

MATTHEWS-BELK COMPANY

ANNOUNCE THE OPENING OF THEIR ANNUAL

JULY CLEARANCE SALE

Thursday, July 20th, Sale Continues 10 Days, Closes July 31st

For the past 21 years, Gastonia shoppers have eagerly awaited this very important sale event. A time when the privilege of buying any article handled—Clothing, Gents' Furnishings, Hats, Caps, Underwear, Shoes, Work Clothes, Notions, Corsets, Hosiery, Dry Goods, Silks, Woolens, Cotton Piece Goods, Ready-to-Wear, Coats, Coat Suits, Dresses, Skirts, Ladies' and Children's Hats, Shades, Suit Cases, Rugs, Linoleum, Etc., can be bought at GREAT PRICE REDUCTIONS.

Every effort has been and will be put forth to make this OUR 21st JULY CLEARANCE SALE the most successful Sale ever held by us. Our Stocks are the largest and most complete ever offered in a JULY CLEARANCE SALE. Our buyers have combed the markets for special Sale Bargains, in the face of a rising Cotton Market, which brings higher prices, we offer tremendous price reductions, Sale prices in many cases are less than the mills' cost.

Come Yourself Bring Your Family and Tell Your Friends About This Sale

Doors Open 9 a. m. Sharp Thursday, July 20th

Our July Clearance Sale Prices On MEN'S, YOUNG MEN'S AND BOY'S CLOTHING

Are worth your attention. Every Suit, Regulars, Slims, Stubs, Stouts, Men's Business And Young Men's Sport Models, Wool and Summer Weight Clothes included in this Our Most Gigantic Sale of desirable Clothes. Men, take advantage of this opportunity to buy that Suit at a big cut in price.

READ THESE CUTS IN PRICES

- \$25.00 Style-Plus Suits reduced to.....\$19.75
- \$18.00 Young Men's Cashmere Suits.....\$14.95
- \$25.00 Young Men's Serge and Cashmere Suits Sale Price.....\$19.98
- \$25.00 Young Men's Blue Serge Suits.....\$21.75
- \$30.00 Young Men's Blue Serge Suits.....\$23.75
- \$20.00 Young Men's Blue Serge Two Piece Suit Sale Price.....\$16.50
- \$22.50 Young Men's Brown Striped Worsteds Suits Sale Price.....\$18.75
- \$25.00 Young Men's Penell Stripe Serge Shirts, Sale Price.....\$19.75

STYLE-PLUS SUITS ALL REDUCED

- \$25.00 Style-Plus Suits reduced to.....\$17.75
- \$30.00 Style-Plus Suits reduced to.....\$23.75
- \$35.00 Style-Plus Suits reduced to.....\$27.75

EXTRA SPECIALS IN MEN'S WORSTED SUITS

- Men's \$10.00 to \$12.50 Serge Suits.....\$7.95
- \$15.00 Men's Serge Suits.....\$9.95
- \$18.00 Men's Serge Suits.....\$13.50
- \$25.00 value Men's Brown, Grey and Blue Serge Suits, Sale Price.....\$18.75

BOYS' GENUINE PALM BEACH SUITS

High Grade, Well Made. Going in This Sale at Reduced Prices.

- \$10.00 Boys' Genuine Palm Beach Suits.....\$5.95
 - \$5.00 Boys' Mixture Suits reduced to.....\$4.39
 - \$5.95 value Boys' all Wool Blue Serge Suits, up to 10), Sale Price.....\$4.48
 - \$8.50 Boys' Suits, (Sizes 8 to 17), Sale Price.....\$6.48
 - Boys' Extra Size, Serge and Worsteds Suits, (Sizes 17, 18, 19, 20), priced special for this Sale at.....\$6.48, \$8.95, \$10.95, \$14.50
- In fact our entire Stock of Boys' Suits reduced for this Sale. A good chance to save money on that School Suit.

BOYS' PANTS

- Boys' good Khaki Pants, Sale Price.....48c
 - 68c Boys' Khaki Pants, Sale Price.....59c
 - \$1.00 Boys' Grey Cotton Pants, Sale Price.....89c
 - \$1.00 Boys' Fine Khaki Pants, Sale Price.....89c
- Good Line Boys' Large (Sizes up to 20) Pants.

