

SYNDICATE CLEARANCE SALE

BEGINS THURSDAY AUGUST 1st.

Continued For Only Ten Days.

\$50,000 of High Grade Merchandise Reduced and Remarketed for This, Gastonia's Greatest and Most Important Cut-Price Clearance Sale

The Crowning event in the history of our business. An event during which we offer to thousands of our appreciated patrons the entire stocks of our two Mammoth establishments, At Prices Never Thought or Heard of in Gastonia's History. We will continue this Clearance Sale for 10 days only, commencing Thursday, morning August 1, at 8:30 o'clock. Remember not one or a few things, But Everything has been Reduced. Everything is a Bargain.

OUR STORE WILL BE CLOSED WEDNESDAY, JULY 31st.

To complete arrangements for sale our store will be closed Wednesday. Remember the highest grade merchandise, consisting of Dry Goods, Clothing, Shoes, Mens' Furnishings, Notions, Women's Wear and Millinery will be sold at one-third and one-half their regular value.

Everything Must Go.

Here's a Few of the Good Things.

There's a Saving on Your Every Want.

There are Thousands of Others.

Clearance Sale price on Silks.	5c yard wide curtain scrim. 3 1/2c.
36 in Black Taffeta Worth \$1.25 to-day..... 89c.	15c value 40 in white lawn..... 10c.
36 in Black Taffeta worth \$1.50 to-day..... \$1.19	15 and 12 1/2c figured lawns..... 9c.
36 in Black Taffeta worth \$1.75 to-day..... \$1.38	7 1/2 and 10c figured lawns..... 5c.
27 in Fancy Silk \$1.00 quality to-day..... 75c.	All 6 1/2 Calicoes..... 5c.
White Jap Silks..... 19c.	8 1/2e Bed Ticking..... 6 1/2c.
36 in White Jap Silks..... 39c.	32 in unbleached sheeting worth 6 1/2c..... 5c.
27 in China Silks White and Colors 50c. quality..... 38c.	Light outings 8 1/2c value neat Patterns..... 5c.
We can only mention a few items but everything has been marked down for this great sale.	Extra Special Thursday Morning Nine O'clock
Woolen Dress Goods at a big sacrifice.	Genuine Lonsdale Cambric 15c quality full yard wide..... 10c. (Not over ten yds. to a customer)
50 in Brilliantine Black and colors..... 39c.	One lot short length white goods lawns worth 10 to 15 cents..... 5c
38 in Brilliantine and novelty plaid woolen dress goods value 50 to 60 cents..... 39c.	15 White Madras Waisting..... 10c
44 in French Voiles Black Navy etc., easily worth \$1.00..... 69c.	36 in White Pique 25c value short lengths..... 12 1-2c
50 in Panama Black only \$1.00 value..... 69c.	Mercerized persian lawns up to 38c. Sale price..... 15c
44 in a 11 Wool Serge 75c. value..... 49c.	All Dress and Table Linen Tremendously Reduced
Clearance Sale Prices on Fine Cotton Dress Goods	35c Bleached linen finished table damask..... 19c
At the prices named they will move:	Turkey Red Table Damask..... 19c
50c. Silk Mulls and Batiste new patterns..... 25c.	50c Full Bleached Mercerized Table Damask..... 39c
20c Mulls Organdies and Fine lawns..... 12 1/2c.	68c Full and Half Bleached all Linen Table Damask..... 43c
15 and 12 1/2 cents Solid colored mulls..... 8c.	\$1.00 Value all Linen Bleached Damask..... 73c
15c yard wide white dotted curtain swiss..... 11c.	\$1.25 2 yd wide extra fine all Linen Table Damask..... 89c
	\$1.50 Table Damask..... \$1.13
	\$1.25 10 4 90 in Linen Sheeting..... 89c
	Yard wide Bleached Dress Linen. Regular price 25c..... 18c
	36 in 25c extra fine Linen Finished Suiting..... 18c
	18c Linen Finished Suiting 12 1-2c
	12 1-2 Linen Finished Suiting 8 3/4c
	12 1/2c Part Linen Huck Towels 8c

25c all Linen Huck Towels..... 18c	Extra Special
25c yd. wide Dress Linen Colors Navy Red Helio Light Blue..... 17c	Ladies white hemstitched handkerchiefs..... 2c each.
18c 27 in Dress Linen colors..... 13c	Extra Special Lace Sale.
15c Brown dress Linen..... 9c	One lot val laces worth from 3 to 5c per yard, commencing at 9 o'clock sale price..... 1c
Ladies Furnishings and Notions Reduced.	Val laces worth up to 10c sale price..... 5c
19c white wash Embroidered Belts..... 10	Extraordinary Bargains in Embroideries of every kind but we cant mention every thing.
25c Belts all kinds..... 18c	Extra Special Soap Offering.
50c Belts all kinds..... 38c	Grahams Lana Oil and Butter-milk Soap regular price 25c box 3 cakes sale price 12 1-2c box 2 for..... 25c
Childrens ribbed hose black regular price 10c..... 5c	Grahams Olive Cream Skin Soap value 10c sale price..... 5c cake
Childrens ribbed and lace hose black, white and tan regular price 15c..... 11c	Williams Bar Barber Soap 10c value sale price..... 5c
Ladies 25c black lace and lisle hose..... 16c	
Ladies 12 1-2c black hose..... 8c	
Ladies 50c Hosiery..... 38c	

