

THE J. M. BELK CO. FORMERLY KINDLEY-BELK BROS. CO. THE J. M. BELK CO.

OUR INAUGURATION SALE!

As the name of the firm changes and the new name goes into print, we are going to begin a SPECIAL SALE of seasonable merchandise greatly Underpriced. This sale begins Saturday March 8th and continues through the following week.

Saturday 9:30

5 and 10c

SPECIAL LOW PRICES ON SILKS.

- \$1.25 yard wide black taffeta, warranted to wear - - \$1
- 68c yard wide black China, beautiful quality - - 50c
- 50c yard wide white Jap or Habutai Silk - - - 39c
- 21-in. white Jap or Habutai Silk - - - - - 23c
- 27-in. fancy shirt waist suit Silks - - - - - 75c

SPECIAL EMBROIDERY SALE!

SATURDAY AT 9:30

These are short lengths and will be in two lots 5c and 10c.

See the Window!

Saturday 9:30

5 and 10c

A popular Dress Fabric

38-in All Wool Tamise 48c. Each Day the Popularity of this Goods, Some call it Nuns Veiling, increases.

Blacks, Navy, Browns, all the evening shades, price 48c.



Our line of men's, youth and boys spring and summer clothing now includes some very special offerings. Mens black suit, coat, vest and pants \$2.48 also nice mixtures \$3.98 and 4.98.
\$1.00 mens odd pants in stripes 75c.
\$1.25 mens odd pants assort colors and styles 98c.
\$2.50 mens odd pants big job lot the best values of the season. Price \$1.98.

Our showing of THE CELEBRATED STROUSE & BROS HIGH ART CLOTHING is now a very strong one and we will appreciate your giving us a chance to show you through our stock which is being added to every few days.

Men's Negligee Shirts.

- 25c For a shirt that retails at many places for 50c 25c
- 48c Shirts many of them worth double the money 48c
- 48c Buys a full bleached good weight muslin night shirt. 48c
- 10c Buys mens gauze under shirt 10c
- 25c Genuine Balbriggan under wear shirts and drawers, each. 25c
- 48c Mens stretchy seam drawers, all sizes 48c

Sox! Sox! Sox! Mens 1-2 Hose.

- 5c Fast colors, red, black brown, blue 5c
- Better ones plain and fancy 10c, 15c, and 25c.

SATURDAY'S SPECIALS.

In our Ladies' Furnishing and Notion Department, New lot of those beautiful Mount Mellick embroidered waist sets, price 98c.

- Another lot of those sheer 15c all linen 1/4 in. hem, hemstitched ladies' linen handkerchiefs 10c or \$1.00 per dozen.
- Ladies' all pure linen hemstitched handkerchiefs at 50c per dozen.
- Ladies' belts and Girdles, beauties, the very newest styles, 15c, 25c, 50c, 98c, \$1.25.
- New Hand Bags. Big values at prices named 25c, 48c, 98c, \$1.25 and \$2.48.
- Ladies' Collars, plain linen, Buster Brown, Embroidered collars, Lace collars, Turnovers, in fact 'tis the prettiest most complete assortment we've shown, prices 5c, 10c, 15c, 25c, 35c, 48c.
- Ladies' Full Bleached, full taped summer weight vest, a splendid value price 5c.

Sicilian or Brilliantine.

50-in. wide Black and Navy price 50c.

Arnold's Spot Organdy 25c.

Both in the dainty and elaborate floral designs, copies from the imported French materials that retail at four times our price for this beautiful fabric 25c.

30-in. Velvet Spot Voils in White, 25c.

A beautiful fabric full mercerized 25c

A splendid assortment of gingham, new styles nothing but the very best of gingham all 10c.

The well known A. F. C. gingham, Bates ser-suckers and about 500 yards mercerized French gingham and waistings worth from 12 1-2 to 18c, all price 10c.

\$1.00 Table Linens 2 yds. wide, heavy all linen, a beautiful quality, napkins to match 75c.

\$1.25 Table Linen 2 yards wide, an elegant extra heavy satin damask, beautiful patterns, napkins to match \$1.

10c For the real yard wide LONSDALE CAMBRIC that retails everywhere for 12 1-2c.

10c For the yard wide soft finish Leicester Loner Cloth, always retails for 12 1-2c.

10c For yard wide woven dot curtain swiss, pretty patterns in dots and figures usual retail price 12 1-2c.

10c For 30-in. white madras and Oxford Weaves goods that have been sold at 25c.

5c For short lengths in dark percales assorted patterns in lengths from 2 to 10 yards. Regular retail value 8 1-2c.

5c For yard wide light outings in mat pin stripes would be cheap at 8 1-2c.

Whitechecked nansooks for children's dresses, special values, price 5c.

SHOE STORE TALK.



ARE FOOT FORMED

A look through this splendid showing of all kinds of shoes will convince you that we have what you want and the prices speak for themselves.

For this sale we are offering a special \$1.25 Man's Shoe, sizes 6 to 11 only \$1.00.

With the men the RALSTON, FELLOWCRAFT AND BARRY SHOES take the lead, ranging in price from \$2.50 to \$4.00. Both high and low cut.

CHILDRENS' SHOES.

Beginning at 19 cents up to the finest Infants sandals, oxfords etc.

Queen Quality OXFORDS



Light and Graceful.

and styles, \$1.50

QUEEN QUALITY

And Regina Shoes for women new arrivals \$2.00, \$2.50, \$3.00 \$3.50. All shapes, colors, and kinds.

\$1.50

\$1.50

Have just received a special factory line. We call them Belk's Special. We believe 'tis the best line of Ladies' Shoes on the market for the price, all shapes

TURKISH TOWELS!

10c Each
18x36 Bleached or Unbleached, Only 10c

TOWELS! TOWELS!

59c Dozen
18x34 Full Bleached Huck Towels, Plain Hemmed Red Border, Price 59c per Dozen.

We have many special values, goods that are seasonable, fresh and readily sold for more than prices marked that we are unable to mention in this issue. A look through our immense stock will convince you of the truthfulness of this statement.

THE J. M. BELK COMPANY.