SALE PRICES ON BOYS' WOOL PANTS

All Sizes and All Reduced in Price

- Boys' Panama and Palm Beach Pants.....\$1.39 to \$1.79

BIG VALUES IN MEN'S WORK CLOTHES

For Our Big July Clearance Sale

- \$1.50 Men's Work Pants in Khaki, Pin Checks, Cottonades, Sale Price.....95c
- \$1.75 Men's Pin Check Work Pants.....\$1.48
- \$1.50 Men's Pin Check Work Pants.....\$1.39
- \$1.50 Men's Khaki Pants, Sale Price.....\$1.39
- \$3.00 Men's Khaki Pants, Sale Price.....\$1.59
- \$3.00 Men's Fine Whip Cord Pants.....\$2.69
- \$1.75 Men's Cotton Pants, Sale Price.....\$1.39
- \$2.00 Men's Cotton Pants, Sale Price.....\$1.79
- Men's Extra Size Work Pants (Sizes up to 50 Waist) all reduced for Sale.

SALE PRICE ON MEN'S AND BOYS' OVERALLS

- \$1.00 Men's Overall, Sale Price.....79c
- \$1.75 Men's Heavy Blue Full Made Overall.....\$1.39
- \$2.00 Head-light and Carhardt Union Overall.....\$1.60

MEN'S AND YOUNG MEN'S FINE DRESS PANTS

- 200 pairs Men's all Wool Worsteds Pants, values to \$5.00, Sale Price.....\$2.98
- \$3.00 Young Men's Cashmere Pants.....\$1.95
- \$5.00 Men's Palm Beach Suits, Sale Price.....\$4.48
- Men's Extra Size Dress Pants all reduced in price for Sale

WE HAVE MANY BARGAINS, just as great values as those advertised, that we are unable to list. Also new Goods will arrive daily and be put in this Sale at money saving prices.

<p>SALE SPECIALS</p> <p>\$1.00 LADIES' PURE THREAD SILK HOSE Black, White, Cord Sale Price 65c pr.</p> <p>\$1.50 36-in. FANCY SILK SKIRTINGS, Special \$1.00 yd.</p> <p>Values to \$5.00 LADIES' OXFORDS Small Sizes, Special 98c</p>	<p>\$1.50 MEN'S EXTRA QUALITY OVERALLS 98c</p> <p>1 Dozen MEN'S SATIN BORDER LARGE HANDKERCHIEFS Special \$1.00</p> <p>\$25.00 MEN'S ALL WOOL BROWN STRIPE WORSTED SUITS Special \$18.75</p>
--	--



MEN'S AND YOUNG MEN'S SUMMER CLOTHING

Suits well Tailored, all the Wanted Colors, Dark and Medium Grey, Tans, Blues and Black.

- \$18.00 Young Men's Fine Gaberdine Suits.....\$12.75
- \$12.50 Young Men's and Men's Palm Beach Suits Sale Price.....\$9.75
- \$15.00 Young Men's and Men's Palm Beach Suits Sale Price.....\$12.48
- \$12.50 Men's Mohair Suits, Sale Price.....\$8.75
- \$10.00 Men's Mohair Suits, Sale Price.....\$6.75
- \$18.00 Men's fine Mohair Suits, Sale Price.....\$14.75
- One lot Men's \$15.00 Summer Suits in Serges, Sale Price.....\$9.75
- \$25.00 Style-Plus Tropical Worsteds Suits, Sale Price.....\$19.95
- \$22.50 Men's Tropical Worsteds Suits.....\$14.75

SHOES — SHOES — SHOES

For Men, Women and Children

Our Prices on Shoes and Slippers save you Money—Our Sale Prices on Shoes and Slippers save you Big Money. We sell only all Leather Shoes and Slippers. When better Shoes are made, "BELK WILL SELL THEM."

SALE PRICES ON WOMEN'S SLIPPERS

- One Counter Women's Slippers, sold up to \$5, Sale Price 98c (Small Sizes)
- \$2.00 Ladies' Black Cloth Top Leather Sole Comfort Slippers, Sale Price.....\$1.43
- \$2.00 Ladies' Solid Leather Comfort Slippers.....\$1.79
- \$2.50 Ladies' Kid Princess Comfort Slippers.....\$2.19
- \$2.98 Ladies' Rubber Heel Comfort Slippers.....\$2.39
- \$4.00 Ladies' Pat One Strap Pumps, Rubber Heels, Sale Price.....\$2.98
- \$3.50 Ladies' Pat One Strap Pumps, Low Rubber Heels, Sale Price.....\$2.98
- \$2.50 Ladies' One Strap Low Rubber Heel Kid Pumps Sale Price.....\$1.79
- \$3.50 Ladies' Brown Calf Oxfords, Sale Price.....\$2.98
- \$5.00 Ladies' Brown Kid One Strap Pumps.....\$2.98
- \$3.00 Ladies' Kid Oxfords, Low Rubber Heels.....\$2.69
- \$6.00 Ladies' One Strap Oxfords.....\$3.48
- \$3.98 Ladies' Black Satin One Strap Pumps.....\$2.98
- \$6.00 Ladies' One Strap Pat Pumps, Sale Price.....\$3.98
- \$6.00 Ladies' French Strap Pat Slippers.....\$3.98
- \$6.00 Ladies' One Strap Pat Pumps, Low Heel.....\$4.98
- \$5.00 Ladies' Black Kid Oxfords, Low Rubber Heels Sale Price.....\$4.48
- \$6.50 Ladies' fine Black Kid Oxfords.....\$5.95
- \$5.00 Ladies' One Strap Kid Pumps.....\$4.48
- \$6.50 Ladies' Brown Calf Oxfords, Sale Price.....\$5.75

