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One Dollar a Year

State Library

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W. H. BELK & BROTHER'S 20th Anniversary Reduction Sale

Commences Thursday, July 16th, at 9 o'clock, Continues Through Saturday, July 25th.

NINE BIG BARGAIN DAYS!

THE MOST SENSATIONAL SALE OF SEASONABLE GOODS OF 1908.

We want all our customers to help us celebrate this our, Twentieth Anniversary, by participating in this **Great Price Reduction Sale**, an event wonderful in its great saving opportunities--values that will almost astonish economical buyers. **\$60,000.00 of Merchandise Slaughtered for the people!**

Don't fail to answer the bell when opportunity rings at your door. Remember that during this Great Big Nine Day July Reduction Sale everything is re-marked; everything is a Bargain; nothing reserved. Our stores will be closed Wednesday, July 15th, to complete arrangements for this Big Sale.

There is a saving on your every want. We mention only a few items. There are thousands of others.

Great Reduction Sale of Staple Cotton Goods. Here you get the Cream of Goods at Buttermilk Prices. ::

LISTEN!

Big 3½c. Counter.

Thousands of yards of Gingham.....3½c
Good Shirting Calico.....3½c
5c. Fast Colors Fancy Lawns.....3½c
25-inch Alamae Plaid.....3½c

One Special Lot Simpson's Fast Black and White Calico, sells everywhere at 7c.; Sale Price.....4c

Great Bargain! Thousands of yards Chambray Gingham, worth 7½c., comes in pink and light and dark blue, oxford, gray and tan. Splendid for Washable Shirt Waist Suits; July Sale Price.....5c.

Best 10c. Cheviots, variety patterns.....7½c
Good Bed Ticking.....5c
10c. Bed Ticking.....7½c
Good yard wide Bleaching.....5c

7½ and 8c. Fancy Lawns, all on one counter; your choice.....5c

2,000 yards French and A. F. C. Gingham; both light and dark colors. Worth 12½c.; Reduction Sale Price.....8½c

5 cases Best Standard Brands Calicoes, American, Columbia, Garners, Oil Reds, Blues, Greys, and light colors; Bought Special for Sale.....5c

3,000 yards Best 10c. Bleaching. Can't be bought for less. Our Special Price all through Sale.....7½c

10c. value Fancy Lawns, also solid colors Organdy. Never sold for less than 10c.; Anniversary Sale Price.....7½c

7c. yard-wide Sea Island, smooth nice quality; Extra Special Price.....5c yd

1,000 yards Sheeting, from railroad wreck, 27 inches wide.....2½c

10-4 Unbleached Sheeting, 28c. value.....20c

30c. value Bleached 9-4 Sheeting; Sale Price.....22c

15c. Dotted Curtain Swiss, cross checks effect; Special.....10c

Very Special Prices On All WHITE GOODS

18c. White Dotted Swiss.....10c

15c. White Persian Check Lawns.....10c

20c. Fancy White Mercerized Waisting.....15c

1 Lot 12½c. Persian Lawns.....9c

50 Pieces 10c. India Linons.....7c

40-inch Fine Sheer White Lawn, a special 15c. number; July Price.....10c

40-inch White 18c. Mercerized Batiste, a very Special Bargain, at.....13c

\$1.25 bolt Long Cloth, 12 yards to piece; Anniversary Sale Price.....89c

Table Oil Cloth, absolutely first class, Fancy Patterns.....11c

Wide Percales, worth 8½c. yard; Big Bargain Sale Price.....5c

Big Towel Bargains.

Several hundred dozen Towels, all kinds, all sizes, bought direct from Factory. Great values.

10c. Kind, full bleached Huck Towels, size 16x33½; Special Price.....5c

12½c., 17x40 inches, bleached Huck Towel, fancy striped, red border, hemmed.....9c

13c. Kind, 18x40 inches, full bleached, fringed Towels, Jaquard pattern; Sale Price.....9c

15c. Value, splendid quality; bleached Turkish Bath Towel, hemmed, plain white border; Anniversary Sale Price.....10c

18c. Kind, larger size, fringed, full bleached; Special Value.....13c

25 to 30c. Linen, hemstitched and fringe, fancy and plain border Towels, large size.....19c

Sheets and Pillow Cases.

At less than cost of material.

