

January Clearance Sales

This is the Most Stupendous Twice-a-Year Disposal Sale Ever Held at This Store

STORE CLOSED ALL DAY TO MAKE READY FOR SALE

WONDERFUL CLEARANCE VALUES IN WOOLENS AND SILKS—BUY YOUR EARLY SPRING-DRESS GOODS NOW

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| 36-inch all-wool serge, navy and black. A yard | 89c |
| 36-inch woolen serge; colors, tan, brown, light grey, taupe, navy and black. A yard | 79c |
| 36-inch woolen outings, assorted colors A yard | 79c |
| 42-inch woolen tricotine, navy and black. A yard | \$1.19 |
| 50-inch all-wool Storm serge, navy blue and black. A yard | \$1.98 |
| 45-inch fine all-wool serge, navy blue and black. A yard | \$1.48 |
| 42-inch fine all-wool French serge, assorted colors, and navy blue and black. A yard | \$1.98 |
| 44-inch extra fine all-wool French serges, assorted colors. A yard | \$2.48 |
| \$4.00 56-inch all-wool jerseys, very fine quality; colors, plum, Niger brown, seal, Copen blue. A yard | \$2.48 |
| 44-inch woolen plaid skirtings, \$2.50 value. A yard | \$1.48 |
| 36-inch novelty plaid suiting, woolen finish, extra good value. A yard | 98c |
| 36-inch Nuvoque suiting, wide range of plaid patterns to choose from. A yard | 59c |
| \$7.50 value 56-inch all-wool velour skirting plaids, fine quality A yard | \$4.48 |

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| 56-inch fine all-wool serge, navy blue and black. A yard | \$3.98 |
| 56-inch Priestley's fine all-wool French serge, navy blue only. A yard | \$3.75 |
| 50-inch fine all-wool tricotine; taupe, brown and navy blue. A yard | \$3.48 |
| 56-inch fine all-wool coating, brown only. A yard | \$4.98 |
| 56-inch fine all-wool polo coating, tan only. A yard | \$4.98 |
| 40-inch fine all-silk crepe meteor; colors, brown, white, navy blue, tan and black. A yard | \$2.95 |
| 36-inch all-silk messaline; colors, dark Copen, light Copen, grey, American Beauty, green, tan, old rose, light blue, white, maize. A yard | \$1.48 |
| 39-inch fine Paon costume velvets; colors, Copen blue, plum, brown, taupe, golden brown. A yard | \$6.95 |
| 40-inch fine all-silk crepe black satin; brown, navy blue and black. A yard | \$3.98 |
| 40-inch fine crepe de chine; colors, China blue, Copen brown, light blue, turquoise, flesh, white, navy blue and black. A yard | \$2.48 |
| 40-inch all-silk crepe de chine; colors, Pekin blue, brown, Nile green, white and black. A yard | \$1.59 |
| 36-inch Skinner's satin; colors, plum, Copen blue, grey, old rose, navy blue, white and black. A yard | \$2.48 |
| 36-inch Belding Brothers' taffeta; Copen blue, brown, navy blue and black. A yard | \$2.48 |
| 36-inch chiffon taffeta; colors, light blue, pink, lavender, taupe, green, Copen and black. A yard | \$1.48 |
| 40-inch Mallinson's chinchilla satins; colors, pink, brown, navy blue and black. A yard | \$3.98 |

There are many reasons for the giganticness of this year's Clearance Sale. The backwardness of the season is one of the chief causes. Another reason is that the public has been buying sparingly, waiting for still lower prices.

At the beginning of the season we purchased a tremendous stock of merchandise, for we anticipated a big season. All these goods were bought at the old prices. Then came the break. Although we've made re-adjustments to conform to the reductions made at the wholesale centers our immense stocks did not move with rapidity. The weather was against us. As a result our stocks are bigger than they would be if we had cold and blustery days.

Because of our predicament, you are given the most amazing bargain opportunities—values that vividly recall those good old low price days of 1914. We cut prices on practically every article in the store. No attention has been paid to what the goods cost or to our profits on them. Our only thought is to clear out our stocks. And we believe, at their new reductions they will move out in double quick time.

SALE STARTS FRIDAY MORNING AT 9:00 O'CLOCK

FINAL CLEARANCE OF ALL MID-WINTER COAT SUITS

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| One coat suit, formerly priced at \$119.00. Now | \$57.50 |
| One coat suit, formerly priced at \$132.00. Now | \$57.50 |
| One coat suit, formerly priced at \$95.00. Now | \$57.50 |
| One coat suit, formerly priced at \$67.50. Now | \$37.50 |
| Two coat suits, formerly priced at \$57.50 each. Now | \$37.50 |
| One coat suit, formerly priced at \$95.00. Now | \$57.50 |
| One coat suit, formerly priced at \$45.00. Now | \$29.95 |
| One coat suit, formerly priced at \$67.50. Now | \$37.50 |
| Two coat suits, formerly priced at \$45.00 each. Now | \$24.75 |
| One coat suit, formerly priced at \$95.00. Now | \$47.50 |
| One coat suit, formerly priced at \$57.50. Now | \$37.50 |



CLEARANCE OF ALL MID-WINTER DRESSES—SATIN, TAFFETA, GEORGETTE, CREPE DE CHINE—

\$12.50, \$19.95, \$24.75, \$29.50, \$32.50, \$37.50

CHARMING WAISTS FOR PRESENT AND FUTURE WEAR, AT ROCK BOTTOM PRICES

This Sale will prove particularly interesting to women because of the great amount for the modish styles it presents. They come right from our stocks, and have had their prices cut for no reason other than to comply with our strictly adhered to policy of Twice a Year Clearance.

