

GREAT JULY BARGAIN

Thursday Morning, July 11



Belk's

DOORS OPEN
9:00 A. M.

USE OF THESE DIAMOND JUBILEE VALUES!
Summer Merchandise — We Must Make Room For Our New Fall Goods
Come Here When The Doors Open — Get Your Share of Bargains!

Ready-To-Wear Dept.

Dresses Reduced

Regular	Now
4.99	10.00
7.99	12.00
9.99	15.00
14.99	16.00

Summer Hats — 1/2-Price

Reduced for Quick Sale

Cardinals At Special Prices

One Table Women's Summer Gloves — 1/2-Price

Summer Bags — 1/2-Price

 **Reduced**

Women's—Natural Bridge Dress Shoes Special 6.00 pr.

Women's—Values to 8.99 Dress Shoes . . . Reduced to 4.00 pr.

Women's Dress Shoes 3.00 pr.

One Table—Odds & Ends Shoes 100 pr.

Basement

One Rack 3.99 & 4.99 Summer Dresses 3.00 & 4.00

Shoes Greatly Reduced

July Sale — And Save!

Best Store

July Sale Prices In Our Boys Department



Special!
One Lot Boys' Sport Coats
Jackets
Suits
1/2-Price



Boys' Summer Sport Shirts Reduced

Regular	Now
1.99	1.49
2.29	1.79
2.95	2.29



Boys' Summer Pants Reduced



Regular	Now
1.99	1.29
2.99	2.00
3.99	2.75
4.99	3.00
5.99	3.50

Special July Sale Prices In Our First Floor Men's Department

Men's and Boys' **Swim Suits Reduced 33 1/3%**

Men's Summer Sport Shirts Reduced
Reg. 3.99 now 3.59
Reg. 2.99 now 2.49
Reg. 1.99 now 1.69

One Table Spors Shirts . . . 1.00
Includes Knits & Regulars—Slightly Soiled

One Table—Slightly Soiled—Men's Pajamas — 1/2-Price

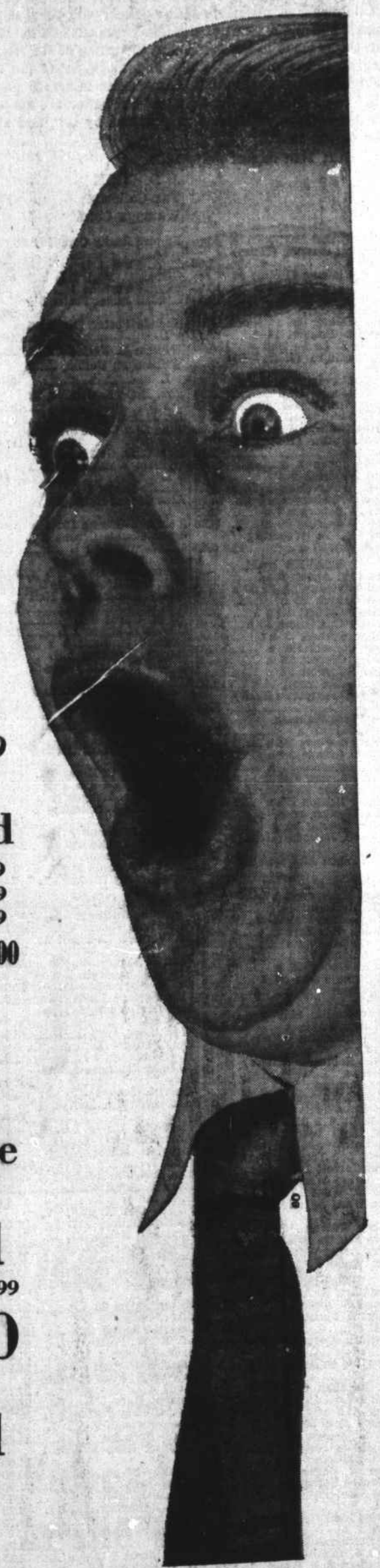
All Men's Straw Hats — 1/2-Price

Men's Summer Weight Suits Reduced
Reg. 29.99 Reg. 34.99
18.99 and 22.50

Men's Year 'Round Suits Reduced **20%**

Men's Light Weight & Year 'Round Sport Coats
12.50
Regular 19.99 Value

Doors Open At 9:00 A. M.



Men's Summer Weight **Pants Reduced**

Regular	Now
5.99	3.99
6.99	4.99
7.99	5.99
8.99	6.99
9.99	6.99
10.99	7.99

Shop In Air-Conditioned Comfort

Shop At Belk's And Save!

Better Values At Belk's Mammoth July Sale!