



ANNIVERSARY CELEBRATION



TOMORROW We Come to the First Milestone and Invite Our Friends to be Our Guests at a Feast of Tempting Values Specially Prepared for This Occasion.

AS WE COME to this first Milestone in our progress we follow our custom in commemorating our Birthday and thanking you for your patronage in a practical way by Quoting Special Prices on Seasonable, Desirable Merchandise in all departments. Our Opening Sale at this time last year was an event that has gone down in history as

the Greatest Sale Ever Held in Wilmington and of course we do not expect this one to surpass that one, however you will find the values here extraordinary, especially so in the face of the most rapidly advancing market since the civil war and the crowds that Come Here Will Be WELL PAID for Their Coming.

These Are Only a Few of The Good Things Waiting For You at This Bargain Banquet

Anniversary Specials in Coats and Suits

Some of the most important saving opportunities in this sale are in stylish handsome coats and suits. Certainly no one could expect more or better models at these Anniversary prices.

Ladies' Long black Broadcloth Coats, yoke lined with guaranteed lining @ **\$9.95**
 Ladies' Long black Thibet Coats, full length, all sizes @ . . . **\$4.95**
 Ladies' and Misses' \$5.75 to \$6.50 Sport Coats in all the newest models and colors @ **\$4.98**
 Long Mixed Coats, special values @ **\$6.50 to \$14.95**
 Black, Navy, brown and green Velour Coats @ . . . **\$9.95 to \$29.75**
 Beautiful black Broadcloth Coats, fur or velvet trimmed . . . **\$18.50 to \$39.50**
 \$18.00 white Chichilla Coats @ **\$12.50**
 Black Plush Coats, extra qualities **\$19.95 to \$45.00**
 Ladies and Misses' all-Wool Serge Suits, velvet or fur trimmed @ **\$9.95**
 \$15.00 all-Wool Whip Cord Suits, fur trimmed @ **\$12.50**
 \$20.00 to \$25.00 Poplin, Serge and Gaberdine Suits, all colors and sizes @ **\$15.97**
 \$35.00 Broadcloth Suits, beautiful qualities @ **\$27.50 and \$29.95**

\$5.00 White Sweaters at \$1.98

These Sweaters are all good styles and perfect goods—only reason for this luck purchase is because they are all white, \$5.00 value. This Anniversary sale price **\$1.98**

Children's Sweaters **98c and \$1.48**
 Children's Knit Toques and Toboggins **25c and 50c**
 Children's Knit Mitts **10, 15 & 25c**
 Knit Doll sets, Sweater Cap and Mitts @ **50 and 98c**
 Knit Booties @ . . . **10, 15 and 25c**

Dress Goods and Silks at Anniversary Prices

A splendid assortment of most desirable dress fabrics and beautiful silks is offered at price reductions that mean greatest economy for you. Buy bountifully!

\$6.00 Silk Costume Velvet, all the colors, 42-inch wide @ . . **\$4.98**
 \$1.25 and \$1.50 Wool Dress goods, all colors @ **98c**
 \$1.25 and \$1.50 Plain Taffetas, all colors @ **98c**
 \$1.00 Plain Wool Taffetas, 40-inch wide @ **85c**
 40-inch Crepe de Chines, all colors @ **98c**
 36-inch Guaranteed quality black Taffeta @ **98c**
 36-inch black Messaline, good quality @ **98c**
 54-inch Half Wool Broadcloth, black, wine and brown and Burgandy @ **48c**
 24-inch black Costume Velvet, \$1.25 value @ **98c**
 54-inch all-Wool Velour Broadcloth, black, navy and green @ **\$1.68**
 54-inch Velour, gray, black, navy @ **85c**
 27-inch Fast Colored Dress Gingham, 12 1-2c quality @ **10c**

Ladies' \$1.25 and \$1.50 House Dresses, electric brand, extra well tailored, adjustable waist and hem. Percalé or Gingham, all sizes @ **98c**

Ladies \$1.00 House Dresses made from dark Gingham, all sizes @ . . . **69c**

Ladies Outing Kimonos, light or dark, fancy patterns, special @ **98c**

Children's Gingham School Dresses, all made of fast colored fabrics **49 and 98c**

Long Crepe Kimonos, made from best grade Crepe, all colors @ **98c**

FLOOR COVERINGS AT ANNIVERSARY PRICE.

9x12 Axminster Rugs, seamless @ . . . **\$24.75**
 9x12 Smiths Nepperhan Brussels Rugs **\$19.95**
 9x12 Tapestry Brussel Rugs @ **\$14.50**
 9x12 Fiber Rugs @ **\$10.85**
 9x12 Fiber Rugs @ **\$7.95**
 9x12 Stuben Axminster Rugs @ **\$39.50**
 9x12 Willow Grass Rugs @ **\$8.75**
 9x12 Printed Matting Rugs @ **\$2.98**
 72-inch Pro Lino Linoleum @ **85c**
 72-inch Burlap Bock Lenoleum at **\$1.19**
 72-inch Inlaid Linoleum **\$1.95**
 36x72 Willow Grass Rugs at **\$1.48**
 27x54 Willow Grass Rugs at **98c**
 72x54 Wool Fiber Rugs **\$1.25**
 27x54 Velvet Rugs @ . . . **\$1.79**

THERE'S CAUSE FOR REJOICING OVER THESE WAIST PRICES.

