

W. H. BELK & BRO.

SPECIAL REDUCTION

SALE

Begins **THURSDAY** Morning, Feb. 27th

This is a sale of Cotton Fabrics, which will be a pleasing combination of High Quality Merchandise at prices unheard of since before the war. Thousands of yards of Standard Merchandise of recent purchasing are included in this Sale.

SPECIALS	
YARD-WIDE BLEACHING, Good Quality	10c.
YARD-WIDE SEA ISLAND	10c.
APRON AND DRESS GINGHAMS	10c.

GINGHAM SPECIALS	
10,000 Yards Apron or Dress Gingham, Special for Sale	10c.

APRON AND DRESS GINGHAMS	
25c Value in Apron or Dress Gingham, beautiful patterns, absolutely fast colors, Special	15c.

NEW DRESS GINGHAMS	
45c Value of brand new Dress Gingham, beautiful patterns, 32-inch, Special	35c.

PERCALES, 36-INCH WIDE.	
36-inch Percales in light and colored patterns	15c.
and	19c.

SHIRT AND DRESS PERCALES	
Thousands of yards of Fine Standard Percales in light and dark colors, 40c value, Special	25c.

39c MADRAS 25c.	
Fine Madras, suitable for shirts, 39c value, Special	25c.

DRESS POPLINS.	
39c Dress Poplins	25c.
These are all new wanted shades for Spring Dresses, Special	25c.

39c VALUE IN SERPENTINE CREPES 29c.	
These Crepes are in good variety for Kimonas, Special	29c.

39c CRETONNES 25c.	
Floral and Figured Cretonnes, Special	25c.

10c. SPECIAL COUNTER NUMBER ONE	
These Counters contain Apron Gingham, Dress Gingham, Percales, Fancy Prints, Curtain Draperies, etc., values up to 25c., Special	10c.

15c. SPECIAL COUNTER NUMBER TWO.	
On this Special Counter you will find a large assortment of Apron Gingham, Dress Gingham, Percales, Cheviots, Serges, Flannelettes, Suitings, Plaids, etc., Special	15c.

LONG CLOTH AT SAVING	
\$2.50 value best quality Long Cloth, Special	\$1.95.

16c. PAJAMA CLOTH.	
25c quality Pajama Cloth	16c.

BROWN AND BLEACHED SHEETINGS AT GREAT SAVINGS.	
20c value yard-wide Sheeting, Special	10c.
25c quality fine finished Sheeting	16½c.
30c value heaviest quality brown Sheeting, Special	20c.
20c quality Bleached Sheeting, 36-inch, good quality, Special	10c.
25c value extra fine Bleach, Special	16½c.

23c. GALATEA CLOTH.	
35c value in Galatea Cloth for rompers, slightly seconds, Special	23c.

BIRDSEYE CLOTH.	
Best Absorbent Quality, absolutely low prices, 18-inch, 10-yard bolts	\$1.35.
24-inch, 10-yard bolts	\$1.75.
27-inch, 10-yard bolts	\$1.98.

TOWELS.	
Barber Towels	7c.
20c Huck Towels	15c.
18c Huck Towels	12½c.
65c value extra large Turkish Towels at	49c.

TOILET GOODS	
10c Talcum Powder	5c.
20c Colgate Talcum Powder	12½c.
Colgate Dental Cream	10-19c.
Colgate Shaving Cream	10-19c.
Colgate's Face Powder	10-19c.
Palmolive Powder	19c.
59c value Palmolive Shampoo	39c.

GREAT TIME TO BUY SOME OF THE LEADING MANUFACTURERS' BEST PRODUCTION IN HOSIERY FOR LESS.	
Ladies black and white Hose	10c.
35c value in Ladies' Lisle Thread Hose, Special	19c.
Fine Gray Cotton Hose	20c.
Ladies Silk Hose	49-79-95c.

MEN'S AND BOYS HOSE.	
20c value Cotton Sox, Black, White, Blue and Gray	10c.
Men's Heavy Work Sox	19c.
Men's Lisle Thread and Silk	25-35-50-75c.

BLUE DENIM.	
40c Indigo Blue Denims, Special	29c.
50c Indigo Blue Demins	35c.

5-4 Standard Table Oil Cloth	35c.
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