

# Dame Fashion's Magic Wand Has Been Busy Here

It would seem as though a fairy had been waving the magic wand of Queen Fashion over our exhibits for Spring: every department will carry to you its own wonder-story of beauty, freshness, and adaptability. For the approaching Spring season you will find in this store, the same good quality merchandise as heretofore—and at minimum cost.

## We Accomplish Things In Our Store

### BECAUSE

We have great faith in the knowledge of human service and we do our best to be of use for something. We consider courteous treatment and thought for others as one of the greatest virtues of mankind. We try to help others to help themselves—and we find a large reward in such service. We are never quite satisfied with our own efforts—which makes us continually strive to do better things and more. We try to be cheerful in serving our customers under every condition—for we want everyone to feel a reflected happiness in us. If such efforts of men and women meet with what your idea of what a modern store of service should be, we cordially invite you to pay us a visit and see how well these principles are applied to your individual case.

## Charming New Designs in FEMININE FOOTWEAR

Spring ushers in the newest and most attractive display of footwear we have ever shown. Styles are unusually attractive, and colors are rather smart all of which are in harmony with the most authentic creation for spring wear. Why not visit this store tomorrow, where on display you can view all the leading authentic styles for the coming season. Black Kid Evening Pump, Beaded instep, light turn sole, full Louis heel, perfect fitting last, all sizes, at \$7.00. Black Kid Welt Pumps, for street wear, Louis heel, medium sole, all sizes, at \$6.00. Black Glazed Kid Pumps, perfectly plain style, no perforation or fancy stitching, Patent polished heel, at \$5.00. Walking Oxfords, wing tip, medium heels, made from medium weight calf stock in black and Havana Brown, priced \$6.00, \$6.50 and \$7.00. White Buck Sport Oxford, Ivory sole, rubber heel, at \$5.00. White reign-skin pumps, smart plain model, perfect fitting last, white Ivory sole, full Louis heel, all sizes, at \$5.00.



## These New Spring Dresses are Exceptionally Decorative

Authoritative advice from those "high up" in Fashiondom predict a strong vogue for Dresses this season and if those still to come are anywhere as becoming as these, we know the reason why. No women who sees these, but will fall in love with them at first sight. There is such a diversity of pretty styles that choosing becomes a pleasure. We can't describe them hardly there are so many, each model possesses its own distinct features, yet each blends itself so happily to the current styles. Below are a few of the special values—see them. Satin Striped Taffeta Dress, semi plain model, large sport pockets, Georgette sleeves and Georgette vest to match, white georgette collar, Ladies or Misses sizes, at \$14.95. Tulle Taffeta Dresses in the new foulard patterns, Georgette collar and sleeves, sport pockets, Ladies or Misses sizes, at \$11.95. Heavy quality crepe de chine dresses, beautiful straight line model, new over skirt effect, braid and button trimming, 30.00 value, at \$24.75. Georgette Dresses in a wide variety of the most charming models \$22.50 and up. Georgette and Taffeta combination dresses, chic new styles for Misses and Young Women \$19.95 to \$49.50.

## No Formal Millinery Opening This Season

We are having an unusual lot of trouble getting our millinery this season, due to the congestion on all lines of traffic, so much so that lots of goods which were shipped out of New York by express two and three weeks ago, have not arrived as yet. We are getting some goods, but the season of spring millinery is now upon us and we cannot accumulate enough to make our usual big showing during opening. So that we have decided to have no formal opening this season and all our new hats will be placed on display just as fast as they arrive. We have shown during the past week quite a variety of the new tailored hats for early spring, and they have sold just about as fast as they come in. We expect to show a lot more tomorrow; also about 50 new patterns & trimmed hats. We want you to see them, and urge that during this season when the traffic is so badly tied up you make your purchases of everything to wear just as they arrive. Our stock is not nearly as complete as we would like to have it, but this is a condition that cannot be helped at this time. We hope to advise you of numbers of new shipments during this week.

