



JULY CLEARANCE SALE

Look For the Parrot Price Tickets—
Each One Speaks Loud of Big Savings

Each Day the Parrot Says Something
of Value About Values

A Mammoth Stock Reduction Of Fine Spring and Summer Merchandise Priced At Less Than Cost

Selling Throughout Spring and Early Summer was Heavy, but Not Heavy Enough to Close Out Stocks. In fact we kept stocks in such satisfactory condition until the very last moment that now the overstock is greater than in any former season-end clearance. We must sell this surplus and sell it immediately, it being the unfailing policy here never to carry goods from season to season.

Now, as but few weeks are allowed for the distribution of this surplus, we price all things so low they will be wanted instantly by those who appreciate the economy in buying hurriedly.

We feel that nothing so forcibly represents the savings as the simple but truthful statement that prices now are lower than in any previous clearance when there was no European war to disturb conditions. Values in the 1916 July Clearance are the Best Presented in Our Thirty Years of Store-Keeping. They are Extraordinary and Plentiful, Existing in Good Numbers in All Departments.

Beautiful Hats

REPRICED TO CLOSE THEM OUT IMMEDIATELY

You cannot mention a fashionable model for dress, demi-dress, sport or street wear that we cannot produce at once from the overstock that the millinery department now presents at the most amazing savings of the season.

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| Ladies' and Children's Trimmed Hats, values from 50c to \$1.39c | \$15.00 and \$17.50 Crepe and Chiffon Hats, seasons best for just now |
| Ladies and Children's Trimmed Hats, values from \$1.50 to \$2.50 @ .98c | Colored Shapes, worth \$1.00 to \$5.00 to close |
| Ladies' \$5.00 Trimmed Hats, all the newest styles | White and Black Hemp Shapes, \$1.50 to \$2.00 values |
| Ladies' \$10.00 Hats, late summer models | Ribbons and Flowers, all greatly reduced. |

Lovely Silks and Pretty Fabrics

PRICE LOWERED 35 PER CENT.

We honestly regret letting these go at these absurdly little prices as full prices would be obtained for them next season. But this would be contrary to our policy not to carry over. So at lowest prices we offer fine collections of the most desirable materials in any quantities or lengths wanted for garments of all sorts.

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| \$1.50 and \$1.75 Fancy Taffeta Silks, 36-in. wide | \$1.50 Plain Colored Taffetas, 36-in. |
| \$1.50 Plain Colored Taffetas, 36-in. | \$2.00 High Grade Tub Silks |
| \$1.00 Sport Stripe Pongees | 75c Sport Stripe Pongees |

White and Wash Goods

NOW FROM A QUARTER TO A THIRD LESS THAN FORMERLY.

Please keep in mind that the European demand for both raw and manufactured cotton has raised prices enormously. Cotton goods today are higher than in years. They will be higher still. Here are the finest weaves, colorings and patterns, suitable the year round. We price them now at less than ever.

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| 36-in. White Voiles; 20c values | 25c White Voiles, 40-in. wide |
| 25c Plain White Waistings | 12 1/2c Baby Check Dimities |
| 15c and 20c Baby Check Dimities | 25c Plain White Flaxons |

Sale Begins
WEDNESDAY, JULY 26th
and Runs Through Aug. 5.

Store Closed
ALL DAY TUESDAY
to Make Room for the Sale

In Years There Have Not Been Such Savings on Ready-to-Wear Apparel

Grouped according to quality we offer various assortments of fashionable and high grade **SUITS, COATS, DRESSES AND SKIRTS** any one of which was a fine purchase at regular prices, and therefore nothing short of a "find" at clearance reductions. Most of these garments are suitable for wear now and throughout the summer. To early comers we promise a complete selection of styles and sizes.

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| Ladies', Misses' Shepherd checks, Coat Suits, unlined now | \$5.00 Sport Coats; Ladies' and Misses' sizes | \$1.25 and \$1.50 White and Colored Wash Skirts |
| Ladies' \$5.00 and \$6.00 Palm Beach Coat Suits | Ladies' Lawn and Cape House and Street Dresses, values up to \$1.00 | \$2.00 Corduroy and Wool Skirts |
| \$10.00 and \$12.50 Koolcloth and Summer Tex Coat Suits | Ladies' \$2.50 Voile and Lingerie Dresses | \$3.50 Palm Beach, Koolcloth and Silverbloom Skirts |
| \$10 Silk Pongee Suits | Ladies' \$3.50 colored and white Dresses | \$6 Plaid Taffeta Skirts |
| \$15.00 Wool Jersey Suits | Ladies' \$5.00 and \$6.00 colored and white Dresses | \$8.50 Plain Black Taffeta Skirts |
| \$16.50 Silk Pongee Suits | Ladies' \$7.50 and \$8.50 Dresses now | \$10.00 Silk Poplin Skirts |
| \$3.00 Sport Coats, Ladies' and Misses' sizes | \$12.50 Organdie and Net Dresses | \$6 White Serge Sport Skirts |
| \$10.00 Sport Coats; Ladies' and Misses' sizes | \$18.00 and \$20.00 Organdie, Crepe and Net Dresses | \$7.50 Sport Coats, Ladies' and Misses' sizes |

About 500 Beautiful Waists

GO AT THESE REDUCTIONS

No changes of importance will be noticed between these waists and the very latest models for mid-summer. Think then what an extraordinary opportunity this is to purchase a supply for the season at almost 40 per cent less than they sold for yesterday.