Ladies White Silk striped Voile Waist, linen collar and cuffs, all sizes @ **48c**
 Beautiful Voile and Organdy Waist in the very newest patterns, large collars **98c**
 \$2.50 Voile and Organdy Waist, regular and extra sizes @ **\$1.98**
 \$6.00 and \$6.50 Fancy Lace and Geogette Waists @ **\$4.95**

PETTICOAT SPECIALS

Heatherbloom Skirts with Taffeta Silk Russe, gives the effect of an all-Silk Skirt and wears better, black and colors @ **\$1.98**
 \$3.50 Guaranteed Satin Petticoats, blacks and colors at **\$2.98**

ANNIVERSARY SPECIALS IN FOOTWEAR.

Stylish practical models to fit every foot, underpriced to a degree that will surprise you. It's practical economy to buy here now!

Womens Solid Leather Kid Shoes, button or lace **\$1.50**
 Womens fine Dress Shoes, all the new styles, \$2.50 values @ **\$1.98**
 Womens Easy Walker Dress Shoes @ **\$2.50**
 Dorothy Dodd Dress Shoes for **\$3.50 and up**
 Womens High Boots in lace and button . . **\$4.00 to \$7.50**
 Men's \$3.50 Selwyn Shoes, all leathers @ **\$3.00**

Sheldon, large size Counterpanes, full bleached at . . **98c**
 Clarendon extra size Counterpanes @ **\$1.48**
 10-4 Elkin Wool Blankets at **\$3.95**
 11-4 Elkin Wool Blankets at **\$4.98**
 12-4 Elkin Wool Blankets at **\$4.98**
 20x40 Turkish Towels @ **15c**
 18x36 Turkish Towels @ **10c**
 20x40 Heavy Turkish Towels, colored border @ . . **25c**
 18x36 Half Linen Huck Towels @ **15c**
 16x36-in. Cotton Huck Towels @ **10c**
 84x76-in. Bath Robe Blankets @ **\$1.50**

CELEBRATION VALUES IN HOSIERY AND UNDERWEAR.

Ladies fine Thread Gauze weight mercerized Hose, black or white @ **15c**
 Ladies 15c Hose, black or white, slightly seconds at **10c**
 Misses' fine Ribbed 15c Hose, black or white @ **10c**
 Men's fine Gauze Half Hose, blacks, whites and colors @ **15c**
 Men's fine Lisle Hose, blacks only @ **25c**

BELK'S SPECIAL CORSET @ 98c

Made for us by one of the largest manufactures in the business and is made from the same grade materials that are used in all the high grade Corsets—will not rust, best models @ **98c**

LaGrecque and Froloset Corsets, at **\$1.50 to \$5.00**
 Empire Long Hip Corsets, special at **39c**

CELEBRATION PRICES ON MILLINERY.

Children's Trimmed Hats, all the new shapes, suitable for school and dress wear @ **48c**
 Children's nice quality trimmed Hats **98c and \$1.48**
 Children's Corduroy school Hats, all colors . . **50c**
 Ladies Velvet Sailors in black and colors . . **\$1.45**
 from our own work rooms . . . **\$2.95 to \$25.00**
 Fancy Veils, white net, with colored taffeta borders, also solid colors, \$2.00 value @ . . . **\$1.69**
 Marrying Veils **75c to \$5.00**
 18-inch good quality Milliners Velvet, all colors **85c**
 \$2.50 solid colored Lace Veils, large square shapes @ **\$1.98**
 Black Face Veiling, all the new designs, at **25, 35 and 75c per yard**

DRAPERIES.

36-inch white, cream and Ecrué Curtain Scrim @ **10c**
 36-in. Lace stripe Curtain Scrim, white and cream **15c**
 25c Fisle Net Scrim, white and cream, @ **19c**
 High Lace Scrim . . **25 to 50c**
 36-in. Fancy Cretons, 18c value @ **12 1-2c**
 36-in. Fancy Cretons, special value @ **25c**
 25c Fancy Cretons @ . . . **17c**
 36-in. Solid colored Denims @ **15c**

ANNIVERSARY SPECIALS IN MEN'S WEAR.

Men's Percalé Dress Shirts with laundered or soft cuffs, all sizes @ **48c**
 Men's Mercerized Pongee Shirts, soft cuffs @ . **79c**
 Men's all-Wool Worsted and Serge Suits, well tailored and easily worth \$13.50 at any good store, our Anniversary price **\$9.95**
 Men's \$12.50 Raglan Overcoats, newest models, at **\$10.75**
 Men's \$15.00 Overcoats, late models, full range of patterns @ **\$12.50**
 Boys' Suits, especially priced at **\$2.98 to \$8.95**
 Men's \$2.00 Wright's Ribbed Union Suits, all sizes @ . . . **\$1.68**
 Men's Wool Ribbed Sweaters, heavy weight @ **98c**
 Men's \$1.25 Ribbed Union Suits, all sizes @ **98c**
 Belk's \$2.50 Special Hats @ . . **\$1.98**

Belk-Williams Company