## The New Spring Corsets Now Invite Your Inspection

They portray the styles which will be worn with the new apparel this season. Among them, we feel sure, you will find many well suited to your type of figure; which will mould it into lines upon which your new Suit, Skirt or Dress will sit without a wrinkle and drape to the perfection of becomingness.



These Corsets have high and low busts, short and long hips; laced in front or in back. These prices make them values which will be difficult to resist. Belk's Special Corsets, well made and perfect fitting 98c, \$1.25, and \$1.50. Frolaset Front Laced Corsets. The recognized standard of front brands, all the new shapes \$2.00 to \$10.00. LaGrecque Back Laced Corset, a perfect fitting model for every type of figure, at \$1.50 to \$6.00. Ferris Waist for growing girls, 85c to \$1.50. Ferris and H and W Maternity Corsets \$2.00 to \$3.00.

## Scores of Pretty Patterns In NEW SPRING DRESS GOODS

This is the season when nearly every woman begins to feel a revived interest in the extent of her wardrobe for the coming season. Our new showing of Dress Fabrics is a veritable treasure house, just now, in the way of new and charming patterns, weaves and color combinations. Those who come to view the new things will take real pleasure in planning new frocks which every individual pattern suggests. Especially featured are the following weaves: Fancy Striped Taffeta and Messalines in all the newest color combinations, wide and narrow stripes, 36 inches wide, at \$1.39. Foulard in a wonderful array of the new figured and flowered designs, 36 inches, at \$1.48. Beautiful quality high lustre Taffetas, all the new spring shades, 36 inches, at \$1.59. 36-inch Black Taffetas, good quality, soft finish, very special value, at 98c. 40-inch Heavy quality Georgette crepes, every desirable shade, at \$1.69. Beautiful new cotton voiles, organdies, tissues, and crepes in a wide variety of the newest figures, stripes and French designs .25¢ and up.

## The Trim Youthful Lines In Women's and Misses' New Spring Suits

Make Them Especially Charming. The Trim, youthful effect of our newest arrivals in Spring Suits for Women and Misses gives them a most becoming charm. Those who wish to achieve the slender silhouette will find these garments made just for them. Every individual garment possesses a style distinction of its own. Quality is a paramount issue with every one. The colorings and materials conform closely to the demands of fashion. Now is the logical time to buy your new suits. The benefits of a long full season await you in this beautiful showing of new apparel. See Them. Misses Suits \$9.95 to \$59.50. Women Suits \$14.95 to \$75.00. Stout Suits \$24.75 to \$45.00.

## CUTEX Cuticle Remover

You, no doubt, like so many other people have been constantly seeking a perfect manicure—something which would give you lovely nails without the pain and poor results of cutting the cuticle. To meet this need for a harmless cuticle remover, the Cutex formula was prepared. Have you tried Cutex yet? If not get a supply this week and you will be pleased with the results. Cutex Cuticle Remover two sizes .30 and 60c Toilet Goods Section.

Of Course You Want Some More W. S. S.

# BELK-WILLIAMS COMPANY

That Quarter Will Help Win the War SOONER W. S. S.

# SOCIETY

STORY OF A LENTEN PRAYER. In a dim cathedral's recess, I stood at the close of day. 'Twas in Lent, that time of fasting, when all of us think to pray, when from view near the altar, where myriad candles gleamed, when into my mind came the memory of a twice-told nursery tale— How a prayer made before a candle could never fail. I forgot for the blessed moment that the prayer if just and right, Should have long ago been answered by the God of power and might; I forgot that the prayer was a worldly one and that worldly prayers were in vain; That Wisdom and Truth, and Goodness are the things we should seek to gain. I remember the rest of the story—we must kneel by the altar stair, And with faith in our hearts unshrinking, must light a candle there, Quick, lest the memory vanish or foolish the story seem, I knelt and lit me a candle—then by its flickering beam I prayed for that which in all the world I wanted the most to gain. And vowed to forego all lesser joys if my plea was not in vain. —Selected. Misses Ora Taylor and Janie Yopp left yesterday afternoon for Kirkland to visit friends. Mrs. J. A. Robertson has returned to her home at Freeman, after a visit with relatives at Hamlet. Mrs. A. Taylor, of Hamlet, spent yesterday in the city en route to Byrdsville to visit relatives. Miss Marie Williamson, after spending a short time in the city, has returned to her home at Cerro Gordo. Mr. and Mrs. J. J. Brinson, and baby are on a visit to Mrs. Brinson's parents, Mr. and Mrs. I. Casteen, at Sneed's Ferry. Mrs. J. E. Wayland and Miss Cora Clark, of Clarkton, spent yesterday with friends in the city, on their way to New Bern to visit friends.

