

**ON SALE AT 8:45 O'CLOCK**  
 50 Dozen Ladies 25c Quality Gauze Vest on Sale at  
 8:45 O'Clock, limit 4 to customer, each.....10c

**50,000 DOLLARS WORTH OF SLIPPERS AND OXFORDS GO IN THIS BIG SALE AT CLEARANCE SALE PRICES.**

- \$16.50 Reynolds Oxfords in Black and Brown Kid, sale price.....\$13.95
- \$16.50 Reynolds Oxfords in Brown Russo Calf, sale price.....\$12.95
- \$12.50 Robert-Johnson-Rand Oxfords in Black and Brown, sale price.....\$9.95
- \$14.50 Just Wright Brogue Oxfords, Tan only, sale price.....\$10.95
- \$11.75 Ralston Oxfords in Brown Calf Skin, sale price.....\$9.95
- \$10.00 Ralston Oxfords, English Toe, Brown Calf, sale price.....\$8.45
- \$10.00 Belk Shoes in Oxfords, Black and Tan.....\$7.95
- \$8.00 Vic Kid Oxfords, Black only, sale price.....\$6.45
- \$7.95 McElwain Oxfords, Black and Tan, Sale price.....\$6.48
- \$9.50 McElwain Brown Calf Oxfords in Blucher Bal, sale price.....\$7.95
- \$8.00 Belk Shoe, in Black Round Toe Oxfords, sale price.....\$4.48
- \$7.50 Tension Slippers in Tan only, sale price.....\$4.95
- \$6.50 Hofheimer Oxfords in Tan, English cut, sale price.....\$3.95
- \$6.00 Belk Oxfords in Black, English and Blucher.....\$4.45
- 700 pair Men's Black and Tan Oxfords, job lot at.....\$2.95

**SALE PRICES ON LADIES OXFORDS AND PUMPS**

- \$12.50 Queen Quality, Brown Brogue, sale price.....\$9.95
- \$12.50 Queen Quality Black Kid Pumps, on sale at.....\$10.95
- \$10.00 Queen Quality, Parisian Beaded Kid Pump.....\$8.45
- \$10.50 Krippendorf and Dettman Oxfords and Pumps, patent and Kid.....\$8.95
- \$10.50 Queen Quality Black Kid Oxfords, sale price.....\$8.95
- 230 pair \$7.50 Queen Quality Oxfords and Pumps, sale price.....\$3.98
- \$12.50 Cahill White Kid Pumps, Louis Heel.....\$9.95
- \$11.00 Cahill Patent Leather Pumps, Louis Heel.....\$8.95
- \$12.50 The Cho Shoe in Patent and Colonial Pumps.....\$9.95
- \$9.50 G. Elwyn Smith shoe, Black Kid Oxfords.....\$7.95
- \$10.00 Brown Kid Oxfords, Cuban Heel.....\$7.95
- \$9.50 Ladies Brown Calf Walking Oxfords.....\$7.48
- \$11.10 White Kid Pumps.....\$9.48
- \$14.50 Queen Quality White Kid Pumps.....\$11.95
- \$9.50 Two Eye Tie, Black Kid and Patent Pump.....\$7.95
- \$9.00 Cahill Patent and Kid Oxfords and Pumps.....\$7.48
- \$7.50 Ribbon Instep Tie, French Style Black Kid.....\$5.95
- \$7.50 Sweet Sally Linn, Patent and Kid Oxfords.....\$4.95
- \$5.00 High Heel Kid Pumps.....\$3.95
- \$5.00 Black Kid Mary Jane Pumps.....\$4.39
- \$4.95 Turn Comfort Kid, Low Heel, Strap Sandals.....\$2.48
- \$5.00 Godman Slippers in Patent and Kid, Mary Jane Pump, sale price.....\$3.95
- \$4.95 Godman Patent and Kid, Low Heel Pump.....\$3.95
- \$6.50 Black Kid Colonial Pumps, Cuban Heel.....\$4.95
- \$6.00 Low Heel Kid Pumps.....\$4.48
- \$5.00 Woman's Kid Blucher Oxfords, Military Heel.....\$2.48
- \$6.00 Sweet Sally Linn White Shoes.....\$3.95
- \$4.00 Witts White Shoes, covered high heel.....\$1.98
- 500 Pairs Ladies White Shoes, worth \$5.00, sale price.....\$1.95
- \$2.50 Ladies Bed Room Slippers, Black, Tan and Red Kid, sale price.....\$1.75
- \$1.75 Ladies Felt Slippers.....\$1.38
- \$1.25 Ladies Black Felt Slippers.....85c
- \$2.00 Ladies Strap Sandals.....\$1.79
- 300 pairs big Misses Tan Sandals, worth \$2.00 pair, sale price.....98c
- Men's Tennis Pumps in Black, Brown and White.....68c
- \$1.25 Men's Vim Oxfords, sale price.....75c
- \$3.00 Men's White Base Ball Shoes, sale price.....\$2.48
- \$4.50 Men's Black and Tan Shoes, High top.....\$2.98

