

## OUR ANNUAL June Clearance Sale! Begins Saturday, June 10th

This sale will continue through the next week, and there will be a special feature or bargain every day, so you can't afford to miss either day. This is the time to make one dollar do the work of two.

### FOR FIFTEEN MINUTES ONLY

At 3 o'clock sharp

Every afternoon beginning Saturday, 10th, and until Sat., 17th, we will sell a full bleached, taped, ribbed, Ladies' Vest. The best value we have ever offered at 5c. For Clearance Sale,

Not over six to a customer **2 1/2c** each. Not over six to a customer

#### Brown Linen at 10c.

A good quality, 27-in. wide. This is the best lot have ever sold at 10c

#### Yard Wide Bleaching 5c.

A clearance sale special worth 7 1-2c at 5c

#### Barker Mills and Fearless Bleach 7 1/2c.

These brands are too well known for us to say anything about quality 7 1-2c

#### 36-in. Percals, Light Colors 5c.

Beautiful range of patterns, small figures and stripes 5c

#### Leicester Long Cloth 10c.

This is the brand we have sold so much of a 12 1-2c, value 10c

#### 36-in. Dotted Swiss for Curtains 10c.

New lot these splendid values we have sold so many of 10c

#### 40-in. White Lawn 5c.

This popular priced lawn has been a great seller with us 5c

#### 36-in. Linen Finish Waisting 10c.

This is the quality you pay 12 1-2c for, we buy it direct from the makers, save the jobbers profit which enables us to say 10c

#### 25c Values 10c

White madras, figured pique, white mercerized stripe voiles and waistings or suitings, these are special values 10c

#### Our 5c Counter.

Has been given some rare bargains for this sale. Floral lawns that are easily worth 7 1-2c. 36-in. sea island in 10 to 30 yard pieces, worth 6 1-2c in full pieces. For this sale we are going to include a big lot of dress ginghams that many merchants get 10c for. Nice styles stripes, plaids etc. all one price 5c

9-4 Bleached Pepperell sheeting 22 1-2c  
10-4 Unbleached Pepperell sheeting 23c  
10-4 Bleached New York Mills sheeting 25c  
45X36 Pillow cases 12 1-2c  
9-4 Sheets ready made 90c

#### Berlin White Quilts 98c.

This splendid quilt cannot be equaled at the price. Hemmed, full size and ready for use 98c

#### Plaids, Gingham, Lawns, Prints 3 1/2c

This counter has received some extra good values 3 1-2c

#### Summer lap robes 48, 75, and 98c

#### Umbrellas! Umbrellas! Umbrellas!

Children's parasols 10 and 25c. Ladies' and men's umbrellas from 39c to 57.50

#### Ladies' Furnishing and Notion Dept.

Many new arrivals, FANS, BELTS, all the newest shapes in hemstitched collars from 12 1-2 to 25c. Our line of ladies' and children's hose, white, tan and black, plain and lace or drop stitched, is very strong, 10, 15, 25, 48, 75, 98c and up. Some special values in 5 and 10c handkerchiefs.

### J. M. Belk Co. STORE TALK J. M. Belk Co.

'Tis seldom, very seldom, we talk about ourselves, but right here we want to say that our business has been built upon the following lines:

- Giving EVERYBODY a Square Deal.
- Living up to the spirit and the letter of our Advertisements.
- Courteous treatment to ALL.
- Always the leaders of low prices.
- Our reputation is staked on this issue, and we have successfully held it against all comers.

### Saturday June 17th

#### FOR THIS DAY ONLY.

(No phone or mail orders taken.)

60 doz. boys' and misses' ribbed hose. All sizes, 6 to 9 1/2. This we consider one of the greatest values ever offered. We control and handle the entire output of the mill, which enables us to buy them so we can offer this stocking at the unusual price, for Saturday only.

Not over six pairs to a customer **5 cents** Not over six pairs to a customer

#### Toilet Soap 3 Cakes for 10c.

We have just received a big shipment of a very fine violet scented, highly milled toilet soap that retails regular for 25c per box, while it lasts we will say 10c

#### 25c Talcum Powder 10c.

A big bottle violet talcum with sprinkler top 10c

#### Colgates Violet Talcum 18c

Sells everywhere for 25c only 18c

#### Peco Petticoats 98c

A new number just arrived, the best one yet for the price 98c  
Black sateen, mercerized, 3 ruffles with fagoting.

#### Ladies Muslin Underwear.

LOT NO. 1 25c  
Muslin skirts, corset covers, drawers, gowns etc. Some are slightly soiled but the values run up to 75 and 98c all one price 25c  
LOT NO. 2 48c  
Same as above only much better qualities. 48c

#### We Must Not Forget our Silk Dept.

It contains many seasonal goods that are special values.

- 20-in. Jap silk white 25c
- 36-in. Jap silk white 35c
- 36-in. Jap silk white, better quality 45c
- 36-in. Jap silk black and navy 55c
- 36-in. Black taffeta all silk 75c
- 36-in. Black taffeta guaranteed 95c

#### Mens' Negligee Shirts 25c

The best you ever saw for the price.

- Mens' Muslin night shirts 48 and 75c
- Mens' Balbriggan undershirts 10, 25, 39 and 48c each

#### Genuine Panama Hats \$3.48.

This hat sells easily many places for \$5. For our reduction sale while they last \$3.48

#### Mens' Straw Hats.

Our 25 and 48c counters contain many hats worth double the money. Also a line of better ones \$1.25

## FREE DISTRIBUTION OF TICKETS \$25 Worth of Goods to be Given Away July 10th

Now is Your Chance to Get One of the Twenty Prizes Offered by Simply Asking for a Ticket.