15c. Pillow Cases, size 45-36.....10c

20c. Pillow Cases, hemstitched.....16c

72-90 Bleached Sheets.....34c

85c. Best grade Pepperell Sheets.....63c

Full size White Counterpanes, worth \$1.15; Special Sale Price.....85c

Extra size and quality; \$1.25 White Counterpanes; Reduction Price.....98c

\$1.50 Pearl edge, a most excellent quality; Special Bargain.....\$1.19

\$2.50 White Satin Marseilles Quilt.....\$1.79

15c. Curtain Pole and Trimmings.....9c

25c. Cloth Window Shades, all colors; Bargain Sale Price.....15c

45c. Heavy fringed Shades.....29c

Table Linens and Napkins.

30c. Red Table Damask.....18c

60c. Quality, full Mercerized Table Damask, handsome patterns.....39c

30c. Full Bleached Damask.....18c

2 Yards 75c. Table Linen, 5 patterns; Very Special Value.....54c

\$1.15 All Satin Damask.....89c

20x20 High Grade Mercerized Napkins.....79c. dozen

\$1.50 All Linen Napkins, 3 1 size.....99c. dozen

Large size hemmed Napkins.....48c. dozen

\$2.50 Dozen extra size Linen Napkins.....\$1.98 dozen

2½ Yards long, fine Lace Curtains, pretty patterns; great value.....29c

60c. Lace Curtains; Special.....39c

75c. Lace Curtains.....50c

\$1.00 Lace Curtains.....75c

Big line better grades.

Silks at Anniversary Sale Price.

Hundreds of yards 27-inch China Silks, sold everywhere at 48c. yard, black and colors; yours while it lasts.....31c

Good quality white Japanese Silk.....17c

Yard wide Japanese Silk.....29c

60c. Yard China Silk, black and colors.....39c

85c. Black lustrous Taffeta Silk.....63c

\$1.15 Value, yard wide, Gold Band, guaranteed black Taffeta Silk; Sale Price.....83c

\$1.00 and \$1.18, yard wide, colored Chiffon Taffeta Silk, navy, brown, gray, Copenhagen, garnet and Roseda; July Sale Price.....79c

75c. Stylish rough woven Rajah Silks, all leading shades, one of the most popular Silks this season.....49c

100 yards Rajah Silk, Special Price.....69c

Arnold's Opalescent Fancy Plaids, Silks sold at 50c. Just two-thirds off regular price; Big Bargain.....16½c

Millinery. Millinery.

All kinds of Ladies' and Misses' Trimmed and Ready to Wear Hats at Big Discount.

Children's 20c. Sailors reduced to.....10c

25 and 35c. Sailors, Sale Price.....19c

50c. Misses' Sailors.....38c

Ladies' \$2.50 Trimmed Hats.....\$1.48

Ladies' \$3.00 Trimmed Hats.....\$1.98

Special reduced prices on all higher grades.

Ladies' Ready-To-Wear Department.

\$1.00 Ladies' white Shirt Waists, beautifully trimmed with Embroidery.....75c

\$1.25 and \$1.50 Waists of all kinds, open in front and back; great values.....98c

1 Lot Ladies' Japanese Silk Waist, tucked, Lace insertion.....\$1.39

All \$2.50 and \$3.00 Silk and Net Waist.....\$1.98

\$3.50 Silk and Net Waist.....\$2.48

1 Lot Ladies' black Underskirts.....39c

\$1.00 Black Mercerized Petticoats, full ruffled and tucked.....75c

Special lot light weight Petticoats, black and colors, looks like Silk.....\$1.45

Lot 4--A Ladies' beautiful black Underskirt, with deep Silk ruffle, worth \$1.50; Special value.....\$2.98

\$1.25 Ladies' white Lionette Skirts, plaited, nicely made; July price.....75c

\$1.75 Value Lionette Skirts, full gored and trimmed with bands.....\$1.19

1 Lot \$1.50 Panama Skirts, blue, brown and black, finely tailored; Sale Price.....\$2.98

Handsome line different styles Voile Skirts, blue, brown and black, \$5.00 and \$6.00 values; July Bargain Price.....\$3.98

Ladies' black \$8.00 Voile Skirts, plaited all round, very wide.....\$5.00

1 Lot 39c. Umbrellas.....25c

50c. Ladies' Umbrellas.....39c

85c. Men's and Women's splendid fast black Umbrellas.....65c

All \$1.50 Embroidered and Silk Ladies' Parasols reduced to.....98c

Ladies' and Children's Muslin Underwear.

This Department has been very popular this year at our regular prices. Big cuts all through line.

Prices are very attractive.

Big lot Ladies' Muslin Drawers and Corset Covers, worth 35c.; choice.....19c

20c. Children's Drawers, splendid quality Muslin, 5 tucks and hemmed, all sizes 2 to 12 years.....10c

Children's Gowns, all sizes.....33c

Children's Waists only.....10c

1 Lot Ladies' Gowns.....45c

75c. Ladies' Gowns, nicely trimmed.....57c

Full line higher priced Gowns and white Embroidered Underskirts reduced in price.

