

## July Clearance Sale Prices in our First Floor Piece Goods Dept.

Several Tables of Summer Dress Materials Reduced as follows. These include prints and solids in linen finish and other popular dress materials

1.98 Materials Reduced to \$1.59 yd.

1.69 Materials Reduced to \$1.29 yd.

1.48 Materials Reduced to \$1.19 yd.

1.29 Materials Reduced to 99c yd.

One Table Prints and Gingham, Reg. 79c yd.  
Reduced to 69c yard

One Table

79c Sheer Goods including Dotted Organdy  
Reduced to 59c yard

Table Glazed Cotton Prints Reduced as follows

Reg. 1.19 Yd. Reduced to 99c Yd.

Reg. 1.48 Yd. Reduced to \$1.19 Yd.

Reg. 1.69 Yd. Reduced to \$1.39 Yd.

One Table Reg. 98c Printed and Solid Pongee  
Reduced to 69c Yard

Table Reg. 98c Broadcloth, Print and Gingham  
Reduced to 89c Yard

EXTRA SPECIAL FOR THIS SALE!

One Big Table Woolen Yard Goods  
Reduced 33 1-3 percent

Crease Resistant Rayon Linen Finish Dress  
Materials  
Special 59c 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

Reg. 1.98 Linen Reduced to \$1.59 yd.

Dotted Swiss, Dotted, Voiles 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

Regular 1.29 Dark Prints, Extra Good Quality  
Special for this sale—99c yard

Table Reg. 69c Yard Chambray and Gingham  
Special 59c Yard

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

All Ladies' Summer Bags Half-Price

## July Clearance Sale Prices In Our Men's Department

One Rack

Men's Reg. 10.95 Linen Weave Leisure Coats  
Reduced to \$6.99

Table Men's Dress Socks, Reg. 39c to 48c value  
Special 19c pair

Men's Sport Coats reduced 25 percent

All Men's Summer Pants Reduced as Follows

9.95 Pants Reduced to \$7.49

6.95 Pants Reduced to \$5.99

5.95 Pants Reduced to \$4.99

4.98 Pants Reduced to \$3.99

All Men's Summer Suits Reduced as Follows

29.95 Suits Reduced to \$20.00

35.00 Suits Reduced to \$25.00

Table Men's Sport Shirts Reduced as Follows

1.98 Sport Shirts Reduced to \$1.49

2.98 Sport Shirts Reduced to \$1.99

3.98 and 4.98 Shirts Reduced to \$2.99

All Men's Straw Hats

Reduced 33 1-3 percent

Men's Jantzen Tee Shirts Reduced as Follows

2.98 Tee Shirts Reduced to \$1.99

3.95 Tee Shirts Reduced to \$2.99

One Table

Odds and Ends in Men's Sport Shirts, Reg. 1.98  
Reduced to 99c

We Still Have Many Other Specials Which Space Does  
Not Permit Us To Advertise

## July Clearance Sale Prices In Our Children's Department

Children's Spring and Summer Toppers  
Reduced to Half-Price

Table Children's Blouses Reduced as Follows

Reg. 1.00 Blouses Reduced to 79c

Reg. 1.98 Blouses Reduced to \$1.48

Reg. 2.98 Blouses Reduced to \$2.00

One Table Children's Cotton Skirts

Reduced to Half-Price for this sale

One Table Knit Gowns, Regular 98c values  
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

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

## BELK'S GRAND ANNUAL JULY

# CLEARANCE

## Starts On Thursday Morn

### Doors Open At 9:00 O'

This Is An Old-Fashioned Bargain Giving Event—Be Here  
Get Your Share Of The Many Values We Are Offering

## Big Values And Reduced Prices In

## Summer Merchandise Cut To

FOLLOW THE CROWDS TO BELK'S BRING THIS BIG SALE

We Will Be Closed All Day Wednesday—July 11th—Marking Down An

## July Clearance Sale Prices In Our Fir

CHILDREN'S SHOES—Extra Special

Large Table Children's Red Riding Hood Shoes  
for boys and girls, in black patent, navy, brown—crepe-  
sole oxfords and two-tones, sizes 8½ to 3, reg. 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 3, regular 3.95 values

Special for this sale \$2.50 pair

Table Women's Dress Shoes in Pumps, Straps  
Odd sizes, values to 8.95

Special \$2.00 pair

Table Women's Soft Sole Moccasins in colors  
Special \$2.00 pair

One Lot Ladies' Patent Leather Pumps  
Black and white, blue and white, reg. 4.95 and 5.95 values  
Special for this sale \$3.00 pair

Table Women's Natural Bridge Pumps, Straps  
in black patent and navy, brown and white, black and  
white, regular 9.95 values

Special for this sale \$5.00 pair

One Table Men's Dress and Sport Oxford  
Blue and white, beige, tan and multicolors, values to 8.95  
Values to 13.95

Special \$5.00 pair

## July Clearance Sale Prices In Our

One Table Regular 48c Yard Print  
44c yard

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

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

One Table  
Cretonne in Variety of Gay Colorful Patterns  
Special 44c yard

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

One Table Regular 98c Yard Nylon  
Special 59c yard

One Rack Ladies' Cotton Dresses, Odd Sizes  
Regular 1.98 to 2.98 values  
Special 79c

Table Women's Rayon Slips, Values to 1.98  
Special 89c each

Men's Reg. 3.95 Cotton Twill Summer Pants  
Special \$1.99 pair

One Rack Children's Dresses and Play Suits  
Special 59c each

# BELK'S DEPARTMENT

When You Are In Boone Make Belk's Your Headquarters—Prompt and Courteous Service