00 Work Gloves, gauntlet style, at.... 79c
- Men's \$3.50 Automobile Gloves at..... \$2.95
- Men's \$1.25 and \$1.50 Dress Shirts, soft or stiff cuffs, at..... 98c
- Men's \$2.50 Flannelette Shirts at..... \$1.97
- Men's \$4.00 Wool Flannel Shirts, at..... \$3.25

Men's and Boys' Underwear

- Men's \$2.50 Ribbed Union Suits, at..... \$1.87
- Men's \$3.50 Wright's Ribbed Union Suits, at..... \$2.87
- Men's \$1.25 Fleece Shirts and Drawers, at..... 98c
- Men's \$1.25 Ribbed Shirts and Drawers, at..... 98c
- Boys' 50c Fleece Shirts and Drawers, small size only, at..... 29c
- Boys' Fleece Union Suits, at..... 98c
- Boys' \$1.00 Ribbed Union Suits, all sizes, at.... 89c

Women's Fine Shoes

- Ladies' Gun Metal Walking Shoes, medium heel, button or lace, medium heavy sole, all sizes, at..... \$3.39
- Women's high grade Patent Button Shoes, plain toe, Louis heel, cloth or kid top, all sizes, at..... \$3.49
- Ladies' \$7.50 Gun Metal Walking Boots, 8 1-2 inch top, welt sole, perforated tip, lace, all sizes, at..... \$6.75
- Ladies' Black Kid Dress Boot, 9 inch top, Louis heel, McKay sole, lace, \$6.50 value, at..... \$5.85

Boys' School Shoes

- Walton solid leather school Shoes, gun metal and box calf, made for hard wear, sizes 2 1-2 to 6, at.... \$2.69
- Little Gent's Shoes, same as above, in box calf and black kid, sizes 9 to 13, at.. \$1.69

Anniversary Sale of SILKS

- Stehli's \$2.00 Taffetas, 36-in. navy and all colors, at..\$1.69
- \$1.75 fancy Plaid Taffetas, 36 inches wide, at..... \$1.48
- \$2.50 fancy Satin Stripe Taffetas, beautiful range of colors, at..... \$1.98
- \$2.00 Peadesoire, 36 inches wide, black only, at..\$1.69
- \$2.50 fancy Satin Plaids, 36 inches, at..... \$1.98
- \$3.00 Satin Charmeuse, 36 in., green, brown, black, navy and white, at..... \$2.48
- \$3.00 Crepe Meteor, mostly dark shades, at..... \$2.48
- 36-inch all silk Crepe de Chine all colors, at..... \$1.48

COTTON FABRICS

- 27-in. Dress Ginghams, plaid, stripe and checks, 25c value, at..... 21c
- 30c Dress Ginghams 27 inches wide, at..... 25c
- 50c fancy Dress Ginghams, 32 inches wide, at..... 39c
- 35c Galatea Cloth, 27 inches wide, at..... 27c
- 35c Tiger Cheviots, 29 inches wide, at..... 27c
- 30c light and dark Colored Outings, at..... 25c
- 27-inch standard Apron Check Gingham, at..... 22c
- 45c Poplins, all shades, 27-in. wide, at..... 29c

ART AND FANCY GOODS

- Goods offered during this sale that will make useful gifts. Start on them now so you can have them ready.
- \$2.00 hand-embroidered Pillow Cases, made from good quality tubing neatly embroidered in a variety of attractive designs and each pair packed in a holiday box. Pair..\$1.69
- 19-piece Linen Luncheon Set, with one 36-in table center, 6 tumbler doilies, 6 plate, 6 napkins, stamped in an especially attractive design, priced, for set..... \$5.50

Ladies' and Children's Wearing Apparel

- In desirable styles and qualities at prices that represent a substantial saving.
- \$7.50 Jersey Top Petticoats with deep satin flounce and accordion pleated ruffle, splendid quality, in a complete assortment of the newest shades. Price..... \$6.89
- \$7.00 all Taffeta Silk Petticoat with accordion pleated flounce set in with Persian and Dresden, beautiful color combinations, at..... \$6.39
- \$9.00 all Satin Petticoats, in a wide range of two-tone shades, accordion pleated flounce, with set in motifs of blending shade. Price..... \$8.45
- \$6.50 all Satin Petticoats with scalloped flounce, edged with silk fringe, all shades, at..... \$5.95
- Splendid quality Silk Taffeta Petticoat, well made and in all shades, at..\$3.50

Unusual Blouse Values

- \$6.00 and \$6.50 Georgette Blouses in all the very newest models in plain tailored and trimmed, high or low neck, are in all the favored fall shades. Especially priced for this anniversary event at..... \$4.95
- \$3.50 and \$4.00 Crepe de Chine Blouses in white, black and flesh, all the new models and in a complete range of sizes. Priced at..... \$2.98

DOMESTICS

- No. 150 Long Cloth, 10 yards to bolt, at... \$2.29
- No. 200 Long Cloth, 10 yards to bolt, at... \$2.49
- No. 3,000 Long Cloth, 10 yards to bolt, at... \$2.75
- 36-in. Sea Island, at... 23c
- 36-in. fair quality Bleaching, at..... 22 1-2c
- 36-in. best quality Bleaching, at..... 27c

Anniversary Sale of Mens' Clothing

- Men's all pure Worsted Suits, plain colors or neat stripes, at..... \$17.50
- Men's \$22.50 Wool Serge and Worsted Suits, at..... \$19.95
- Men's \$30.00 Wool Serge and Worsted Suits, at..... \$26.75
- Young Men's \$10.00 Wool Cassimere Overcoats, at..... \$7.95
- Men's \$16.50 heavy Cloth Overcoats at..\$14.95
- Men's \$20.00 heavy Cloth Overcoats at..\$17.75
- Men's \$12.50 all wool Mackinaws, all sizes, at..... \$10.95
- Boys' \$10.00 all wool Mackinaws, all sizes, at..... \$8.50

