

Sale Starts Thursday, January 22, at 9 O'clock

Doors Open Promptly at 9, Thursday, Jan. 22

Our Annual January Sale

Begins Thursday, Jan. 22, and Lasts Ten Days, Thru Saturday, Jan. 31

THOUSANDS OF DOLLARS WORTH OF GOOD NEW MERCHANDISE OFFERED AT LESS THAN FACTORY PRICES MAKE THIS A SALE WORTH ATTENDING. WE PLANNED MONTHS AGO TO MAKE THIS OUR BIGGEST SALE YET.

Buy your Spring and Summer Goods during this sale and save from 10 to 30%. The mills are positively asking us more for these goods than we ask you. You can not afford to miss this great BELK SALE.



DRY GOODS SPECIALS SILK SILKS

- One lot Fancy Silks 36 inches wide, worth \$2.50 and \$3, special \$1.98
- \$2.98 38 in. Crepe de Chine, special \$1.98
- \$2.00 Messalines and Taffeta, light colors, special \$1.29
- \$1.50 36 inch Silk Poplin \$1.19
- One lot Chiffons to close out, worth 98c to \$1.50, special 75c

REMNANTS
Thousands of yards of Remnants go in this sale at a big reduction.

68c SOSIETTES AND COTTON POPLINS 55c.

All colors and highly mercerized Poplins and Sossiettes, a real 68c value 55c
One counter Cotton Suiting, Chambrays, Ginghams, Percales, etc., today's price 50c, sale price 35c

SPECIALS — WHITE GOODS — SPECIAL

Our stock of White Goods at prices less than factory cost. White Goods are going to be scarce and high this summer, so buy now at these prices.

- 40 inch 68c value White and Colored Organadies \$1.29
- 70c Value fine sheer Organadie 60c
- 18c White Lawns 12 1/2c
- 25c White Lawns 18c
- 50c 36 inch wide Luna Lawns 35c
- 75c 42 inch extra fine Flaxon 48c
- Better Flaxons reduced to 59, 68, 75c
- 27 inch fine quality Batiste 25c
- 36 inch fine quality Batiste 50c
- 42 inch extra fine Batiste 60c
- 30 inch 58c Lingerie Crepe, white and colors, special 45c
- 36 inch fine Welt P. K., sale price 45c
- 36 inch \$1.00 value, extra fine Welt P. K., special 89c

59c NURSES UNIFORM GOODS 43c
This is a very special value and is worth today 59c, sale price 43c

LINEN AND COTTON TABLE DAMASK AND NAPKINS

- at Special Sale Prices.
- \$3.50 72 inch pure Linen Damask, sale price \$2.95
- \$3.00 72 inch pure Linen Damask, sale price \$1.48
- 36 inch 2 1/2 yard cuts pure Linen Damask, per cut \$3.69
- \$1.50 Cotton Napkins, special doz. 98c
- \$2 Cotton Napkins, special dozen \$1.39
- \$3 Cotton Napkins, special dozen \$2.49
- \$7.50 Value pure Linen Napkins, large size, per dozen \$4.98
- 70x87 Pure Linen Table Cover, worth \$7.95, special \$5.95
- 70x87 Pure Linen Table Cover worth \$8.95, special \$6.95
- 72x98 Pure Linen Table Cover worth \$10, special \$7.95

HUCK AND TURKISH TOWELS

- at prices that will save you big money.
- 15c Huck Towels 10c
- 18c Good size Huck Towels 12 1/2c
- 25c Good size Huck Towels, special 15c
- 29c Large size Huck Towels, special 49c
- 55c Extra large white Huck Towels 23c
- Turkish Towels reduced to 25, 33, 45c

SPECIALS FOR OUR WOOL DEPARTMENT

- 36 inch 60 Wool Danish Poplin, worth today \$1.00, sale price 68c
- 36 inch Navy Blue Serge 75c
- One lot Woolens worth up to \$1.50, 10c

DON'T FAIL TO TELL YOUR FRIENDS ABOUT THIS SALE THIS SALE LASTS 10 DAYS

EXTRA SPECIAL
36" 35c Value Middy Twills, very special 19c
10 yards to customer

WHITE SKIRTINGS

at prices that mean a great saving to you. Special values priced special at 35c, 48c, 75c and 89c

FINE WAISTINGS

in Voiles, plain and Stripes at very special prices 50c, 59c, 75c, 85c and 95c

FINE NAINSOOKS AND ENGLISH LONG CLOTHS

at prices far below their worth at the mills today. Be sure to get your summer supply at these prices.

