

**HOURLY SALE**  
Men's Work Shirts, Extra Good—9 to 9:30 o'clock, also 3:30 o'clock each evening Thursday, Friday and Saturday. Limited lot each morning—

25c

Opening morning at 9 o'clock we will sell one lot Clark's Thread, assorted colors—Special, each  
(Limit 5)  
(Adults only)

1c

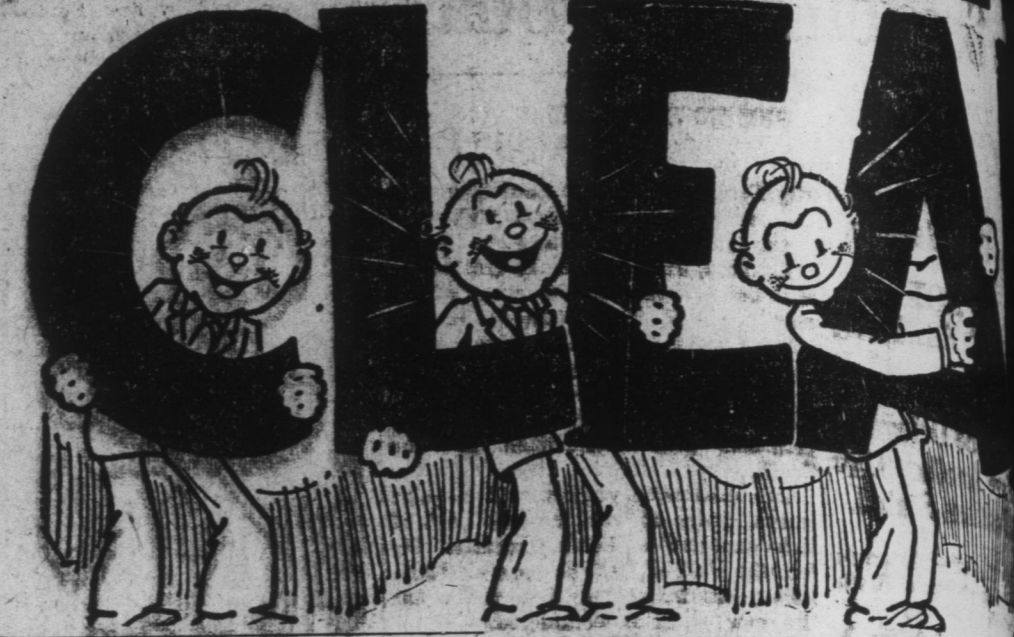
REMEMBER!

Sale Starts Thursday, July 14th—the Biggest Bargains of the year.

**SALE STARTS THURSDAY JULY 14**

Doors Open 9 A. M.

**BELK'S**



**All Goods Move Out Over The SLASH PRICE ROUTE**

Belk's for 41 years hold their biggest sale of the year in July, and this year we have planned the biggest value giving with our July and Birthday Sale combined, this will be the greatest in the history of the Belk Chain. All departments overflowing with unmatched values. These sales always attract big crowds because people know what our July Sale is, in fact, all our sales are put on in no half-hearted way. They are planned. They are genuine. They have a purpose. July is the logical time for a sale of this kind—a time to clean house, to get rid of all summer merchandise. To those who know our sales to be bona fide and who also know from past experience what genuine bargains are to be secured, it is not necessary to urge an early attendance. To those who are not familiar with them, may we suggest for your benefit the necessity of quick action. But do not judge the scope of the sale entirely by our advertisements, because in many instances some of the best values cannot be advertised on account of the limited number to be had. Really, no one with the thought of buying merchandise now or for months to come can afford to miss this sale.

With Prices slowly but steadily rising we believe an investment will pay you big returns by fall.

Tops the List As A Big Saving

**JELLY GLASSES** 1c  
50 dozen Jelly Glasses to go on sale opening day—Thursday—while they last  
1c  
(Limit 10) (Adults)

SOME Value!

**SHEETS GALORE**  
One Counter all kind, all sizes, Bed Spreads 63x90, 72x90, 81x90, 80x99 values up to \$1.07. All one price

95c

Don't Overlook This One

**42x36 PILLOW CASES**  
Made of good grade cloth while 100 dozen last, at pair

12 1/2c

A "Super" Bargain

**23x43 TURKISH TOWEL**  
Big size double face bath Towel, colored border, plain white, 50c value

23c

A REAL "Bottom" Price!

**PILLOW CASES** 10c  
Big lot Pillow Cases, Birthday Sale Price, each

10c (Basement)

**Sale Fancy**

**Voile**

**FANCY VOILE**  
39c lot of Voile in solid and floral designs, reduced for this sale. At per yard

22c

**VOILE, 15c YARD**  
Big counter floral designs and solid color, Voile, sale price

15c

**NAINSOOK**  
Yard wide, Lonsdale Nainsook 29c value, Birthday sale at yard

22c



PRINTS! PRINTS!

We have the largest stock of Wash Prints ever shown in Concord reduced for July Sale, Yd.