**BOY'S OXFORDS**

- \$4.00 Boys Gun Metal Oxfords.....\$3.48
- \$5.00 Boys Brown English Cut Oxfords.....\$3.95
- \$5.00 Boy's Kreiders Oxfords, Black and Tan.....\$3.79
- \$6.50 Boys English Cut, Brown only.....\$4.95

**LOT OF WOMAN'S OXFORDS IN BLACK, TAN, GRAY, WHITE—OLD STOCK AT OLD PRICES—WORTH \$10.00. SALE PRICE, \$3.95**

Three big counters of odd slippers that can't be bought at Factory today for less than \$9.00 per pair. Sale price \$2.95

\$2.00 Lot of Ladies two strap Slippers, sale price.....\$1.48

**MISSSES AND INFANTS SLIPPERS**

- \$4.00 Misses Patent Mary Jane Pumps.....\$3.48
- \$5.00 Misses Patent and Kid Mary Jane Pumps.....\$3.95
- \$4.00 Big Misses Kid and Patent Pumps, sale price.....\$2.95
- \$3.50 Misses Patent Ankle Strap Slippers, sale price.....\$2.48
- \$2.00 \$2.00 Big Misses White Oxfords and Mary Jane Pumps sale price.....\$1.59
- \$2.00 Misses White Oxfords, sale price.....98c
- \$2.50 Little Misses Patent Mary Jane Slippers, sale price.....\$1.95
- \$1.95 White Canvass Pumps, High Heels.....\$1.48
- \$2.95 Ladies White Canvass Shoes, sale price.....\$1.98
- \$1.48 Little Misses and Boys Sandals, sale price.....\$1.15
- \$1.50 Childs Barefoot Sandal.....\$1.15
- \$2.00 Play Oxfords, 1 1/2 to 2, Black and Tan, sale price.....98c
- \$3.50 Old Lady Comforts, Oxfords, sale price.....\$2.48
- \$3.00 Men's Plow Shoes, sale price.....\$2.48

**ONE COUNTER LADIES FINE PUMPS AND OXFORDS—OLD STOCK AT OLD PRICES—BOTH HIGH AND LOW HEELS. THIS IS YOUR CHANCE TO GET SOMETHING GOOD AT A LOW PRICE. LOOK IT OVER.**

# W. H. BELK & CO.

## 31ST ANNIVERSARY

### JULY 22ND

Thousands and Thousands of Dollars Worth of Reliable Merchandise Sold at a Sale Ever. The One Sale of the Year that People Look Forward to with Anticipation. Store Closed All Day Wednesday, July 21st, to arrange and make ready for **THURSDAY, JULY 22ND, AT 8:45 O'CLOCK AND CONTINUES THROUGH SATURDAY.**

**READY-TO-WEAR**

LADIES READY TO WEAR AND MILLINERY—SECOND FLOOR—EVERYTHING IN MILLINERY AND READY TO WEAR REDUCED FOR THIS ANNIVERSARY SALE.

