

20 STORES
Sell It For Less

MATTHEWS-BELK CO.

Gastonia's Greatest
Progressive Department Store

MATTHEWS-BELK CO.

20 STORES
Sell It For Less

Mail Orders Promptly
Filled
We Pay Postage

18th ANNIVERSARY CLEARANCE SALE

Mail Orders Promptly
Filled
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BEGINS FRIDAY, JULY 25th AND CONTINUES THROUGH SATURDAY, AUGUST 9th

Our Greatest and Most Important Sale: Thousands of Dollars worth of Seasonable Merchandise will be sold at less than mill prices today. As has been our custom we will close out all Summer Stock during this CLEARANCE SALE. Therefore everything pertaining to summer will be offered at prices that will undoubtedly mean a quick clean up. In view of the fact that every line of Merchandise is advancing rapidly it will mean a double saving to you to take advantage of these SPECIAL REDUCTIONS at this time.

All Women's Ready-to-Wear Reduced

Our entire stock of Women's Ready to Wear has been Re-marked and Marked Down.

All Suits Greatly Reduced
Ladies' \$50.00 Suits reduced to \$39.50
These come in black, navy and tan.
\$45.00 Ladies' Beautiful Tan Suits, reduced to \$34.95
One only Ladies' \$40.00 beautiful grey Suit reduced to \$29.50
Ladies' \$35.00, all wool black Suits, Sale Price \$27.50
Ladies' \$30.00 all wool black Suits, reduced to \$22.50
Ladies' \$25.00 all wool Suits. These come in black, navy, grey, copenhagen and pekin, all reduced to \$19.95
Ladies' \$20.00 to \$22.50 Suits, reduced to \$16.50
Ladies' \$16.50 to \$18.00 Suits reduced to \$12.50
Ladies' Suits Priced Very Special at \$4.98

One lot Ladies' Suits worth up to \$15.00, reduced to \$4.98

ALL SPRING COATS REDUCED.

One only \$45.00 Dolman, reduced to \$24.95
One only \$30.00 Dolman, reduced to \$19.95
Two only \$35.00 Dolmans reduced to \$22.50
Three only \$25.00 Dolmans reduced to \$19.95
Ladies' Coats, \$20.00 value, reduced to \$14.95
One only Ladies' grey coat, special sale price \$14.95
Ladies' Silk Poplin Capes, priced very special at \$6.95
Ladies' Silk Dresses at Special Prices.



Ladies' \$7.50 value Silk Poplin Dresses, Sale Price \$5.95
Ladies' \$10.00 value Silk Poplin Dresses, Sale Price \$6.95
\$1.50 White Voile Waist for 98c
Twenty dozen Ladies white Voile Waist, \$1.50 to \$2.00 values, priced very special for this sale at \$1.98

\$15.00 Ladies Silk Dresses, Reduced to 8.95.

One lot Ladies' \$15.00 Satin Dresses, small sizes, reduced to \$8.95
Ladies' \$15.00 Figured Georgette Dresses, reduced to \$12.50
Ladies' \$18.00 Taffeta and Satin Dresses, reduced to \$14.95
Ladies' \$20.00 Silk Taffeta and Georgette Combination Dresses reduced to \$16.50
Ladies' \$25.00 Silk Dresses reduced to \$19.95
\$32.50 value Ladies Taffeta and Georgette combination and all Taffeta Dresses, Special Sale price \$22.50
Ladies' \$32.50 white and flesh Silk Georgette Dresses, Sale Price \$22.50
One white Crepe De Chine Dress \$32.50 value, reduced to \$24.95
One Sunset Georgette Dress, \$35.00 value, reduced to \$24.95

WHITE VOILE DRESSES.

\$16.50 beautiful white Voile Dresses, reduced to \$12.48
\$15.00 white Voile Dresses, reduced to \$11.95
\$12.50 white Voile Dresses, reduced to \$9.95
\$7.50 Colored Voile Dresses Reduced to \$4.98

Two lots of Ladies' Beautiful Colored Voile Dresses, sizes 16 to 44, priced very special for this sale at \$4.98
Ladies' \$10.00 colored Voile Dresses, Sale Price \$6.95
\$12.50 colored Voile Dresses, reduced to \$8.95
\$18.00 Fantise Silk Skirts Reduced to \$12.50

WHITE SERGE SKIRTS.