To every customer who comes into either one of our two stores during the month of June we will give a numbered ticket. And the duplicate of same will be placed in a box in our dry goods store. Then on July 10 a boy blindfolded will draw out the tickets. First ticket drawn gets 1st prize; second ticket drawn gets 2nd prize and so on until twenty are drawn out. These prizes will consist of shoes, clothing, dress goods, millinery, trunks, hats, gent's furnishing etc. And you'll not be ashamed either of any of the presents given. Bear this in mind, you don't have to buy one cent's worth to get a ticket. Just as free as the air you breathe. We are giving away these presents to show our appreciation of

your patronage in the past. Save your tickets. The lucky numbers will be published after the drawing takes place July 10th.

#### Here is a List of the Prizes.

- No. 1 draws \$4.00 Raiston or Barry low cut shoe.
- No. 2 draws \$2.50 pair ladies' low shoes.
- No. 3 draws \$3.00 trunk.
- No. 4 draws \$1.00 man's hat.
- No. 5 draws \$2.50 ladies' trimmed hat.
- No. 6 draws \$2.00 boy's suit of clothes.
- No. 7 draws 10 yards bleaching.
- No. 8 draws 50c neck tie.
- No. 9 draws 1-2 dozen ladies' handkerchiefs.
- No. 10 draws 10 yards embroidery.

- No. 11 draws \$2 pair men's oxford shoes.
- No. 12 draws \$1.00 ladies' parasol.
- No. 13 draws \$1.00 peeco petticoat.
- No. 14 draws \$1.00 pair men's pants.
- No. 15 draws 1-2 dozen pair ladies' stockings.
- No. 16 draws 1-2 dozen pair men's socks.
- No. 17 draws \$1.50 watch.
- No. 18 draws \$1.50 bleached table cloth.
- No. 19 draws 1 Lion brand men's shirt.
- No. 20 draws 6 linen collars.

The First Time You are in the City Call to see us. We want to give you a

### FREE TICKET

**J. M. BELK COMPANY**  
Cheapest Store on Earth

### SPECIAL SALE OF EMBROIDERY!

Saturday Morning at 8:30 O'clock we will put on sale 6000 yards of Embroidery in short lengths. These are undoubtedly the best values we have offered. There will be two prices and two lots, 5c and 10c

#### Men Not Forgotten.

We haven't forgotten the men in this sale. It will include every department. A careful study of prices named here will convince every well-versed buyer that we are going to do your pocket book good and at the same time give you good, honest, reliable merchandise.

#### Knitted Insertion Men's Drawers, 39c.

Big assortment sizes the kind that sells every where for 50c 39c

#### Lion Brand Negligee Shirts 69c.

These are our regular 98c Lion Brand shirts but most of them are broken lots, different sizes, one of a kind etc. We are making this unusual offer in order to get rid of all small lots of shirts that we haven't a full run of sizes 69c

#### Mens' Negligee Shirts 48c.

This has been a popular price with us and we have a splendid assortment to show you 48c

Our line of mens' 1-2 hose is a very strong one containing some special values 3, 10, 15 and 25c

#### The Clothing Department.

Is teeming with good values in men's and boys' suits. Men's pants from 75c up. Boys' pants 25c, 48c, 75c.

We have made five lots and prices of our specials in mens' clothing:

#### LOT NO. 1—\$2.98 Suit

Here you will find many suits easily worth from \$5 to \$8. Only \$3.98

#### LOT NO. 2—\$3.98 Suit

Suits worth up to \$7.50 all \$4.98

#### LOT NO. 3—\$4.98

On this pile you will find some of our strongest numbers, stylish, serviceable good wearing clothes \$6.98

#### LOT NO. 4—\$6.98

Suits worth from \$12.50 to \$15 \$10

Trunks, bags, telescopes, a big line to select from at prices which means the lowest.

#### Shoes, Shoes, Shoes.

Men's Women's and Childrens. Both high and low cut, are included in this clearance sale.

\$1.25 Men's satin calf hats and cong only 98c

Men's vici and patent low cut shoes, hals and blucher. Many \$2.00 shoes in this lot Price \$1.48

\$2.50 and \$3 Men's low cut shoes all styles and leathers, clearance sale price \$1.98

About 50 pair men's Harry and Selecto, low cut shoes, broken lots and sizes, vici patent colt, Velour calf, and are worth \$3 to \$3.50, but if we can fit you they are yours for \$2.50

Women's low cut shoes, oxfords, sandals, in fact low cut shoes in any shape or form, black and tan.

\$1.25 Womens' oxfords, black, tan or white 98c

Some splendid values \$1.25

\$2.00 Shoes, low cuts, ties, sandals, etc., \$1.50

If you don't believe it come and be convinced.

\$2.50 and some \$3 ladies low cuts as before the sizes are broken and only a few pair of a kind, therefore we are going to say \$2.00

To all who have taken the time and trouble to read this advertisement, we want to say that after a visit to our store you will consider it time well spent. This sale will begin promptly at 8:30 o'clock Saturday morning, June 10th and will last through the entire week closing Saturday night. Both stores will close every night (except Saturday) at 7 o'clock sharp. Come and call for what you saw advertised and it will be our pleasure to show you whether you buy or not.