**LADIES MUSLIN GOWNS AND UNDERWEAR**

- \$1.50 Muslin Gowns, extra good value, go on sale at.....98c
- Ladies \$2.00 Muslin Gowns, Nicely Trimmed, sale price.....\$1.48
- \$1.50 values Ladies White Muslin Petticoats.....89c
- 75c Values Muslin Corset Covers.....50c

**FINAL SWEEP ON ALL SILK DRESSES, VOIL DRESSES AND COAT SUITS**

Silk Dresses in Foulards, Crepe-de-Chine, Taffeta, and Georgette. Many of these were closed out from the big New York manufacturer and will be sold by us at one-half original price and less.

100 Coat Suits to be closed out in this Anniversary Sale. Mostly Navy Suits in Staple Serges, styles, etc., and will be good for fall wear at prices less than half.

**BUY YOUR SHIRT WAIST IN THIS SALE FOR LESS**

- \$7.50 Extra Size Shirt Waist in Crepe-de-Chine, all colors, sale price.....\$4.48
- \$6.00 Tricolette Blouses in all shades in this sale at.....\$3.75
- \$7.50 Kind Georgette Crepe Shirt Waist (all white) Sale price.....\$4.95

**BUY YOUR WASH SKIRTS AT SALE PRICES**

Skirts at.....48c, 98c, \$1.48, \$1.98, \$2.98

**ALL FANCY COLORED VOILES, ORGANDIES AND ALL WASH GOODS AT ANNIVERSARY SALE PRICES.**

- 50c quality Voiles, 40-inches wide, sale price.....35c
- All 75c to 98c Quality Figured Voiles in beautiful patterns, sale price.....48c
- All \$1.00 to \$1.50 Quality Figured Voiles in beautiful patterns, sale price.....79c
- 50c Quality White Pique.....35c
- 50c Quality White Poplin.....35c
- 2000 yards of Skirtings in Fancy Stripes, Checks and plaids, sale price.....35 and 39c

**CURTAIN SCRIMS**

- Curtain Scrims.....15c, 19c, 29c, 39c, 48c and 65c
- 15c Quality White Lawn (limited amount).....10c

**UNBLEACHED DOMESTIC AT SALE PRICES**

- 2000 yards Unbleached Sheeting, yard wide, (short lengths) sale price.....15c
- 36-inch Father George Sheeting, 10,000 yards, sale price 25c
- All 81 and 90-inch Bleached and Unbleached at sale prices.

**15c PACKAGE LUX 10c**

- 500 Packages Lux, per package.....10c

**SILKS**

THOUSANDS OF DOLLARS WORTH OF NEW SILKS GREATLY REDUCED FOR ANNIVERSARY SALE.

- \$2.00 Quality yard wide Black Taffet (on sale Thursday) at.....\$1.29
- \$2.00 Quality Yard Wide Black Satin at.....\$1.29
- \$3.00 quality Black Peau de Soie, yard wide at.....\$1.98
- \$3.00 Value Good Heavy Quality Black Satin, yard wide sale price.....\$2.49
- \$2.25 Quality Colored Taffeta, yard wide, Navy, Marine, Copen and Brown, sale price.....\$1.50
- \$2.25 Quality Colored Messaline, yard wide, Navy, Lavender, Marine, Cope and Brown, sale price.....\$1.50
- \$2.00 Quality yard wide Black Taffeta, sale price.....\$1.45
- \$2.00 Extra Fine Quality Georgette Crepe, all colors, sale price.....\$1.29
- \$3.00 Value in extra good quality Georgette Crepe, sale price.....\$1.98
- \$2.00 quality Crepe-de-Chine in all colors.....\$1.48
- \$3.00 value in extra Heavy Quality Crepe-de-Chine, all colors, sale price.....\$1.98
- \$3.00 lot of Charmeuse, most all colors, 40-inches wide, sale price.....\$2.38
- \$4.00 quality Silk Tricolette, all best colors, Black, White, Navy and Pekin, sale price.....\$2.95