- 12-yard Bolt 36 inch Princess Nainsook, Bolt \$3.29
- 10-yard Bolt 36 inch Imperial Nainsook, Bolt \$4.69
- 10-yard Bolt 36 inch Imperial and Janesese Nainsook, Bolt \$4.89
- 10-yard Bolt 42 inch extra fine quality, worth today 75c yard, special \$5.69
- \$1.00 quality very finest quality Glory Nainsook, sale price 69c
- 35c 36 inch fine Nainsook, yard 25c

LONG CLOTH

- 36 inch No. 150 Long Cloth, bolt \$2.39
- 36 inch Long Cloth, 10 yard bolt \$2.69
- 36 inch No. 350 fine Long Cloth, 10 yard bolt \$1.19

BED COVERING

- for the next 10 days at a big saving.
- 35c 42x36 Pillow Cases, pair 48c
- 68c Value 42x36 Pillow Cases, pair 90c
- 75c Value 45x36 Pillow Cases, special price per pair \$1.29
- \$1.50 72x90 Sheets reduced to \$1.29
- \$1.75 81x90 Sheets reduced to \$1.39
- \$2 81x90 good seamless Sheets \$1.69
- \$2.25 81x90 fine Seamless Sheets \$1.79
- \$2.50 Extra good quality Sheets \$1.89
- 65x90 Dainty Quilts, worth \$2.50, sale price \$1.98
- 72x90 Dainty Quilts, worth \$2.98, sale price \$2.39
- 81x90 Dainty Quilts, worth \$3.50, sale price \$2.79

COTTON DOMESTICS

- at 1/4 to 1/3 less than mill prices.
- 36 inch 35c Bleaching 25c
- 36 inch 39c Bleaching 29c
- 36 inch best quality Bleaching 35c
- 36 inch 35c best Pajama Checks 25c
- 36 inch 29c Pajama Checks 21c
- 36 inch extra soft Cambric, worth 35c at mill, special sale price 27c

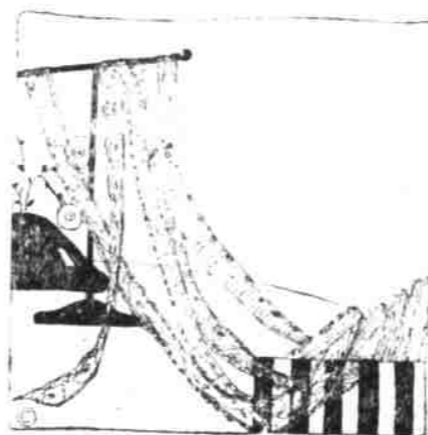
36-inch Middy Twills (White) worth 30c at mill, Extra special 19c

LOOK FOR THE YELLOW SALE PRICE TICKETS ON ALL REDUCED ARTICLES

OUR NOTION DEPARTMENT IS FULL OF REAL BARGAINS FOR THIS SALE

EXTRA SPECIAL LACE VALUES

- Laces in Voils, Filets, Toremans, Round Thread, etc., worth double, sale price:
- Lot No. 1, Edges and Insertions 5 to 10c values, special 3c
- Lot No. 2, Dainty Edges and Insertions at 5c
- Lot No. 3, 12 1/2 to 15c values 8c
- Special Big Lace Values at 10c, 12 1/2c, 15c and 18c



WARNERS CORSETS

- \$1.25 Warner's Corsets 98c
- \$1.75 Warner's Corsets \$1.39
- \$2.50 Warner's Corsets \$1.89
- \$3.00 Warner's Corsets \$2.39
- One lot of slightly shop worn Corsets, all good styles, choice \$1.00 and \$1.69
- \$1.00 Good Corsets 68c

Extra Special Ladies' Heavy Fleece Black Hose 15c
(Six to Customer)

- Ladies' 25c black and brown Hose 19c
- 35c Value Ladies' Lisle Hose 25c
- 50c Value Ladies' fine Lisle Hose, all colors 38c
- 50c Ladies' black Boot Silk Hose 25c
- \$1.00 Value Ladies' black Silk Fibre Hose 75c
- \$2.50 Value Ladies' black and colored Silk Hose \$1.25
- \$2.00 Value Ladies' black and colored Silk Hose \$1.69

COAT SUITS, COATS, DRESSES



in fact our entire line of reasonable Ready-to-Wear placed on sale at

1-4 to 1-2 OFF

These are all reasonable ready-to-wear fashionable weaves and the leading shades

LADIES' COAT SUITS

- One Lot Ladies' Coat Suits
- of all Wool Poplin and this season's styles priced \$29.50 to \$35, reduced to \$19.50
- Ladies' Suits in Silvertones, Tricotines, etc., reduced from \$45 and \$59.50 to \$25.00 and \$29.50

A GRAND CLEARANCE OF ALL READY-TO-WEAR

Our entire stock of ready to wear must go to make room for the new spring goods. Be sure to visit this department.

CORRECT STYLE SILK DRESSES

- Lot No. 1, values up to \$17.50, silk sale price \$7.48
- Lot No. 2, Silk Dresses worth up to \$25, choice \$14.95
- Lot No. 3, Dresses of correct style worth \$25 to \$35, reduced to \$19.95
- Lot No. 4, Silk Dresses worth double the money, extra special \$29.50

ALL FURS TO GO DURING THIS SALE 1-4 OFF

Now is your chance to buy that neck piece or muff at the very lowest price. Be sure to make your selection the first day of sale.