ALL QUEEN QUALITY SLIPPERS, OXFORDS, SPORT OXFORDS REDUCED

- One lot Ladies' Queen Quality, sold for \$12.50, Sale Price.....\$2.98
- Ladies' \$10 Pat Colonial Pumps, Queen Quality, Sale Price.....\$3.98
- \$7.50 Ladies' Queen Quality Brown Pumps.....\$3.98
- \$7.50 Ladies' Brown Calf Lace Oxfords, Queen Quality, Sale Price.....\$4.98
- \$10.00 Ladies' Queen Quality Brown Kid Blucher Oxfords, Sale Price.....\$4.98
- \$8.00 Ladies' Queen Quality Low Heel Brown Kid Oxfords, Sale Price.....\$6.95

SALE PRICES ON LADIES' WHITE SLIPPERS

- \$2.50 Ladies' White Slippers, One Strap.....\$1.98
- \$2.50 Ladies' White Lace Oxfords.....\$1.98
- \$3.00 Ladies' White Lace Oxfords.....\$2.69
- \$4.50 Ladies' White Lace Oxfords.....\$3.98
- \$2.00 Ladies' White Canvas Oxfords.....\$1.79
- \$3.00 Ladies' Smoke Elk Sport Oxfords.....\$2.69
- \$3.00 Ladies' Scout Oxfords.....\$2.19
- \$5.00 Ladies' fine Keds Sport Oxfords.....\$4.48
- \$1.25 Children's Kid and Pat Leather (Sizes 2 to 5) One Strap Slippers; Wedge Heel; Sale Price.....98c**
- \$1.00 Children Tan Slippers, Sale Price.....69c
- \$1.25 Children's One Strap Kid Slippers.....95c
- \$1.00 Children's Soft Sole Slippers.....79c
- Full Line of Baby Slippers, at Sale Prices.....79c
- \$1.00 Children's Scout Oxfords, (Sizes 5 to 8), Sale Price.....79c
- \$1.50 Children's Scout Oxfords, (Sizes 8 to 11), Sale Price.....98c
- \$1.75 Misses' Scout Oxfords, Sale Price.....\$1.25
- \$2.50 Children's Tan Kid Slippers.....\$1.98
- \$1.50 Misses' Barefoot Sandals, Sale Price.....98c
- \$1.00 Baby Barefoot Sandals, (Sizes 2 to 5).....79c
- 75c Children's Barefoot Sandals, (Sizes 2 to 5).....59c

MISSSES' AND CHILDREN'S WHITE SLIPPERS

- \$1.39 Baby White Kid Slippers, Sale Price.....\$1.15
- \$1.50 Children's White Canvas Strap Slippers.....\$1.19
- \$1.75 Children's White Canvas Oxfords.....\$1.39
- \$1.50 Children One Strap White Canvas Slippers, Sale Price.....\$1.24
- \$2.00 Misses' One Strap White Canvas Slippers, Sale Price.....\$1.48
- \$2.50 Misses' Pat One Strap Pumps, Sale Price.....\$1.79
- \$2.50 Misses' Kid One Strap Pumps.....\$1.98
- \$2.50 Misses' Black and Brown Kid Play Oxfords, Sale Price.....\$1.98

BIG SALE VALUES IN MEN'S OXFORDS

- \$3.50 Men's Brown Calf Blucher Oxfords.....\$2.69
- \$3.50 Men's Tan English Oxfords, Rubber Heels, Sale Price.....\$2.69
- \$4.00 Men's Black Vic Bluecher Oxfords, Rubber Heels, Sale Price.....\$3.48
- \$4.00 Men's Russian Calf Lace Oxfords.....\$3.48
- \$5.00 Men's Black Gun Metal Oxfords.....\$3.98
- \$5.00 Men's Brown Calf Blucher Oxfords.....\$4.48
- \$5.00 Men's Black Gun Metal Oxfords.....\$4.48