**50c WINSOR CREPE, 35c**

- 50c Quality Winsor Crepes, in all colors, Pink, White, Blue and also Figured designs.....35c

**36-INCH BLEACHED DOMESTIC AT LESS THAN MILL PRICES**

- 36-inch Bleached Domestic.....19c
- 36-inch Barkers Mill Domestic.....33 1-3c
- 36-inch Androsoggin Domestic.....33 1-3c

**INDIAN HEAD SHEETINGS**

- 33-inch Indian Head Suiting.....35c
- 36-inch Indian Head Suiting.....39c
- 44-inch Indian Head Suiting.....49c

**GENUINE CANNON CLOTH**

- 33-inch Cannon Cloth, smooth finish.....35c
- 36-inch Cannon Cloth, genuine.....39c
- 33-inch Trooper Cloth, genuine.....25c
- 36-inch Cannon Artillery Cloth.....29c
- 36-inch Cannon Donnellon Cambrie.....25c

**ALL HICKORY SHIRTINGS, RIVERSIDE PLAID CHEVIOTS AND STRAW TICK AT SALE PRICES**

- 29c Quality Hickory Shirting, sale price.....19c
- 35c Quality Hickory Shirting, sale price.....25c
- 39c Quality Hickory Shirting.....33 1-3c
- 50c Quality Hickory Shirting, (best made) at.....37 1-2c
- 25c Straw Tick, sale price.....25c
- 39c Straw Ticking, sale price.....29c
- 30c Quality Riverside Plaids in Shirting, Dress and Counterpane Checks, sale price.....25c
- 39c Riverside Cheviots in Dress and Shirt patterns at 33 1-3c

**SPECIAL SALE PRICE ON DIAPER CLOTHS**

- 24-Inch Ready Hemmed, a bolt.....\$2.29
- 27-Inch Ready Hemmed or solid, 10 yard Bolts, a bolt.....\$2.89

**PILLOW CASES, SHEETS, DIMITY QUILTS AND TOWELS AT A SAVING OF ABOUT ONE-THIRD**

- \$2.00 value in 81x90 Bleached Sheet, sale price.....\$1.45
- 81x90 Sheet.....\$1.68
- 81x90 Sheet.....\$1.98
- \$2.75 Value 81x90 Sheet.....\$2.38

**NO**

- 5000 Yards Val and Round Thread
- 10,000 yards Val Round
- 20,000 yards Val and R
- 10,000 yds Linen Lace.

**SILK HOSE AT**

- \$1.00 Silk Hose in Black
- \$1.50 Silk Hose in Blue
- \$2.00 Silk Hose, extra and White. Sale price
- \$2.50 Gordons Round
- \$3.50 Gordon H300 Silk
- \$6.00 Lace Stripe Silk

**COTTON AND SPECI**

- 200 dozen Cotton Hose
- 200 dozen Lisle Threa
- 50c Quality Silk Lisle and Gray, sale price
- 50c Quality Misses Rib
- 200 dozen Misses Ribb
- eight. Sale price.....

**CHILDREN'S SO**

- 20 dozen Children's S
- 50 dozen Children's S
- White, Cadet.....
- 50 dozen Children's C

**Gauze Vests.....**

- Dress Clasps, 50 great
- ue 10c, sale price.....

**Dress Pins, 3c quality**

- Dress Pins, 5c quality
- Dress Pins, 10c quality

**Safety Pins, 8c card,**

- 10c card brass safety
- 2000 Pieces Bias Tap
- piece. Sale price.....
- One lot Rick Rack Dr
- 20c. Sale price.....

**One lot of Pearl Butt**

- price per dozen.....

**At Sale Price, 100 C**

- ues up to \$2.00.

**POCKET BOO**

- 50c Value.....
- \$1.00 value.....
- \$1.50 Value.....
- \$2.00 Value.....

**COLLARS AND**

- One lot of Collars, va
- One lot of Collars, va
- One lot of Rufflin, \$1

**PAL**

- ROSE