\$3.29, \$3.98, \$3.95, \$4.95

CHILDREN'S SWEATERS

\$1.79, \$1.98, \$2.47, \$2.69, \$3.98, \$4.95

WOMEN'S SWEATERS

\$3.98, \$4.95, \$7.50, \$7.75, \$8.75, \$10.95

WOMEN'S CORSETS

\$1.48, \$1.69, \$2.98, \$4.95

MISSES' FINE SERGE MIDDY SUITS

\$14.50, \$16.50, \$19.95

WOMEN'S BEACON FLANNEL BATH ROBES

\$4.95, \$6.75, \$7.95

One lot waists—Georgettes, satins, crepe de chine and voiles. Values up to \$7.95. Sale price, each \$3.95

MID-WINTER HATS

Our entire stock of winter hats, including fine brocade and fur, duvety and fur, Lyons and Panne velvets. Hats formerly sold up to \$19.95 each. Your choice, while they last. \$4.95

EARLY SPRING HATS

Beautiful hats made up of Faille silk, satin combinations, straw and georgette, satin and celephane; brown, navy, henna, China blue, dust and pearl. Special Clearance price, each \$5.95

STORE CLOSED ALL DAY TO MAKE READY FOR SALE

SHEETS, PILLOW CASES AND TOWELS

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| 54x90 fine grade Mohawk sheets. Each | \$1.29 |
| 63x90 fine grade Mohawk sheets. Each | \$1.48 |
| 72x90 fine grade Mohawk sheets. Each | \$1.69 |
| 81x90 fine grade Mohawk sheets. Each | \$1.79 |
| 25 dozen 72x90 bleached seamed sheets. Each | 95c |
| 42x36 fine quality Mohawk pillow cases. Each | 39c |
| 45x36 fine quality Mohawk pillow cases. Each | 45c |
| 45x36 fair quality pillow cases. Each | 35c |
| 50 dozen 42x36 pillow cases, cheap grade. Each | 29c |
| 17-inch crash toweling, unbleached. A yard | 15c |
| 17-inch all-linen crash toweling. A yard | 45c |
| 18x36-inch fine bleached Turkish towels, with fancy border. Each | 79c |
| 22x40-inch fine bleached Turkish towels with colored borders. Each | \$1.29 |
| 22x40-inch fine bleached Turkish towels, assorted colored borders. Each | \$1.55 |
| 50 dozen 22x40 heavy full bleached Turkish towels with colored borders. Former value \$1.00 each. Clearance Sale price. Each | 48c |
| 18x36 Turkish towels, full bleached, fine for hotels and boarding houses. Each | 25c |
| 18x36 heavy grade huck towels. Each | 39c |
| 18x36 medium weight huck towels, full bleached. Each | 25c |
| 15x30 fair quality huck towels. Each | 19c |
| 27-inch 10-yard bolts Red Star diaper cloth. Per bolt | \$1.98 |
| 24-inch 10-yard bolts Red Star diaper cloth. Per bolt | \$1.79 |
| 36-inch 10-yard bolts long cloth. Per bolt | \$1.79 |
| 36-inch 10-yard bolts long cloth. Per bolt | \$1.98 |
| 36-inch 10-yard bolts long cloth. Per bolt | \$2.19 |
| 36-inch 10-yard bolts long cloth. Per bolt | \$2.39 |
| 36-inch 10-yard bolts fine nainsook. Per bolt | \$3.98 |
| 36-inch 10-yard bolts fine nainsook, flesh and pink. Per bolt | \$4.98 |
| BLEACHED AND UNBLEACHED SHEETINGS | |
| 36-inch fine Sea Island sheeting. A yard | 11c |
| 81-inch fine quality brown sheeting. A yard | 65c |
| 90-inch fine quality brown sheeting. A yard | 69c |
| 81-inch fine quality bleached sheeting. A yard | 69c |
| 90-inch fine quality bleached sheeting. A yard | 75c |
| 81-inch fair quality brown sheeting. A yard | 59c |

HEADLIGHT UNION-MADE OVERALLS, \$1.75 Pair

Belk-Williams Co. Inc.
WILMINGTON - N. C.
CAROLINA'S LARGEST DISTRIBUTORS OF RELIABLE MERCHANDISE

BLUE BUCKLE UNION-MADE OVERALLS, \$1.29 PAIR