20c 25c

34c

PLAY CLOTH

Just the thing to make Boys' Play Suits. Special sale price. Wide range of colors

13 1/2c AND 16 1/2c

ALAMANCE PAILDS

Wide range of patterns, you know the cloth. At per yard during sale

12c YARD

RAYON REMNANTS

One counter Rayon Silk Remnants Regular 48c seller. July Sale, at per yard

29c

RAYON SPREADS

Bed Spreads, 81x90. Special for July Sale, each

\$1.65

**Sale Wash Goods**

**Amazingly Low**

TRUTH MUSLIN

18c value Truth Muslin, yard wide, you know the cloth. At Birthday Sale, at yard—

13 1/2c

**CHADWICK L L SHEETING**  
Heavy Unbleached Sheeting, July Clearance Sale—

9 1/2c

A A A SHEETING

Yard Wide Unbleached Sheeting, none better. July Clearance Sale

12c

**UNMATCHABLE VALUES - BARGAIN BASEMENT - BIG SAVINGS**

**Big lot Ladies' Millinery**, all shapes, styles and prices. All go at one price

53c

(Basement)

**Big lot Ladies' Bed Room Slippers**, wide range of colors. Special pair

43c

**Big counter Ladies' Shirt Waists and Skirts**. July Clearance

25c

CURTAIN SCRIM

Big counter Curtain Netting. Some with Dots, per yard

9c

OVERALLS

One lot Men's Overalls, all small sizes. To clean up in the July Sale

65c

**Big rack Children's Gingham and Serge Dresses**. Sizes 8 to 12. Special

35c

DRESSES

Big rack Ladies' House Dresses. All sizes. To clean up quick. Each

75c

**Big counter 32-inch Dress and Apron Gingham**. July Sale per yard

11c

BIG COUNTER

Apron and Dress Gingham. Also Big Assortment of Prints. July Sale, per yard

9c

**Bleaching, Dress Gingham, Prints of all kinds**. Also solid colors. Big counter.

YARD

5c

(Limit 25 yards)

**Big lot Felt Base Floor Mats**. Cool, easy to clean, sanitary. Each

9c

**MOST COMPLETE INFANT DEPARTMENT IN THE COUNTY**

**BIRDEYE-12 TO SANITARY PACKAGE**

22x22 ----- 75c  
24x24 ----- 89c  
27x27 ----- \$1.19  
30x30 ----- \$1.39  
(Lowest Price Yet)

**HAND MADE DRESSES**

One lot Infant Hand made Dresses, Beautiful touches of Hand work. Sale

85c

**ORGANDY CAPS**

Big Selection of Baby Organdy Caps. Baby likes to be dressed up too. Each

22c

**INFANTS' RUBBER PANTS**

25c Grade. Sale price

19c

**FAST COLOR PANTY DRESSES**

Big lot Solid and Prints, Dresses 2 to 6. Sale Price

87c

**CREEPERS ROMPERS**  
Size 1 to 3 touches of hand work. Solid and combination colors. Sale Price

87c

**BLEACHED MUSLIN 5c YARD**

One lot Bleached Muslin, 9 o'clock Thursday A. M., 3 P. M. Same hours Friday and Saturday. Limited lot each morning to adults only, at per yard

5c

**EXTRA SPECIAL RUGS**

18x36 Woven Thread Rug in bright colors. Sold Previous to this Sale for 98c. Special for July Clearance Sale

51c

(These are especially nice for bathrooms and bed rooms)

**Vacation Needs AT BELK'S Unusual Low PRICES**

**PLAY SUITS**

Children's two-piece Play Suits, Khaki, Blue, Green  
**\$1.35 TO \$1.79**

**KNICKERS**

One lot Ladies' Khaki Knickers, regular and stouts, Sale  
**\$1.29**

**LINEN KNICKERS**

One rack Ladies' Linen Knickers, natural and Plaids  
**\$1.79 TO \$2.69**

**BATHING SUITS**

One counter Ladies' Cotton Bathing Suits. Sale price  
**69c TO \$1.29**

**LADIES' BATHING SUITS**

One lot All Wool Bathing Suits to go at  
**\$2.69 TO \$3.98**

**LADIES' RAIN COATS**

Come in all colors. While the lot lasts. Hurry for this value  
**\$1.79**

**July - Sale PRICES MOST**

This is the time when furnishings needs are ordinarily paid for. Supply their immediate needs these low July Sale prices.

**ALL WOOL RUGS**

Reduced during Our Birthday Sale  
All Wool Rugs, 6x9 Down to the smallest

**SALE OF GRASS RUGS**

Just received our part of two loads of Rice Straw Grass Rugs. Just the thing for summer time wear. At prices our competitors have to pay. Note our exceptionally low prices listed below.

- 9x12 ----- \$2.50
  - 8x10 ----- \$2.75
  - 6x9 ----- \$1.75
  - 4x7 ----- \$1.00
  - 27x54 ----- \$4.00
- These are 720 warp Grass Rugs and are new stock and patterns.

10-quart Enamel Grey Convey Kettle (first quality)  
**59c**

6-Lb. Electric Iron  
**12c**

Four Quart Percolator. Flared bottom heavy quality. Worth \$2.00. Birthday Price  
**\$1.48**

**BELK'S**

Volume For