

McNEELY COMPANY

GASTONIA'S BEST STORE

Mid-Summer Final Clearance Sale

Beginning Friday, July 11th And Continuing For 10 Days

Your opportunity has come to economize, and at the very beginning of the Summer, to buy high class, dependable Merchandise at prices that will surprise our customers and friends. Every garment in our store goes into this sale ---nothing will be held in reserve. Dresses, Waists, Sweaters, Wash-skirts, Ladies' Coat Suits, Coats, Dolmans, Capes, Raps, Ladies' House Dresses, Children's and Misses' Dresses, Ladies' Neck Wear and Bathing Suits.

Dresses Cut to the Quick Regardless of Cost

DRESSES all Organdies, Voils, Dresses. These Dresses come in a beautiful array of patterns ranging from the dainty, plain white, beautiful lace, trimmed for the season. Most popular stripes, checks, floral designs and many new novelties and combinations of the most wanted patterns and styles.



A wide range of colors and sizes to select from, ranging in size from 14 to 52.

Regular Price	Sale Price
\$ 7.95	\$ 5.95
8.95	6.95
12.95	9.95
14.95	11.95
15.75	12.95
18.75	14.95
19.75	15.95
23.75	19.50

Dresses Silk Dresses Dresses A RARE OPPORTUNITY

Every Silk Dress in our stock goes into this sale. They consist of all the newest styles, materials and colors. Taffetas, Pussy Willows, Georgettes, Crepe de Chines and many of the new combinations of materials and the prices have been cut regardless of cost.

Regular Price	Sale Price
\$19.75	\$15.95
23.75	18.50
24.75	19.50
29.75	22.75
32.75	24.75
34.75	27.75
37.75	29.75
42.75	37.75
49.75	39.75
54.75	43.75

Ladies' All Wool Coat Suits and Coats



All wool Gaberdines, Serges, Tricotines. These values can not be duplicated any where, the colors are black, navy, grays, tans, oxfords. All the very best materials and beautifully tailored the styles are splendid.

The sizes---16, 18, 36, 38 40 42, 44 and the reduced prices below are absolutely less than the goods would cost today to say nothing of the tailoring, lining and findings.

Suits		Coats	
Regular Price	Sale Price	Regular Price	Sale Price
\$22.75	\$16.50	\$12.75	\$ 9.50
24.75	17.50	19.75	14.50
27.75	19.75	27.75	18.50
29.75	21.50	29.75	19.75
37.75	28.75	37.75	27.50
39.75	29.75	45.00	29.75
49.75	37.50	49.75	37.50
65.00	49.75		

WAISTS



A special discount of 10 per cent on all Voile and Organdy Waists will be allowed during this sale.

One big lot of slightly soiled Wirthmore and other waists taken from our regular stock.

\$1.00, \$1.50 and \$2.00 special at 69c

10 Per Cent Discount

A 10 per cent discount will be allowed on all silk and wool Bathing Suits, House Dresses, Sweaters and Kimonas during this sale.

Ladies' Hosiery

Be sure to see our new lace and drop stitch hosiery. A complete line of colors and sizes

Ladies Neck Wear Department.

A splendid display of Ladies' Neck Wear of the better kind.

Every thing new and up to date will be found in this department right from Broadway.

Regular Price	Sale Price
50c	35c
75c	55c
\$1.00	75c
1.25	95c
1.50	\$1.15
1.75	1.35
2.00	1.55
2.25	1.65
2.50	1.85
3.00	2.25
3.50	2.75
4.00	3.25

Over four hundred collars to select from



All wash skirts and silk skirts have been cut to prices that will sell them quickly. Over 300 of them in all the new fancy weaves as well as the more staple in plain white Gaberdines, Poplins, Pique, Whip Cord and a splendid assortment of stripes, checks and novelties to select from. Also a beautiful assortment of plain and fancy Silk Skirts.

Regular Price	Sale Price
\$1.00	75c
1.50	\$1.12
2.00	1.50
2.50	1.95
3.00	2.25
3.50	2.63
4.00	3.00
5.00	3.75
6.00	4.50
7.00	5.25
8.95	6.95
9.95	7.50

All \$10.75, \$10.95 and \$11.50 skirts \$9.95

If it is skirts you can't afford to miss this sale.

Come in at once and make your selection before your size or color is gone, as there are no two garments alike in our entire stock.

McNEELY'S

STYLE ————— QUALITY ————— SERVICE