

July Clearance Sale Prices IN OUR First Floor Piece Goods Dept.

EXTRA SPECIAL

One Big Table Woolen Yard Goods
Special for this sale—one-half price.

Resistant Rayon Linen Fishing Dress Materials
Special 79c yard.

Rayon Dress Materials in Solids and Patterns
1.69 yard reduced to 1.39 yard
1.79 yard reduced to 1.48 yard
1.98 yard reduced to 1.59 yard

Rayon and Nylon Summer Sheer Yard Goods
Reg. 1.19 yd. sheers reduced to .99
Reg. 1.29 yd. sheers reduced to .99
Reg. 1.48 yd. sheers reduced to 1.19
Reg. 1.59 yd. sheers reduced to 1.19
Reg. 1.98 yd. sheers reduced to 1.59

Regular 1.98 Linen and Cotton Dress Material
reduced to 1.59 yard.

Color Linen Finish, Spun Rayon Dress Materials
Regular 79c yd. reduced to .59 yard
Regular 1.29 yd. reduced to .99 yard
Regular 1.39 yd. reduced to 1.09 yard

Dotted Swiss, Dotted Volls and Good Sheers
Reg. 48c yard reduced to 39c yard
Reg. 79c yard reduced to 59c yard
Reg. 89c yard reduced to 69c yard
Reg. 98c yard reduced to 79c yard
Reg. 1.48 yard reduced to 1.09 yard

Table Printed and Plain Cotton Yard Goods
Regular 98c yard
Special 69c yard.

Regular 1.29 Dark Prints, Extra Good Quality
Special for this Sale \$1.09 yard.

One Table Regular 69c Yard Chambray
Special 59c yard.

Table Springs Solid and Printed Broadcloth
Special 2 yards for \$1.00

See Our Special Reg. 3.98 Chenille Bedspreads
on sale at \$2.99

Regular 59c towels-special 2 for 1.00
Regular 39c towels-special 3 for 1.00

All Ladies' Summer Bags
one-half price.

July Clearance Sale Prices In Our Men's Department

Men's Sport Coats reduced 25 percent

Men's
Year-round Pants reduced 25 percent

All Men's Year 'round Suits Above \$29.95
Reduced 20 percent

All Men's Summer Suits Reduced as Follows
24.50 Suits reduced to \$15.00
29.95 Suits reduced to \$20.00
35.00 Suits reduced to \$25.00

All Men's
Summer Dress Pants Reduced as Follows:
10.95 Pants reduced to \$8.95
8.95 Pants reduced to \$7.50
7.95 Pants reduced to \$6.95
6.95 Pants reduced to \$5.95
5.95 Pants reduced to \$4.95
4.98 Pants reduced to \$3.95

Table Men's Sport Shirts Reduced as Follows:
1.49 Sport Shirts reduced to \$.99
1.98 Sport Shirts reduced to \$1.48
2.98 Sport Shirts reduced to \$3.00
3.98 and 4.98 Shirts reduced to \$3.00

All Men's Straw Hats
Reduced 33 1-3 percent

Men's Jantzen Tee Shirts Reduced as Follows:
2.98 shirts reduced to 2.29
3.95 shirts reduced to 2.98

One Table Men's Sleeveless Sweaters
Wool knit — Gabardine front—2.98 values
reduced to \$1.50.

One Table Men's Heavy Button-up Sweaters
Reduced as follows:
5.95 and 6.95 sweaters reduced to \$3.00
7.95 sweaters reduced to \$3.50

Table Men's Belts—Reg. 1.50 and 2.00 Values
Special 50c each.

Table Men's Spun Rayon Long Slee Sport Shirts
Regular 3.95 values
Special \$2.00 each.

Table Men's Dress Socks—Reg. 39c to 48c Val.
Special 19c and 29c pair.

Men's Bathing Trunks Reduced as Follows:
1.98 trunks reduced to 1.48
3.98 trunks reduced to 2.98
4.95 trunks reduced to 3.50
5.95 trunks reduced to 4.00

July Clearance Sale Prices In Our Children's Department

One Table
Blouses, Shorts, Halters, and Cotton Skirts
Reduced 20 Per Cent For This Sale

One Table
Children's Summer Pajamas red. as follows:
1.69 Pajamas reduced to \$1.39
1.98 Pajamas reduced to \$1.48
\$2.98 Pajamas reduced to \$2.29

Table Regular Knit Gowns—Reg. 98c value
Reduced to 48c

Girls' Summer Dresses Reduced as Follows:
1.98 Dresses reduced to \$1.48
2.98 Dresses reduced to \$2.00
3.98 Dresses reduced to \$3.00
4.98 Dresses reduced to \$3.50

Group Little Girls' Bonnets Greatly Reduced
Little Boys' Summer Caps Greatly Reduced

We have many other good items in children's
wear, where sizes are broken that will be re-
duced to rock bottom prices for quick clearance

BELK'S ANNUAL CLEARANCE

Starts Thursday DOORS OPEN

This Is an Old-Fashioned Bargain Giving
Get Your Share of the Many Valuable
Big Values and Reduced
Summer Merchandise

FOLLOW THE CROWDS TO BELK'S DURHAM

We Will Be Closed All Day Wednesday—July 13th—Marking

July Clearance Sale Prices

Children's Shoes—Extra Special

One Large Table
Children's Red Riding Hood Shoes
for boys and girls, in black patent, navy, brown—
Creme-sole oxfords and two-tones, sizes from 8½
to 3—regular \$4.95 values

Special for this sale \$3.00 pair

One Table
Children's Shoes for Boys and Girls
in oxfords and straps, all good styles, top quality,
sizes 8½ to 10, regular \$3.95 values

Special for this sale \$2.50 pair

One Lot Ladies' Black and White, Blue and White
Linen and Leather Pumps
Regular \$4.95 and \$5.95 values

Special for this sale \$3.00 pair

One Table Ladies' Black and White
Brown and White Spectator Pumps
\$6.95 and \$7.95 values
Special \$4.00 pair

One Table
Women's Natural Bridge Pumps and Strap
in black patent and navy, brown and white, black
and white, regular \$9.95 values
Special for this sale \$5.00 pair

One Table
Furtonet Sandal in White, Black Patent
Blue and white, beige, tan and multicolors, values
to \$8.95

Special \$5.00 pair

One Table Men's Dress and Sport Oxford
Values to \$13.95 pair
Special \$5.00 pair

July Clearance Sale Prices

One Table Regular 48c Yard Print
44c yard

One Table Regular 59c Print
Special—2 yards for \$1.00

One Table Regular 48c Cotton Sheer Goods
included are voiles and dimities
Special 39c yard

One Table A. B. C. Percalé
Special—2 yards for \$1.00

One Table Cretonne
in a variety of gay colorful patterns
Special 44c yard

One Table Regular 39c Print
Special—3 yards for \$1.00

Special—Stars and Stripes LL Sheeting
5 yards for \$1.00

One Table Regular 98c Yard Nylon
Special 79c yard

One Table Regular 58c
Twill Cotton and Cotton Crinkle Crepe
Special 48c yard

Reg. 38c Towels, special, 3 for \$1.00
Reg. 59c Towels, special, 2 for \$1.00

BELK'S DEPARTMENT

When You Are in Boone Make Belk's Your Headquarters—Prompt and