THOSE GOOD RALSTON OXFORDS

- At Sale Prices
- \$10.00 Ralston Black Kid English Oxfords.....\$6.95
- \$9.00 Ralston Brown Calf Brogue Oxfords.....\$7.95
- \$10.00 Ralston Brown Kid Blucher Oxfords.....\$8.95
- \$10.00 Ralston Brown English Kid Oxfords.....\$8.95
- \$8.50 Ralston Black Kid Blucher Oxfords.....\$6.95

SALE PRICES ON BION F. REYNOLDS SHOES—"None Better Made"

- 2 Lots Mens \$10 Bion F. Reynolds Black and Brown Calf English Oxfords, Sale Price.....\$6.75
- All Men's Bion F. Reynolds Oxfords, Black and Brown Calf Skin, English, Blucher and Combination Lasts, regular price \$10, Sale Price.....\$7.75
- All Men's Bion F. Reynolds, Black and Brown Kid Oxfords, English, Blucher and Combination, regular price \$10 and \$12, Sale Price.....\$8.75

SALE VALUES IN WORK SHOES

- For the Working Man
- \$2.50 Men's Muleskin Work Shoe.....\$1.98
- \$2.50 Men's Plow Shoes, Sale Price.....\$2.19
- \$4.00 Men's Work Shoes, Plain Toe.....\$3.39
- \$2.50 Men's Scout Shoes, Sale Price.....\$1.98
- \$3.50 Men's Scout Shoes, Sale Price.....\$2.69
- \$3.00 Men's Scout Shoes, Sale Price.....\$2.48
- \$5.00 Men's Army Munsen Last Shoes.....\$4.48
- All Boys' Oxfords Reduced for Sale.

MEN'S DRESS SHIRTS

Our Sale Price and the quality of the Materials make our Shirts doubly attractive

- \$1.00 Men's fine Percale Dress Shirts.....79c
- \$1.50 Men's fine Dress Shirts, Sale Price.....98c
- \$1.50 Men's Soft Collared Shirts, Sale Price.....98c
- \$1.75 Men's fine Repp in fancy stripes.....\$1.39
- \$2.00 Men's fine Silk Stripe Madra Shirts.....\$1.69

Sale Prices on Our Best Brand, The Famous Lion Brand

- \$2.00 value Men's Lion Brand Shirts.....\$1.59
- \$2.25 value Men's Lion Brand Shirts.....\$1.79
- \$2.98 value Men's Lion Brand Shirts.....\$2.29
- \$3.50 value Men's Palm Beach Silk Stripe Lion Brand Shirts, Sale Price.....\$2.69
- \$5.00 Men's Lion Brand All Silk Shirts.....\$3.69
- Boys' Good Madra Blouses, Sale Price.....48c**
- \$1.00 Boy's Bell Blouses, Sale Price.....85c
- \$1.00 Boys' Bell Brand Shirts, Sale Price.....89c

EXTRA SALE SPECIALS IN MEN'S HANDKERCHIEFS

- Men's nice quality Hemstitched Handkerchiefs 12 for.....48c
- Men's nice quality Hemstitched Handkerchiefs, a real 10c value, special for Sale at.....89c doz.
- 15c Men's fine Satin Bordered Handkerchief, special for Sale.....\$1.00 doz.

SALE PRICES ON MEN'S NIGHT SHIRTS AND PAJAMAS

- \$1.00 Men's Full Cut Night Shirts, Sale Price.....79c
- \$1.50 Men's Pajama Check Night Shirts.....\$1.29
- \$1.75 Men's Fruit of the Loom Night Shirts.....\$1.59
- \$2.50 Men's White and colored Pajamas.....\$2.24

EVERY ARTICLE IN THE HOUSE YELLOW TAGGED and reduced in Price for July Clearance Sale.

SPECIAL PRICE REDUCTIONS ON MEN'S AND YOUNG MEN'S STRAW AND FELT HATS

- \$1.50 Men's Felt Hats, Sale Price.....98c
- \$2.00 Men's Felt Hats, Sale Price.....\$1.48
- \$1.25 Men's Straw Hats, Sale Price.....79c
- \$1.50 Men's Straw Hats, Sale Price.....98c
- \$2.00 Men's Straw Hats, Sale Price.....\$1.48
- \$5.00 Genuine Panama Hats, Sale Price.....\$3.98
- \$4.00 Men's Genuine Panama Hats, Sale Price.....\$2.98
- \$3.98 Men's No Name Hats, Sale Price.....\$2.98

MATTHEWS-BELK CO.