ALL SERGE AND SILK DRESSES

to go at special prices:

ONE LOT SERGE DRESSES, \$19.50

- Made of good quality Serge and were priced at \$25 to \$35 \$19.50
- \$39.50 Ladies' Serge Dresses reduced to \$27.50
- \$45 Ladies' Serge Dresses reduced to \$29.50

JUNIOR CLOAKS

(Sizes 13 to 19 years)

- \$15.00 Junior Cloaks reduced to \$ 9.75
- \$17.50 Junior Cloaks reduced to \$12.50
- \$22.50 Junior Cloaks reduced to \$15.00
- \$25.00 Junior Cloaks reduced to \$18.50

CHILDREN'S CLOAKS

made of Flush, Velvets, Corduroys, etc.

At Big Reductions

(Sizes 2 to 14 years)

- \$5.00 Cloaks reduced to \$4.25
- \$10.95 Cloaks reduced to \$7.50
- \$12.50 Cloaks reduced to \$9.50
- \$15.00 Cloaks reduced to \$9.95
- \$17.50 to \$20 Cloaks reduced to \$13.95

VISIT OUR 2ND FLOOR AND SEE THESE SPECIAL VALUES

OUTING UNDERWEAR

- prices that mean big money saved.
- \$1.25 Children's Outing Sleeping Garments 89c
- \$1.50 Children's Outing Sleeping Garments \$1.19
- \$1.00 Children's Outing Gowns 79c
- \$1.50 Children's Outing Gowns \$1.19
- \$1.75 Misses' Outing Gowns \$1.39
- \$1.75 Ladies' Outing Gowns \$1.39
- \$2.25 Ladies' Outing Gowns \$1.79

DAINTY LINGERIE



- at less than manufacturers price.
- \$1.00 Value Ladies' Muslin and Nainsook Teddies 68c
- \$1.25 Value Ladies' Muslin and Nainsook Teddies 98c
- \$1.50 Value Ladies' Muslin and Nainsook Teddies \$1.25
- Extra values at \$1.39, \$1.89 and \$2.79

VISIT THIS MONEY SAVING SALE EVERY DAY, IT ONLY LASTS 10 DAYS



MILLINERY AT VERY SPECIAL SALE PRICES

- Lot No. 1, \$2 to \$4 values, choice \$1.00
- Lot No. 2, \$3.50 to \$7.50 values, choice \$1.98
- One lot Caps for babies, special 15c

LADIES' MUSLIN AND NAINSOOK GOWNS

- \$1.50 Ladies' Gowns \$1.25
- \$2.00 Ladies' Gowns \$1.50
- Better Gowns to go in this sale at \$1.98, \$2.48 and \$2.98
- \$1.00 Ladies' Muslin and Nainsook Petticoats 80c
- \$2.00 Ladies' Muslin and Nainsook Petticoats \$1.39
- \$2.50 Ladies' Muslin and Nainsook Petticoats \$1.89
- Special values at \$2.50 and \$2.98

CHILDREN'S MUSLIN UNDERWEAR

- it will pay you to buy your summer supply during this sale.
- \$1.00 Childs' Combination Suit 69c
- \$1.25 Childs' Combination Suit 98c
- \$1.50 Childs' Combination Suit \$1.25
- \$1.00 Misses' Princess Slips 75c
- \$1.50 Misses' Princess Slips \$1.25
- Special values in Children's Pants 23c, 25c, 35c and 48c

LADIES' SILK AND COTTON WAISTS

- suffer big reductions during this sale.
- One lot fine Voile Waists worth today \$1.98, special sale price 98c
- \$1.00 and \$1.25 Cotton Waists 75c
- \$1.50 Cotton Waists 98c
- \$2.00 Fine Voile Waists \$1.69
- \$3.00 Extra pretty Voile Waists \$2.48
- One lot \$5 to \$6.95 Georgette Crepe Waists, very special \$3.98
- One lot \$5.95 to \$7.50 Georgette Crepe Waists to go at \$4.98

FANCY DUCKLING FLEECE KIMONAS

- go at special sale prices.
- Lot No. 1, \$2.98 values, sale price \$2.39
- Lot No. 2, \$3.48 values Kimonas, sale price \$2.89

SWEATERS SWEATERS

- at less than the cost of yarn today.
- \$5.00 Ladies' Cotton Sweaters \$3.25
- \$7.50 Ladies' Wool Sweaters \$5.95
- \$8.50 Ladies' Wool Sweaters \$6.80
- \$12.50 Ladies' Wool Sweaters \$8.48
- \$2.00 Children's Cotton Sweaters \$1.39
- \$3.00 Children's Mixed Sweaters \$2.19
- \$4.00 Children's Wool Sweaters \$3.69
- \$7.50 Misses' Wool Sweaters \$5.95

BLANKETS and COMFORTS

- reduced for this sale.
- One lot Cotton Blankets \$6.95 values, per pair \$4.98
- \$7.50 Mixed Blankets, pair \$6.45
- \$8.50 White Wool Blankets, pair \$6.95

EXTRA SPECIAL CHILDREN'S 50c VESTS and PANTS 25c

Next Season's Prices Mean Higher Prices So Let Nothing Keep You From This Money Saving Sale.

EXTRA SPECIAL
7 Cakes of Good Laundry Soap 25c