



# JULY CLEARANCE

**TREMENDOUS SAVINGS FOR THE ENTIRE FAMILY**

**Sale Starts Thurs. Morning, July 25<sup>th</sup> <sup>A</sup>/<sub>T</sub> 9 <sup>A</sup>/<sub>M</sub>.**

### LINGERIE SAVINGS

Reg. \$1.98 - \$2.98

PLISSE

**SLEEPWARE**

BABY DOLL P. J.'s

Waltz and  
Reg. Length

GOWNS

**99c**

129 Pieces Only

Street Floor



**CLEARANCE!  
COSTUME JEWELRY**

First Floor

PEARLS

RHINESTONES

SHELLS

**44c**

Reg. \$1.00 - \$1.98

**CLEARANCE!  
CHILDREN'S DRESSES**

3 - 6 7 - 14

\$1.98 - \$2.98

Some Were Higher

**88c**

Belk's Red Camel Sanforized

**WORK PANTS**

Sizes 28 to 46, Tan and Gray

**SPECIAL — \$2.98**

SHIRTS TO MATCH

\$1.98

One Big Table Ladies'

**SANDALS**

Sale Price \$1.88

**RUBBER TIRE DOOR MATS**

Heavy Weight — Long Wearing

**JULY SALE**

**\$1.00**

**CAKE COVER**

Polished Aluminum With  
Thick Glass Plate

**\$1.00**

### Ladies' Hats

\$1.98 Hats ————— Now 99c

\$2.98 Hats ————— Now \$1.49

\$3.98 Hats ————— Now \$1.99

\$4.98 Hats ————— Now \$2.49

\$5.95 Hats ————— Now \$2.99

\$6.95 - \$7.95 to \$12.95 Hats — Now \$3.99

### SPORTSWEAR SAVINGS

BIG SELECTION

LADIES' \$5.95

**COTTON SKIRTS \$3.99**

Children's

**SWIM  
SUITS**

1957

Goods

**1/3 off**



15 ONLY — REG. \$25.00

**LADIES' SACONY SUITS**

**JULY SALE — \$10**

**LADIES' SPORTSWEAR**

SHORTS, BLOUSES

**\$1.00**

Main Floor

**LADIES' SWIM SUITS**

Including Catalina

**BIG REDUCTIONS**

All of Our Highest Priced Men's Vent.

**Dress Shoes \$5**

FOLDING WOOD

**CLOTHES  
DRYERS**

36 In. High, 21 In. Long

**\$1.00**

**CLEARANCE!**

**MEN'S SUMMER SUITS**

ENTIRE STOCK

\$24.95 - \$29.50 Suits — \$19.99

\$35.00 - \$45.00 Suits — \$24.99

Rayon — Dacron — Wool

### SAVE ON DRESSES

150 GAY NEW COTTONS

Everyone now on \$5.95 Racks

**July Sale \$3.99**

REG. \$8.95 COTTON FROCKS

July Sale Price

**\$5.99**

Also all our higher priced summer  
Dresses including  
Jonathon Logan,  
reduced.



**LADIES'  
HANDBAGS**

Summer and  
New Fall Bags

**July Sale \$1.00**

**LOW PRICES ON  
SHOES**

Men's \$10-\$12 Weyenberg  
Dress Oxfords and  
others ————— **\$5.00**

Ladies' \$3.98 - \$4.98  
Summerette  
Casuals ————— **\$2.88**

Children's  
Sandals ————— **\$1.49**

All sizes  
Ladies'  
Shoes ————— **\$1.00**

Up to \$5.95 —————



**MEN'S  
Dress Straws**

All \$1.98 Hats

**Now 99c**

All \$2.98 Panamas

**\$1.49**

Every \$5.00 or Better Straw or Panama

**\$2.49**

**MEN'S NYLON  
STRETCH SOX**

Reg. 69c

**39<sup>c</sup> pr.**

Main Floor

### FABRIC BARGAINS

DOWNSTAIRS STORE

Dotted Swiss, sheer goods, printed butcher  
linen.

Reg. 89c to \$1.29

**JULY SALE ————— 66c**

PRINTED AND SOLID

Lawns, batiste, organdy

Now 49c, 59c or more per yd. **JULY SALE**

**29c yd.**

SPECIAL PURCHASE

Advanced Showing of

**WOOL, WOOL and NYLON  
WOOL and ORLON**

58 and 60 inches wide

Reg. \$4.00

**NOW \$1.98 yd.**

**RUMMAGE TABLE**

Basement Store

Hundreds of Articles at Give Away Prices

**From 5c up**

**MEN'S SPORT SHIRTS**

White

Skip Dent

**66c**

Fancy and Solids

Hundreds to Pick from

**99c**

Big Selection of Our Finest Shirts

**\$1.66**

**STOCK UP NOW**

**MEN'S SLACKS**

Men's Dacron - Nylon  
pants, nylon and rayon  
combination, and other  
weaves now priced at  
\$5.95. July Clearance —

**\$3.88**

Men's Orlon, Dacron, Nylon  
and blends now priced  
at \$7.95. July Clearance —

**\$5.88**

Men's finest 55% Dacron  
and 45% wool dress pants  
now at July Sale price of  
Formerly \$8.50 UP

**\$6.88**

**BELK'S**

AIR CONDITIONED  
It's Always Cool At Belk's

**Franklin**