Mrs. L. Leiner has returned to Southport, after a short visit in the city. Miss Zara Shaw, who has been teaching near Supply, has returned to her home at Elkton. Miss Edna Shaw is spending the week-end with Mrs. C. L. Woodward at Southport. Mrs. Lewis Bennett, who has been visiting Mrs. Jim McLaughlin, has returned to her home at Charlotte. Mrs. J. E. Pearson, of Chadbourn, who has been visiting Mrs. James Applegate, 406 Walnut street, has returned home. Miss Ossie Clark spent yesterday with friends en route from Mt. Olive, where she has been visiting, to her home at Fairmont. Lieut. and Mrs. Robert M. Barden, of Camp Sevier, spent yesterday with their aunt and uncle, Mr. and Mrs. E. P. Schulken, leaving in the afternoon for Camp Sevier. They were returning from a visit with relatives at Warsaw and Tarboro.

Mrs. J. S. Brittain and daughter, Dorothy, and Miss Veda Russ, left yesterday afternoon for a visit with friends and relatives at Florence, S. C. Mr. and Mrs. E. N. Edens, of Scott's Hill, returned home Friday, after a pleasant visit with their daughter, Mrs. F. C. Branch, on Castle street. Mr. and Mrs. D. J. Morgan, of Route 1, Rocky Point, left for their home yesterday, after a pleasant stay with their daughter, Mrs. T. T. Rochelle, on Harnett street. Miss Mary Lou Cobb and Miss Leo Gurr, of Burgaw, returned home last evening, after a pleasant stay with Miss Cobb's mother, Mrs. N. B. Cobb, 308 North Front street. The Ladies Aid Society of Southside Baptist church will give a social at the home of Mrs. J. B. Fales, 529 the home of Mrs. J. B. Fales, 529 Castle street. There will be an interesting program, and refreshments will be served. Proceedings will go toward the church building. Everybody invited.

The Woman's Missionary Society of St. Matthew's Lutheran church will hold its closing service of the Week of Prayer and Self Denial at 7:30 o'clock this evening, in the church. "The Conquering Cross," a beautiful service for missionary societies, arranged by Mrs. M. O. J. Kreps, of Columbia, S. C., will be used. Everybody is cordially invited to attend this service. Union prayer services for the Brooklyn circle of churches will be held in St. Andrew's Presbyterian church at 5 o'clock Monday afternoon. This first service under the new arrangement will be led by Rev. E. C. Sell, pastor of Bladen Street Methodist church. The people in the neighborhood of these churches are not only most cordially invited to attend, but urgently requested to be present at these prayer services. The young men in the minstrel troupe, at Fort Caswell, have secured permission from Colonel Chase and will come to Wilmington next Friday and give a performance Friday afternoon at the Royal Theatre. There are eight young men with the troupe and Mr. B. H. Shepard is the leader. They hope to have a large crowd out to hear them, as they will turn over their part of the receipts to the local Red Cross society.