Hosiery and Handkerchiefs.

100 Dozen Ladies' 10c. Fast Black Hose.....5c

Ladies' Ribbed and Tan Hose.....8c

18c. Black and Tan Lace Hose.....12c

25c. Ladies' and Misses' Lace Ankle and Silk Lisle Thread Tan and Black Hose.....19c

Big Bargain--1 Case Misses' 10c. Fast Black Ribbed Hose, all sizes; Special Sale price.....5c

Ladies' long Gloves, black and white, worth \$1.00; Sale price.....69c

25c. White Embroidered Belts.....15c

15c. Belts, embroidered.....8c

25c. Silk and fancy Belts.....19c

All 50c. Belts, Sale price.....39c

Embroideries and Laces.

Many Special lots at.....5, 10, 15c

Men's Furnishing Department.

Extraordinary Bargains to be had in this Department During Sale.

10c. Men's All Elastic Suspenders.....5c

Men's 5c. White Handkerchiefs.....3c

15c. Fancy Half Hose.....8c

15c. Suspenders.....9c

38c. Men's and Boy's Negligee Shirts.....25c

50c. Negligee, Special Value.....38c

15c. Four-in-hand White Ties.....8c

10c. Blue, Black and Tan Sox.....5c

100 Men's Negligee Shirts, Lion and B. B. Brand; Special Price.....75c

Men's Elastic Seam Drawers.....35c

Men's Balbriggan 30c. Shirts and Drawers.....19c

50c. Underwear; Sale Price.....39c

10c. Garters.....5c

Lisle Thread and Fancy Half Hose.....19c

Odd Notions Specials.

10c. Can Baby Powder.....4c

15c. Box Violetta Toilet Soap.....9c

5c. Pearl Buttons.....3c

25c. Can Colgate Talcum Powder.....13c

10 and 15c. Ladies Embroidered Collars.....5c

33c. Corsets.....18c

50c. Corsets with Hose Supporters.....38c

60c. New Style Shopping Bag.....39c

10c. Bleached Vests, tape neck.....5c

100 dozen Ladies White 5c. Handkerchiefs, not over 5 to customer.....1c

10c. Ladies All Linen Handkerchiefs.....4c

Fine Embroidered Handkerchiefs.....7c

25c. Embroidered Handkerchiefs.....18c

Anniversary Shoe Sale.

Every Pair Shoes and Oxfords Reduced in Price for This Big Sale!

\$1.00 Ladies and Misses Shoes and Oxfords.....75c

\$1.25 and \$1.35 Ladies Blucher Oxfords, black and tan, patent tip.....98c

\$1.75 Ladies Oxfords, Patent leather, tan, dongolas, bluchers.....\$1.39

\$2.50 Women's Fine Oxfords and Shoes, all leathers and styles.....\$1.98

Men's Box Calf.....\$1.48

Men's and Boy's Patent Leather and Vici Oxfords.....\$1.69

Men's Better Grade Shoes and Oxfords, tan, box calf, vici, patent leather.....\$1.98

All our \$3.50 Shoes and Oxfords.....\$2.98

Clothing, Hats and Trunks. Prices cut deep at Clothing Store

1,000 Pairs Men's \$2.00 Wool Pants.....\$1.29

1 Lot Men's \$1.25 Pants, Special.....85c

Great line Men's fine Pants, sell at \$2.75 and \$3.00.....\$1.98

800 Pairs Boys' Wool Pants.....39c

Men's very fine \$4.50 Pants, Sale price.....\$2.98

1 Special lot \$8.50 and \$10.00 Men's Suits, splendid patterns; choice.....\$6.98

All Strouse Bros. High Art Clothing Suits that positively sold at \$15.00 to \$18.00, your choice.....\$12.48

\$1.50 Suit Cases.....98c

85c. Fast Mail Overalls.....67c

Boys' Double Front Apron Overalls.....38c

Brownie Overall.....19c

Special Prices made on Trunks.

Special Notice! Each day of Sale there will be special articles put on our counters for a few hours at great bargain prices. Don't miss any day of this great Nine Day Bargain Sale.

W.H.BELK & BRO.

Music Furnished for this Sale by Don Richardson's Orchestra of Charlotte. A Rare Treat for all Lovers of Good Music.

Everything marked in plain figures. Money cheerfully returned to everyone not satisfied with their purchases.