

REMEMBER—YOU ALWAYS SAVE AT BELK'S

BELK-HUDSON Brings Values Galore In This

July CLEARANCE SALE

OPENING SPECIALS

- | | | |
|--|---|---|
| Attractive Seven-Piece
Water Sets
Six glasses and a pitcher. Special—
55¢ | Three-Piece
Hurricane Lamps
Has base, shade and candle. Sell regularly for 19¢. On sale—
10¢ | Beautiful
Napkins
In cotton checks. A real bargain at—
2¢ each |
|--|---|---|

Hundreds Of Outstanding Values In READY-TO-WEAR



- | | |
|--|---|
| Practical
House Dresses
In prints or checks, stripes and floral designs. A regular \$1.29 value. On sale for—
\$1 | Limited Quantity
Print Dresses
Of quality rayon that sold for \$1.98, on sale at—
\$1.44 |
|--|---|

McKetrick and Jonathan Logan **DRESSES** **1/3 off**

In silks and rayon—many popular colors—styles. A bargain.

Beautiful **VOILE DRESSES** - - - - - **\$1.98**
In a large range of colors and styles. A \$2.49 value on sale at

SLIPS - - - - - **\$1**
Tailored, in plain or lace. These are \$1.29 slips.

HATS - - - - - **88¢**
In straws and felts, all shapes and colors. Values to \$1.29.

BLOUSES - - - - - **59¢**
Tuxedo blouses, all colors, plain, stripes and dots. A 69¢ value.

SLACKS - - - - - **97¢**
Here's a bargain, in choice of colors, with or without belt.

SWEATERS - - - - - **\$1.66**
All wool. These are slightly soiled and reduced from \$2.98

Save Here — Save Now

ON CHILDREN'S CLOTHING

Get 'Em Ready For School

- | | |
|---------------------------|---------------------------|
| Children's DRESSES | Children's PANTIES |
|---------------------------|---------------------------|

In voiles and prints, sizes 1 to 12. Many styles and a rainbow of colors.

In cotton and rayon. Well made, and sold for 19¢. On sale for—

79¢

15¢

CURTAINS - - - - - **\$1**
In plain, lace or ruffled. Your choice of colors.

BED SPREADS - - - - - **79¢**
Or 2 for \$1.50 beautiful, full size, in many colors.

CANNON BATH MATS - **79¢**
Large variety of colors. 2 for \$1.50

FACE CLOTHS - - - - - **10¢**
A Cannon product. 12 for \$1.

MATTRESS COVERS - **\$1.98**
Of heavy white muslin. A bargain.

Cretonne Remnants - **13¢ yd.**
2 to 6 yards. Large assortment.

CURTAIN SCRIM - - - - - **10¢**
This 12 1/2¢ material comes in ecru, white, cream and dots

OPENING SPECIALS

Sturdy, all-metal outdoor **Smoking Stands**

Assorted colors, with assorted colored ash trays. Special **50¢**
Regular \$1.48 value

Buy Now **Save Here!**

Sale Starts Thursday



Belk-Hudson's annual July Clearance Sale is a bargain event that is looked upon by thrifty shoppers as the outstanding money-saving time of the summer season. Even Belk-Hudson's everyday low prices are slashed for these July sales. Take advantage of these bargains—hundreds of others on both floors in our 11 complete departments.

J. C. JENNINGS, Manager

Boys' Wear On Sale

One and two pant suits including White Linens and Gabardine—Sizes 6 to 18. Fit up the boy now for school. This is a value.

Pull Over Shirts, in solid or stripes—now only **39¢**

Knickers or longies in cotton and wool, sanforized **\$1**

Sport Shirts - - - - - **59¢**
2 for \$1. Some plain, others fancy and figured. Buy several.

Tom Sawyer SHIRTS

A regular \$1.29 garment. On sale for—
\$1

Stock up now for his school wear.

Sheets - **\$1.39**
By Cannon, in 3 sizes, 81x99, 72x108, 72x99.

Sheeting **12 1/2¢**
Stars and Stripes brand.

TOWELS - **15¢**
These 18x36, thirsty towels sold for 18¢.