pearl grey shoes, hat and other accessories, and will wear a corsage bouquet of sweet peas and brides' roses. Immediately after the ceremony, Mr. and Mrs. Burnett will leave for Washington for a short wedding trip, and after March 10, they will be at home, 502 Castle street. Both Miss Garrison and Mr. Burnett are well known and liked by a host of friends here in Wilmington, and these will join in wishing them much joy and happiness. MAKE COTTAGE CHEESE. The women of New Hanover county are being urged by the food administrators to make more cottage cheese, as they realize what a good market there is for it here at home. Miss Lizzie Roddick, assistant State home demonstrator, assisted by Mrs. J. C. Pretlow, will give a cheese demonstration at Wrightsboro Thursday afternoon, March 7. All women interested in learning to make cheese and in serving it in attractive shapes are invited to be present. There is a growing demand for cottage cheese. Mrs. W. B. Lamb, home demonstrator for Sampson county, sent a sample of cheese that was made under her supervision to Mrs. Pretlow, and the latter had no trouble in securing orders for 25 pounds per week for the women of Sampson county here in Wilmington. Mrs. Pretlow would prefer to secure orders for the Demonstration Club women of New Hanover county, however. The demonstrators hope to have a large number of women present at the meeting at Wrightsboro Thursday afternoon. RED CROSS ENTERTAINERS. The soldiers and sailors once more enjoyed the hospitality of the Red Cross society, who entertained for them yesterday afternoon at the Y. M. C. A. between 3 and 6 o'clock. Mrs. Thomas W. Davis was chairman for the entertainers, and she had for her assistants Mrs. George Thomas, Jr., Mrs. Austin Burr, Mrs. C. Van Leuven, Mrs. James W. Stevenson, Mrs. J. O. Carr, Mrs. Lyman Delano, Mrs. J. VanB. Metts, and Mrs. Joseph Hooper, and these women left nothing undone that would add to the pleasure of the afternoon. Cake, candy, hot chocolate and hot coffee were served. The tables were made pretty by the use of lovely spring flowers and flags. Mrs. Edwards had charge of the musical program. The High school orchestra played several selections; Miss Katherine Vollers sang; Miss Laura Howell gave two violin solos, and the soldiers sang patriotic and popular songs. Mrs. Edwards was the accompanist. A large number of soldiers and sailors called during the afternoon and had a pleasant time. The following young ladies, wearing

Red Cross veils, helped in entertaining the boys: Misses Christine Venson, Athalia Bunting, Emily Meta Rountree, Katherine G. Kate Faison and Mary Giles. PERSONAL MENTION. Mr. Joseph R. Carney, who is spending the week-end with parents, Mr. and Mrs. R. E. Freeman. Dr. E. S. Bullock, surgeon, who has been stationed at New spent yesterday in the city en route to Fort Oglethorpe, Ga., where he has been transferred. Friends will note with pleasure Mr. C. McD. Jones, who has been suffering from an attack of la grippe, much improved. Mr. K. G. Miller has arrived in city from Norfolk, Va., to take the management of the Typewriter Company, succeeded by Roberson, who has accepted a position with Burroughs Adding Machine Company, at Lynchburg, Va. ADVERTISING RACKS. Will Be Placed Over Seaboard Terminal by Local Company. Niftily arranged and handsomely done advertising racks, occupying shape, have been gotten out of Unique Advertising Company to be placed over the entire length of the Seaboard Air Line and roads when contracts have been placed; also they will be placed in other establishments, and by the public. W. F. Woodus Kellum, prominent form the company getting these out and the painting is done by A. F. DeVere. One of the racks was being displayed at the entrance to the Royal theatre last night. The racks are equipped with a Union clock. Another Aviator Killed. Houston, Texas, March 2. —John J. Brewer, 24, Paxton, was killed at Ellington Field in a late today when the plane he was riding crashed on the earth. Brewer was an observer in the 191st squadron, as the result of a similar accident Friday, was announced tonight. The boys who help to tend a den, grow a pig or raise a pig, shooting the Germans with a gun as their older brother. An old bachelor says that "is a synonym for trouble." You may be sure of one thing can't be too sure of anything.

PEGGY PAIGE and LITTLE DUCHES Silk Dresses for Misses and Women We received another shipment of these beautiful Dresses Saturday, and we will be glad to show them to you, and have you try them on. TAFFETA, GRO DE LONDRE, AND FOULARD SILKS COMBINED WITH GEORGETTE CREPE. BEAUTIFUL COLORS — ATTRACTIVE STYLES — SIZES 16 TO 44. A. D. BROWN CO. American Lady Corsets