

BELK'S JULY SPECIALS

Offering Drastic Reductions On Summer Merchandise

Beginning today, July 24th, we are closing out our summer merchandise at far below wholesale prices. We must do this in order to clear out shelves for new arrivals of Fall merchandise that are destined to arrive in a few days. Check the prices below! Surely you will want to take advantage of the drastic reductions. But remember, all sales are final. Tell your neighbors and your friends about this sensational event . . . and be on hand early to **SAVE!**

Men's Dress SOCKS

In all the new summer colors. All sizes and shades. Per pair—

5c

BED SPREADS

Beautiful patterns and designs. Former \$1.48 value, now only—

\$1.00

ONE TABLE OF FELT HATS

A close-out special on these at, each, only—

25c to 50c

TABLE OF KEDETTES

For ladies. Former \$2.00 value, now only—

50c

ONE TABLE OF LADIES' SHOES

Values range from \$2.95 to \$5.95. To close out from—

\$1.00 to \$2.00

MEN'S DRESS OXFORDS

A real savings guaranteed for they all

MUST GO!

ALL LADIES' STRAW HATS

To be closed out at this amazing reduction—

1/2 price

MEN'S STRAW HATS

Here is your chance to save. They all must go!

1/2 price

MEN'S SUMMER PANTS and SLACKS

Ideal for sport and dress wear. You save because the price is

SLASHED!



B-A-R-G-A-I-N-S-! For The Ladies

SUMMER SLACK SUITS

Plenty of time to wear these before the season is gone. All of them—

REDUCED!

LADIES' SUMMER DRESSES

Beautiful patterns in cool becoming frocks. Reduced as much as

50%

ONE RACK OF LADIES' DRESSES

Each of them a style hit. Close-out price reduced to—

25c

(Basement)

HOSIERY

Finest quality full-fashioned hose for ladies and misses. A real Belk value—

44c to 84c

V-A-L-U-E-S-! In Men's SUITS

One rack Men's Suits	\$ 7.00
\$19.95 Suits	\$17.50
\$22.50 Suits	\$18.50
\$24.50 Suits	\$20.00
\$29.50 Suits	\$25.00



MEN'S AND BOYS' SPORT SHIRTS

Everyone in style—and everyone a bargain. Prices range from

44c to \$1.29

L.L. SHEETING

Here's a bargain you can't overlook. Quantities are limited. Yard

6c

(Basement)

ONE TABLE OF SHOES

for ladies and children. Closing out at pair, only

50c

BEAUTIFUL 9x12 RUGS

It's your chance to decorate that room for only

\$3.25

ONE TABLE NUNN-BUSH

White shoes for men. To close out at, pair only—

\$5.00

WASH CLOTHS

Now is your chance to stock up on these. 2 for only

5c

CANNON TURKISH TOWELS

Unbeatable quality at an unbeatable price. Only

10c

MATERIALS

One table of values in odds and ends cloth. Per yard

10c

TURKISH TOWELS

Supply your kitchen, bathroom or resort home. Each

5c

BELK-WHITE CO.

BELK'S 188 STORES SELL IT FOR LESS

BOONE, N. C.