



Morning, July 14th
9:00 O'CLOCK

Be Here First Thing Opening Day and
We Are Offering During This Event
Prices in Every Department
Cut to the Bone

THIS BIG SALE AND SAVE.
And Re-Arranging Our Stock For This Big July Clearance Sale.

Our First Floor Shoe Dept.

One Table
Women's Wheat, Black, White, Casuals
 Regular \$7.95 values
Special \$4.00 pair

One Table Women's
Leather Flats in Black, Wheat and White
 Straps and pumps, regular \$3.95 values
Special \$2.50 pair

One Table Women's
Sandals in White, Beige and Green
 Regular \$3.95 values
Special \$2.50 pair

One Table
Women's Sweet Briar Casuals and Oxfords
 \$5.95 values
Special \$3.00 pair

One Table Men's Work Shoes
 Values to \$8.95
Special \$3.00 pair

One Table
Boy's Work Shoes and Dress Oxfords
 Values to \$6.95 pair
Special \$3.00 pair

Table Men's Cavalier Canvas Oxfords
 In blue, brown and wine, regular \$3.95 values
Special \$2.50 pair

One Lot
Children's Leather Summer Sandals
 Values up to \$2.95 pair
Special \$1.00 pair

SHOP AT BELK'S TODAY AND EVERYDAY AND
SAVE—SALE BEGINS THURSDAY

Items In Our Basement Store

One Large Assortment of Dishes
 Included in this assortment are cups, saucers, plates
 in several sizes and gravy bowls and other useful
 pieces—Special for this sale
As long as they last 10c each

One Rack Ladies' Dresses
 Regular \$3.98 and \$5.95 values, reduced to
\$2.00 and \$3.00 for this sale

One Rack Ladies' Cotton House Dresses
 \$1.98 and \$2.98 values
Special for this sale \$1.50 each

One Rack
Women's Nylon & Bemberg Sheer Dresses
 Regular \$4.98 values
Special for this sale \$3.98 each

Men's Summer Sport Shirts
 Reduced as follows:
Reg. \$1.98 shirts reduced to \$1.48
Reg. \$1.69 shirts reduced to \$1.39
Reg. \$1.48 shirts reduced to \$1.29
Reg. \$1.29 shirts reduced to \$.98

Boy's Summer Sport Shirts
 Reduced as follows:
Reg. \$1.98 shirts reduced to \$1.48
Reg. \$1.69 shirts reduced to \$1.39
Reg. \$1.19 shirts reduced to \$.98

*We will have other merchandise on sale in
 our Basement Store at Special Prices
 That are not advertised*

DEPARTMENT STORE

Service at ALL Times—The Home of Better Values—Boone, N. C.



Buy On This
Big Sale For
EXTRA Savings

July Clearance Sale Prices
IN OUR
2nd Floor Ready-To-Wear

One Rack Ladies' Suits Half-Price

Group of Ladies' Sweaters and Lingerie
 Reduced for quick clearance

We Have Grouped Our Summer Dresses into
Two Groups

Group No. 1 Reduced as follows:

- 5.95 Dresses reduced to \$ 3.00
- 7.95 Dresses reduced to \$ 4.00
- 8.95 Dresses reduced to \$ 4.50
- 9.95 Dresses reduced to \$ 5.00
- 10.95 Dresses reduced to \$ 5.50
- 12.95 Dresses reduced to \$ 6.50
- 14.95 Dresses reduced to \$ 7.50
- 16.95 Dresses reduced to \$ 8.50
- 19.95 Dresses reduced to \$10.00

Group No. 2 Dresses Reduced as Follows:

- 5.95 Dresses reduced to \$ 4.50
- 7.95 Dresses reduced to \$ 6.50
- 8.95 Dresses reduced to \$ 7.00
- 10.95 Dresses reduced to \$ 9.00
- 12.95 Dresses reduced to \$10.00
- 14.95 Dresses reduced to \$11.00
- 16.95 Dresses reduced to \$12.00
- 19.95 Dresses reduced to \$13.00

All Ladies' Summer Hats

have been divided into three groups
On sale at \$1.00, \$2.00 and \$3.00

All Ladies' and Children's Bathing Suits
 including Jantzen

Reduced 25 percent for this sale

All Ladies' Sportswear

Shorts, Pedal Pushers, Halters and Tee Shirts
Reduced 25 percent for this sale

One Lot Of Women's Skirts and Blouses

Greatly reduced for this sale

*Many other items in this department that space
 will not permit to advertise will be reduced.
 Come early for best selections.*

July Clearance Sale Prices
In Our Boy's Department

Boys' Short Sleeve Sport Shirts
 Reduced as follows:

- 1.29 shirts reduced to .98
- 1.48 shirts reduced to 1.19
- 1.69 shirts reduced to 1.48
- 1.98 shirts reduced to 1.59

Boys' Sport Coats Reduced as Follows:

- 4.95 sport coats reduced to 3.50
- 9.95 sport coats reduced to 7.50
- 10.95 sport coats reduced to 7.95
- 12.95 sport coats reduced to 9.50
- 14.95 sport coats reduced to 10.00
- 19.95 sport coats reduced to 10.00

One Table

Boys' Odds and Ends Short Sleeve Sport Shirts
 Regular 1.29 to 1.98 values

special for this sale 79c each

Boys' Summer Pants Reduced as Follows:

- 2.98 pants reduced to 2.50
- 3.98 pants reduced to 3.29
- 4.95 pants reduced to 4.00
- 5.95 pants reduced to 4.50

Boys' Suits Reduced as Follows:

- 9.95 boys suits reduced to 6.50
- 10.95 boys suits reduced to 7.95
- 11.95 boys suits reduced to 7.95
- 14.95 boys suits reduced to 10.00
- 19.95 boys suits reduced to 10.00

Boys' Short Pants Reduced as Follows:

- 48c pants reduced to .29
- 98c pants reduced to .59
- 1.98 pants reduced to 1.48
- 2.98 pants reduced to 2.00

Special Reduced Prices on Little Boys' Short
 Pants and Suits

*We will have other items in this department that
 will be reduced that space will not permit
 us to advertise*

Boys' Regular \$1.98 Boxer Shorts
 reduced to \$1.19

Come Early For Best Selections — Some of
These Items Won't Last Long at Our Sale Prices