

# W. H. BELK & BRO.'S

# January White Sale

## Begins Thursday Morning, Jan. 22nd

### And Continues Through Monday January 26th

THESE FOUR DAYS WILL BE THE GREATEST MONEY SAVING EVENT EVER IN MONROE. WE HAVE THOUSANDS OF DOLLARS WORTH OF WHITE GOODS FOR SPRING CONTRACTED FROM MILLS MANY MONTHS AGO, WHICH ALONE WILL MEAN A SAVING OF 25 TO 33 1-3 PER CENT. ALL WHITE GOODS ARE INCLUDED IN THIS SALE AND ARE PRICED AT REDUCTIONS WHICH MEAN DOLLARS TO YOU. THESE GOODS ARE YOURS AS PRICED FOR FOUR DAYS ONLY, BEGINNING THURSDAY, JANUARY 22nd.

#### ENGLISH AND DOMESTIC LONG CLOTH AND NAINSOOK IN WHITE SALE AT SAVING OF ABOUT ONE-THIRD

No. 150 English Longcloth, velvet finish, 10 yard bolt, \$3.50 value, 36-inch wide, White Sale Price...\$2.39



#### FINE NAINSOOKS

Go in the White Sale at great saving. Mayflower Nainsook, yard wide, 12 yards to bolt. Product of The King Philip Mills. What Sale at...\$2.95 bolt  
\$5.00 Value Oyama Jap Nainsook, extra fine and soft finish, White Sale at...\$3.68  
\$6.00 value in Number 1906 Imperial Sea Island Nainsook. In White Sale at...\$3.95  
\$7.50 value in Chimosa 42-inch Nainsook, 10-yard bolts, beautiful soft finish, \$7.50 value, White Sale price, \$5.68  
Wamsutta Lingerie Nainsook in Pink, Flesh and Blue, yard wide, 10-yards to bolt, White Sale Price...\$3.79 bolt  
Cinderella Nainsook, 39-inch, 10-yards to bolt, fine soft finish, White Sale Price...\$3.98

#### COMFORT CLOTH

Yard wide, 12-yards to bolt, extra fine, smooth quality, product of King Philip Mills, White Sale Price \$3.95 bolt

#### FAMILY NAINSOOK

21-yards to bolt, 1-yard wide, extra fine quality, White Sale Price...\$3.98

#### LONG CLOTH BY THE YARD

Full weight, extra quality, any length, White Sale price yard...39c

#### BLEACHED DOMESTIC AT OLD PRICES

Yard wide bleached domestic, worth 30c to manufacture same, at White Sale Price...24c  
Hope Mills Bleached Domestic, yard wide, 39c value, in White Sale at...29c

#### PAJAMA CHECKS

At real savings, yard wide pajama checks, 30c value, White Sale Price...19c  
Pajama Checks in extra quality, well worth 35c, White Sale at...22c

#### MIDDY TWILLS

Middy Twills, extra heavy quality, yard wide, White Sale Price...35c

#### TROOPER CLOTH IN WHITE SALE

Yard wide Trooper Cloth, made by Cannon Mills, Linen finish, White Sale at...25c

#### ALL BEDDING AT WHITE SALE PRICES

Our Stock of Sheets, Pillow Cases, Quilts and Dimity Spreads

Were purchased about six months ago and you will be able to save about 1-3 or more.

81x90 New Era Sheets, \$2.00 Value, Limited Quantity in White Sale at...\$1.49

\$2.50 Sheet Laxton, size 81x90 inch. Special for White Sale at...\$1.95

\$3.50 Pequot Sheet, size 90x99 Spokistitched, White Sale at...\$2.95

63x90 Single Bed Sheet, extra quality, White Sale at \$1.38

72x90 Sheet Extra Fine Quality, bleached sheet, White Sale at...\$1.68

#### PILLOW CASES

36x45 Fine Pequot Pillow Cases, White Sale at...49c  
36x42-inch Pillow Cases, Special for White Sale...35c

#### BIRD'S EYE

24-inch Lullaby Sanitary Diaper Cloth, extra quality, absorbent finish, 10-yard bolt, White Sale Price...\$1.98

27-inch Lullaby Sanitary Diaper cloth, extra quality, absorbent finish, White Sale Price, 10-yard bolt...\$2.50

#### LULLABY SANITARY DIAPER CLOTH EXTRA QUALITY

Cut 27x27-inch, torn and hemmed, absorbent finish, White Sale Price at...\$2.75



#### DRESS GINGHAMS

Amoskeag bookfold dress gingham, large range of patterns at...35c

3000 yards of Plaid and Stripe Dress Gingham...25c

5000 yards Apron Creek Gingham, in all colors, White Sale Price...19c

#### WHITE GOODS

50c Nurses Suiting, yard wide, White Sale Price...39c  
50c value 36-inch Lonsdale Cambrie Nainsook finish, White Sale Price...39c

36-inch Middy Twill...35c  
\$1.00 Value Table Damask, extra special for White Sale, 68c

\$1.50 value Mercerized Table Damask, extra special for White Sale...98c

#### LINEN FINISH SUITING AT SAVING OF 1-3 AND LESS

No. 200 Linen Finish Suiting For Tailored waists and dresses, White Sale Price...29c

No. 150 Linen Finish Suiting for tailored waists and dresses White Sale Price...25c

#### DIMITY QUILTS

25-dozen Dimity Quilts, bought for White Sale, 72x90 extra quality, slightly seconds, White Sale Price...\$1.98

#### SEE

#### 19 CENT COUNTER

Counter No. 1 filled with Apron and Dress Gingham, Percales, Flannel Suiting, values up to 35c at...19c



#### 25 CENT COUNTER

Light and Dark Outings, Apron and Dress Gingham all in, at White Sale Price...25c

10,000 yards Lace...2c

10,000 yards Val and Round Thread Lace in White Sale, 2c

1000 dozen Val and Round Thread Lace...5c, 10c, 15c

Linen Lace...5c, 10c, 12c

Brassiers...38c

Corsets...98c, \$1.48

\$1.00 Ladies gauze Unionsuits and Teddies...59 and 65c

#### LADIES COLLARS AT GREAT REDUCTION

50c values in Organdie and Crepe-de-Chine collars at...29c

\$1.00 Camisole Ribbons at...75c



#### LADIES WHITE MUSLIN UNDERWEAR GREATLY REDUCED IN THE WHITE SALE

See this on Second Floor.

# W. H. BELK & BROTHER