Extra Special	Grahams Borated Talcum Powder
Ladies white hemstitched handkerchiefs..... 2c each.	Regular price 10c sale price..... 5c
Extra Special Lace Sale.	Colgates and Mennens violet Talcume powders regular price 25c sale price 2 for..... 25c
One lot val laces worth from 3 to 5c per yard, commencing at 9 o'clock sale price..... 1c	White Quilts or Counter Panes Reduced
Val laces worth up to 10c sale price..... 5c	Quilts worth \$1.00 and \$1.25 price..... 89c
Extraordinary Bargains in Embroideries of every kind but we cant mention every thing.	Quilts worth \$1.50, price..... \$1.19
Extra Special Soap Offering.	Quilts worth \$2.00, price..... \$1.69
Grahams Lana Oil and Butter-milk Soap regular price 25c box 3 cakes sale price 12 1-2c box 2 for..... 25c	Table Oil cloth retails at 20 and 25c, sale price..... 13c
Grahams Olive Cream Skin Soap value 10c sale price..... 5c cake	Millinery, Skirts, Shirt waists Lace Curtains Up Stairs
Williams Bar Barber Soap 10c value sale price..... 5c	At the prices offered it will more than pay you to make the trip. The price-cutting knife has gone very deep in these lines.

Ladies Skirts	Extra Special
White Linenette skirts value \$1.00 and \$1.25, sale price..... 79c	Otis Lisle thread shirts and drawers regular price \$1.00 per garment, sale price..... 50c
\$3.50 and \$4.00 panama and brilliantine skirts black and colors..... \$2.75	All 25c neckware..... 19c
\$5.00 and \$6.00 panama and voile skirts..... \$3.49	All 50c neckwear..... 39c
\$7.50 and \$8.50 skirts price..... \$5.95	Men's Fast color Sox worth 10c price..... 5c
Waists Reduced	Men's fancy and white foot Sox..... 8c
This summer newest and most popular styles worth up to \$1.25 price..... 89c	Men's lisle and maco 1-2 hose worth 25 and 35c, price..... 19c
\$1.50 waists..... \$1.19	Meps' and Boys' straw hats at almost your own price.
Jap. silk waists \$2.00 and \$2.25 value..... \$1.69	Big reduction on all fur hats, both soft and stiff.
\$3.00 Jap. silk waists handsomely made and trimmed..... \$2.24	All Clothing Reduced.
Summer Millinery at 1-2 price and in some instances even less.	Both Summer and Winter Weights.
Lace Curtains	We are making prices that will move them quickly:
50c lace curtains 2 1-2 yards..... 33c	Men's and Youths' Good Wool Suits Worth 5.00 and \$6.00. Sale price..... \$2.98
\$1.00 and \$1.25 lace curtains full size..... 87c	Mens' Suits in a large variety of styles and patterns. These garments are positively worth from 8.00 to \$10.00. Sale price..... \$4.69
All the fine grades in the same proportion.	All Wool Suits worth from 10.00 to \$12.50. Special Sale price..... \$7.95
Umbrellas and Parasols	"Strouse & Bros" High art Suits worth 12.50 to \$15.00 price..... \$10.50
50c steel rod umbrellas..... 25c	All the latest styles and colorings hand Tailored Suits worth up to \$18.00. Price..... \$12.48
68 and 75c value steel rod umbrellas..... 39c	Ten Thousand Dollars worth of Shoes to go at cut prices every pair remarked and marked down
\$1.50 to \$2.00 umbrellas..... \$1.19	300 pr. Womens' and Childrens' Shoes and Slippers worth 1.00 to \$1.25. Price..... 75c
\$2.50 umbrellas..... \$1.89	350 pr. Ladies' and Misses' Shoes and Oxfords worth \$1.50. Price..... \$1.17
\$1.00 white and fancy parasols..... 69c	250 pr. Ladies' Shoes and Oxfords worth 1.75 to \$2.00. Sale price..... \$1.27
\$1.50 and \$2.00 white and fancy parasols..... \$1.23	All shoes reduced every pair has been marked down.
\$2.50 and \$3.00 fancy silk parasols..... \$2.24	Boys' Knee Pants Suits worth up to \$2.50. Price..... \$1.69
Men's and Boys' Wear	Boys' suits worth 4.00 to \$5.00. Sale price..... \$2.98
Greatly Underpriced Men's Furnishings	Boy knee pants..... 15c
Men's Fancy and white Negligee shirts such as Lion brand and Windsors, worth 1 00 to \$1.25 price..... 75c	Boy all wool Pants easily worth 50 to 60c. Price..... 39c
Fancy and white negligee shirts worth 50 to 75c price..... 39c	Men's good work pants easily worth \$1.00. Sale price..... 79c
Men's 50c work shirts..... 38c	Mens' Khaki pants \$1.25 value..... 99c
Men and boys shirts..... 25c	Men's \$2.00 pants. Price..... \$1.63
Genuine pepperrill elastic seam drawers 50c value, price..... 38c	Men's pants worth 3.50 to \$4.00. Sale price..... \$2.98
Genuine Scriven Elastic seam drawers..... 59c	
Men and boys Balbriggan shirts and drawers 35c value, price..... 23c	

Special Notice

Every morning and afternoon during sale we will have a "Surprise Sale"

We will sell some article at a fraction of its value.

It will pay you to come every day because every day will be interesting, the price will be changed on something but

Always Lower

So come every day, look around Make yourself at home.

It will pay you to come miles to attend this great Syndicate Sale, The Greatest in Gastonia's History

Positively no goods sold at Sale Prices until Thursday morning, August 1st at 8.30.

No goods charged or sent on approval during this sale.

Money cheerfully refunded on any purchase.

Music every day during Sale
Plenty ice water free
Mail orders filled promptly

J. M. BELK CO.

Wanted
10 Experienced Salespeople
10 Check Boys