Summer HAND BAGS - - **59¢**
As an added special, 2 for \$1. Other bags at 97¢, \$1.98 and \$2.98

All-Wear, Fast Color Work Shirts

In gray, blue and khaki **48¢**

Mill shrunk, Cone denim **OVERALLS**
Sizes 2 to 16 .On sale—
79¢

PRINTS - **22¢**
Fast color Valencia brand. Sold for 29¢

VOILES - - **20¢**
Flaxon brand that sold for 29¢. Save here.

Seersucker **30¢**
All colors, and the ceiling price is 39¢. Buy it here.

OPENING SPECIALS

- | | | |
|---|--|---|
| Enamel
Bed Pots
Assorted sizes. Now on sale each—
5¢ | Good Quality
36-Inch
Sheeting
Special sale price—
10¢ yard | Lovely Patterns In
18-Inch
Oil Cloth
(Slightly second)
Regular 20¢ value—
sale at—
19¢ yard |
|---|--|---|

Men! Belk - Hudson has what you want at a

BARGAIN

Big Lot of Men's **HATS** - - - - - **\$1**
Straws and felts — a bargain

DRESS SHIRTS - - **88¢**
Slightly soiled — Assorted colors — Sold for \$1.49. Buy several.

SLACK SUITS **25% REDUCED**
In blue, gray, tan and green

SLACKS - **\$1.98 to \$4.95**
All summer shades in rayon and gabardine.

Bonaire Shirts **\$1.48**
Sanforized—in solid and fancy colors.

Special Sale Of Work Clothes

OVERALL PANTS
Of heavy denim and sanforized. On Sale—
\$1.29
Mill Shrunk **BLOODHOUND** Overalls
On Sale—
\$1.25

8-Oz. Sanforized **RED CAMEL** Overalls
With zipper. On sale—
\$1.59



All Wear, Fast Color **Work Shirts**
All colors. On sale—
79¢

Heavy Oil Treated **Work Shoes**
Pancos soles—leather uppers
Plain or cap toes.
On Sale **\$2.49**

CASES - - **15¢**
Full size, 42 by 36 pillow cases.

Sheets - - **94¢**
Famous Sleepy Hollow brand, 81 by 99. Sold for \$1.19

Curtains **69¢**
Cottage. In large assortment of colors.

FLOOR LAMPS - - **\$4.89**
The famous 7-way, sold for \$5.95, now only \$4.89 this sale.

PICTURES - - - - - **88¢**
Large sizes — many subjects.

JOANNE PRINTS - - **15¢ yd**
Sold for 22¢. Large assortment

FEATHER PILLOWS - - - **79¢**
2 for \$1.50. Made of heavy ticking.

CHILDREN'S ANKLETS - - **2¢**
Your choice of colors.

Nylon first quality HOSE **1.99**
Made by Cannon. You can't beat this price.

NYLON HOSE - - - **\$1.49**
Slightly seconds. An outstanding value.

PURE SILK HOSE - - - **\$**
Made by Cannon

Rayon and Silk HOSE - - - **59¢**
2 pairs of this value for only \$1

You Always **Save Here!**

OPENING SPECIALS

Men's all wool **Swim Trunks**
All colors — With belt and zipper pockets
One Third Off

Big Savings For All The Family At Belk-Hudson's

SHOE SALE!



Ladies' **SPECTATOR PUMPS**
In brown and white, black and white, solid white, beige and two-tone brown.
\$2.29

SPORT SANDALS

Canvas Tops—Leather Soles



In red, white, tan, beige and tan combinations. A comfortable summer shoe. Were \$2.29. On sale at—
\$1.94

CLEARANCE of Men's Summer SHOES

Weyenberg all-leather shoes, in white and brown and solid white. Regular \$5.95.

On Sale **\$4**
(Blacks and browns not included)

DRESS OXFORDS
\$1.98

Black or brown — a good buy.

LITTLE BELKINS
Sizes 2 to 9 in brown, black, white and patent

On Sale **\$1.25**



BELK-HUDSON CO.

Main Street

"The Home of Better Values"

Waynesville