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| Ladies' \$1.00 and \$1.25 Voile, Organdie and Crepe Waist, all sizes | \$2.00 and \$2.50 Wash Silk Waist |
| Ladies' \$2.00 and \$2.50 Voile and Organdie Waist | \$3.50 and \$4.00 Crepe de Chine and Lace Waist |
| \$8 and \$10 Crepe Waist | \$5.00 and \$6.00 Crepe and Lace Waist |

Laces and Embroideries

REGULARLY ARE 25 PER CENT HIGHER THAN IN THIS SALE

- The shortage of these trimmings amounts to a famine. Regular prices for them are panic prices. Nevertheless in the Clearance there are yards and yards of the newest and loveliest goods that we could sell to our competitor at full prices. They go to our customer at unbelievable reductions.
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| 5c and 7 1/2c Val Laces and Insertions, no edgings to match | 25c Undermuslins |
| 10c Val Laces and Insertions | 39c Undermuslins |
| 10c and 12 1/2c Nainsook Embroidery Edgings | 50c Undermuslins |
| 50c Allover Yoking | \$1.00 Undermuslins |
| \$1.00 Allover Yoking | \$1.50 Undermuslins |
| | \$2.50 Undermuslins |

Dainty Undermuslins

YOU WILL BE GLAD YOU BOUGHT IN THE 1916 JULY CLEARANCE

Because of the stability of the styles, Undermuslins are as good one season as another. So when an opportunity like this presents itself to buy them at never-before and likely never-again prices it will be the most negligent woman who fails to purchase enough for seasons to come.

Clearance Values in Hosiery

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| Ladies' 25c Fancy Lisle Hosiery | Ladies' Plain Black Hose, 10c values |
| Children's Fine Ribbed Hose, black only | Children's Plain Gause Lisle Hose |
| Men's 15c and 25c colored Sox | Men's 10c Black and Tan Hose |
| Men's 25c Fancy Silk Hose | Ladies' Black and Colored 50c Silk Hose |

Knit Underwear Good for Summer and Fall. Decisively Reduced

Saving women in years past have made it a practice to buy year-round underwear needs during our clearance. We promise them better savings this July on bigger selections of fine garments of every description in all sizes.

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| Ladies' Gauze Vest @ 5c, 8c, 12c and 19c | Ladies' 50c Munsing Union Suits @ 39c |
| Ladies' \$1.00 Munsing Union Suits @ 69c | Ladies' 50c Knit Corset Cover @ 39c |
| Ladies' 25c Union Suits @ 19c | |

Infants' and Children's Wear

At the Finest of Low Pricing

Almost full assortment of every wanted wear-thing for little folks are offered. Many of these are quite new, others have been in stock but a month or so. Notwithstanding this we sacrifice them at prices like the following:

Children's 50c Gingham School Dresses	Children's \$1.00 Gingham School Dresses
Children's White Lingerie Dresses all the very latest summer styles	Infants' White Dresses, long or short, 25c up to \$1.50.
Children's Undermuslins 10c, 15c and 19c	

Rugs, Carpets, Matting, Linoleums and Oil Cloths At Big Cut Prices

Floor coverings of every description—our entire surplus stock—go into the discard at reductions ranging from 10 to 20 per cent. All are of the best and in latest patterns.

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| 35c White and Colored Matting, best grade | 50c Floor Oil Cloth, 72-in. wide |
| 6x12 Willow Grass Squares | |

Genuine Burlap Back Lenoleum, 72-in. wide, @, 49c square yard.

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| Inlaid Lenoleums, 12-in. wide | 27x54-in. Matting Rugs |
| 36x72-in. Matting Rugs | 9x12 Willow Grass Squares |

Gloves at Mark-Downs

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| Ladies' 50c Long Lisle Gloves, White or black | Ladies' 50c Short Silk Gloves |
| Ladies' \$1.00 Long Silk Gloves, black or white | Lot of Fancy Colored Gloves, one of two pairs of a kind at one-half price and less. |
| Ladies' 25c Black and White Short Lisle Gloves | |

The Prettiest Draperies

SELLING AT AND BELOW COST

Housekeepers will be anxious to obtain these splendid draperies and curtains, for now they are priced at far less than formerly.

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| 36-in. Printed Border Curtain Scrims | 25c Fancy Colored Cretons |
| 36-in. Plain Curtain Mosquittoe Remnants | 12 1/2c and 15c Silkolines, quite an assortment of shades |
| 40-in. Fancy Woven Mosquittoe, 10 and 12 1/2c values | Heavy weight Silk Draperies, beautiful pattern at about 1-2 off regular prices |
| 25c Fishnet Scrim; White, Ecrú and Cream | Odd lot of Curtains, only one or two pairs of a kind to close at 39c, 96c and \$1.48. |

Men's Furnishings Reduced

AN OPPORTUNITY FOR MEN

The men's wear section has a message of supreme importance to men who wish to save on their summer furnishings. Everything in this department has been deeply price-cut.

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| Men's 50c Shirts, soft or laundered collars, all sizes | Men's \$7.50 Palm Beach and Cool Cloth Suits |
| Men's \$1.00 Shirts, soft or laundered collars, all sizes | Boys' Genuine Palm Beach Suit |
| Men's \$1.50 Lion Brand Soft Cuff Shirts, all sizes | Boys' Cool Cloth Suits |
| Men's \$2.50 Silk Shirts, all the very late patterns | Boys' Imitation Palm Beach Suits |
| Men's \$5.00 and \$6.00 Palm Beach Suits | Men's, Boys' summer Underwear, all reduced 25 to 50 per cent. |

The Price Parrot Is a Knowing Bird. Hear and Heed His Daily Chatter.

BELK-WILLIAMS CO.

The Parrot Is the Symbol of Savings in This Sale. Keep an Eye On Him.