MEN'S DRESS SHOES

- Men's black gun metal English Last Fellowcraft Dress Shoes, leather or neolin sole, all sizes, at..... \$5.75

- Men's Tan English Dress Shoes, heavy single welt sole, reinforced back seam, all sizes, at..... \$5.35
- Men's solid leather gun metal shoes, wide, medium and English toe, welt sole, all sizes, \$4.00 to \$4.50 values, at..... \$3.69

MEN'S WORK SHOES

- Men's tough hide Work Shoes, made from the toughest of work leather, blucher shape, wide comfortable last, heavy sole, reinforced back stay, black and tan..\$3.29
- Men's Hardy Hide Work Shoes, chrome elk welt sole, whole vamp bellows tongue, black or tan, at..... \$4.69
- Men's 18-inch leather Work Boot, heavy double white oak sole, full vamp, bellows tongue, tan only, at..... \$7.95

Smart New Millinery A Feature of Our ANNIVERSARY

- Velvet poke shape ready to wear Hats, trimmed with band and bow of good quality gros grain ribbon, all the leading shades, \$4.50 and \$5.00 values, at..... \$3.69
- Misses' wide brim Felt Hats, trimmed with gros grain band, all colors. Special, at..... \$2.19
- Smart Ostrich Bands, in all the new shades, extra value, at..... \$1.95

- \$4.00 Fancy Ostrich Band, in very wide width and especially desirable shape, all colors, at..... \$2.95
- Eight-inch fine Dresden Ribbons in a variety of color combinations, suitable for hand bags, girdles and fancy work, at..... 69c
- Six-inch Plaid Hair Bow Ribbon, in good stiff quality, special, at..... 45c
- Six-inch black and white check Hairbow Ribbon, special, at..... 40c

Sheets, Pillow Cases, Towels, Blankets, Etc.

- In standard qualities and size, and priced for the Anniversary Event for less in a great many cases than the manufacturers price today.
- 81x90 New Era Seamless Sheets, at..... \$1.69
- 81x90 Pepperell Seamless Sheets, at..... \$1.98
- 90x90 Pepperell Seamless Sheets, at..... \$2.19
- 90x90 Hemstitched Pepperell, at..... \$2.25
- 42x36 Pepperell Pillow Cases, at..... \$1.45
- \$12.50 all wool Blankets..\$9.95

- 42x36 Priority Pillow Cases, at..... 35c
- 63x90 Sanitary Bed Spreads, at..... \$1.98
- 72x90 Sanitary Bed Spreads, at..... \$2.48
- 81x90 Sanitary Bed Spreads, at..... \$2.89
- 50c Fancy Turkish Towels, at..... 39c
- 85c Fancy Turkish Towels, at..... 69c
- \$1.25 Fancy Turkish Towels, at..... 98c
- \$6.50 Plaid Cotton Blankets, at..... \$5.48
- \$8.00 Woolnap Blankets..\$6.95

Knit Underwear

- Ladies' \$2.00 fine Ribbed Union Suits, high neck, long sleeve-and ankle length all sizes, at..... \$1.69
- Ladies' \$1.00 Vest and Pants, fine ribbed quality, at... 78c
- Infants' 50c Wool Finished Vest, sizes 1 to 5, at... 33c
- Misses' \$1.25 fine Ribbed Union Suits, sizes 12 to 16 years, at..... \$1.09
- Misses' \$1 fine Ribbed Union Suits, sizes 4 to 10 years, at..... 89c
- Ladies' Unbleached Vest and Pants, regular sizes, 50c quality, at..... 39c

Big Hosiery Values

- Ladies' \$1.25 Silk Fibre Hose, all colors, at..... 98c
- Ladies' \$1.75 Thread Silk Hose, black and colors, at..... \$1.48
- Ladies' \$2.50 all pure Silk Hose, at..... \$1.98
- Ladies' 50c Mercerized Lisle Hose, black or white, at 39c
- Ladies' 35c Lisle finished Hose, black or white, at 29c
- Ladies' 25c Lisle finished Hose, black or white, at 19c
- Misses' 35c fine Ribbed Hose, black only, all sizes, at 25c
- Misses' 39c fine Ribbed Hose, black or white, at... 29c
- Misses' 50c fine Ribbed Hose, black or white, at... 39c
- Boys' 50c heavy ribbed black Hose, at..... 39c

SMALL NOTIONS

- 10c Brass Pins, full 360 count, at..... 8c
- 8c Brass Pins, 160 count 5c
- 10c Brass Safety Pins, dozen on card, for..... 5c
- 10c package Hump Hair Pins, for..... 8c
- 25c Velvet Grip Hose Supporters, at..... 19c
- Society Snap Fasteners, 12 on card, for..... 5c
- 5c School Tablets..... 4c
- 5c School Pencils..... 4c
- 10c Black Rubber Combs 8c
- 15c Horn Combs, at.... 12c

Diapers and Diaper Cloth

- 24x24 in hemmed Diapers, per dozen..... \$1.98
- 27x27 in. hemmed Diapers, per dozen..... \$2.49
- 24-in. Diaper Cloth, 10 yards to bolt, at..... \$2.39
- 27-inch Diaper Cloth, 10 yards to bolt, at..... \$2.65

TABLE NAPKINS

- 18x18 Mercerized Table Napkins, at, per dozen... \$1.39
- 20x20 Mercerized Table Napkins, at, per dozen... \$1.59
- 15x15 Mercerized Table Napkins, at, per dozen... \$.98

Belk-Williams Co.



SHOP EARLY