\$8.50 white Serge Skirts, sale price \$6.95
\$6.50 white Serge Skirts, sale price \$4.98
\$6.00 value, part wool plaid Skirts, reduced to \$4.48
\$5.00 Silk Plaid Skirts, reduced to \$3.98
\$6.50 black Taffeta Skirts, reduced to \$4.98
\$7.50 black Taffeta Skirts, reduced to \$5.95
Black Silk Fiber Dress Skirts, \$2.50 value, reduced to \$1.48

Ladies' \$4.50 value wool Skirts, reduced to \$2.98
\$6.00 value Ladies' all wool Skirts, sale price \$4.98
\$1.50 value black Cotton Skirts, sale price \$1.48
WHITE WASH SKIRTS.
\$1.50 white wash Skirts, sale price \$1.98
\$2.50 white wash Skirts, sale price \$1.98
\$3.00 white wash Skirts, sale price \$2.69
\$4.50 white wash skirts, sale price \$3.48

22.50 White Wash Silk Waist for \$1.98.

10 dozen Ladies' white and flesh Jap Silk Waist, \$2.50 values, special sale price \$1.98
\$3.50 white, flesh and black crepe de Chine waist. Special sale price \$2.98
\$5.00 crepe de chine and georgette waists for \$3.98
\$6.50 value Georgette and crepe de chine waist. Special sale price \$4.98
Women's out size waist, white, flesh, black and many colors, priced very special at \$5.95

BARGAINS IN KIMONAS
\$1.50 figured crepe Kimonasa, Sale price \$1.48
\$2.00 figured crepe Kimonasa, Sale Price \$1.48
\$3.00 value plain and flowered Kimonasa, Sale price \$1.98
\$3.50 value plain and flowered Kimonasa, sale price \$2.98
\$4.50 plain and flowered Kimonasa, sale price \$3.98
\$6.50 value plain and flowered Kimonasa, sale price \$4.98
\$10.00 silk crepe de chine Kimonasa, sale price \$8.48
\$15.00 crepe de chine and flowered six kimonasa, sale price \$12.50

CHILDREN'S GINGHAM DRESSES.

All Children's Gingham Dresses priced special for this sale. Prices 59c, 89c, 98c, \$1.25, \$1.48, \$1.98 up to \$4.50 each.
BOYS WASH SUITS
Full line Boys Wash Suits in dark and light colors and plain white. Prices 98c, \$1.25, \$1.48, \$1.75, \$2.48 to \$2.98, all good values.

MIDDY BLOUSES.

Plain white Middy Blouses, \$1.50 values for \$1.25 to 98c
Beautiful quality plain white Middy Blouses. Special price \$1.98

CHILDREN'S WHITE DRESSES.

Children's white Dresses all reduced. Prices very special at 98c, \$1.48, \$1.69, \$1.98, \$2.48, \$2.98 to \$4.98.

FIGURED VOILES

25c figured Voiles 19c
50c figured Voiles 35c
59c figured Voiles 38c
75c figured Voiles 59c
98c figured Voiles 79c
50c WHITE VOILE 38c
40-inch plain white Voile, 50c quality \$3.88
Short lengths of white Voile, values up to 50c, sale price \$2.50
30c quality white Batiste 25c yd
20c quality Striped Dimity 15c yd
50c white Madras, short lengths \$3.98 yd

MEN'S AND BOYS CAPS

Boys Caps, prices 25c, 50c, 75c and 98c.
Men's Caps .50c to \$1.50 each

LADIES HOSIERY.

Ladies 20c quality Hose slightly imperfect, colors, black, white and brown12c
Ladies 25c quality Hose, colors, black and dark brown, only slightly imperfect15c
Ladies 50c quality mercerized lisle thread hose, colors black, dark brown and gray25c
Ladies 50c quality lisle thread hose, colors white, gray and dark brown38c
Ladies 59c quality lisle thread hose, black, brown and white 48c
Ladies 75c quality lisle thread hose59c
Ladies Boot Silk Hose colors, white, black and dark brown 75c
Ladies \$1.00 quality Silk Hose, colors gray, white, navy and black89c
Ladies \$1.50 quality pure Silk Hose1.25
Ladies pure silk drop stitch Hose, \$2.00 quality, black and white only1.48
Ladies \$1.75 quality Silk Hose, colors, black, white, grey, deer, buck and cordovan1.48
Ladies \$2.50 value silk Hose, black with white clocks and white with black clocks1.98
Ladies higher grade silk Hose, all colors2.48

CHILDREN'S MISSES AND BOYS HOSIERY.

15c infants Hose, black and white10c
20c value Children's Hose15c
Children's 25c socks19c
35c value Children's Socks25c
50c value Children's Socks38c
Misses 38c quality fine ribbed Hose, slightly imperfect25c

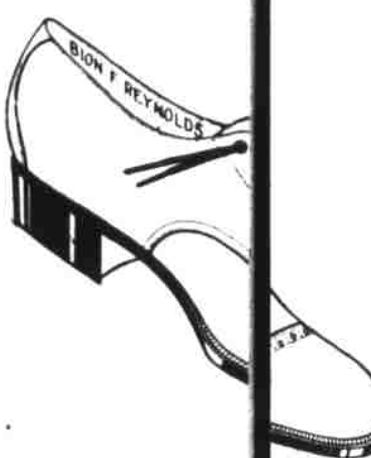
Special Values in Dress Gingham, Percalae, Etc.

20c Dress Gingham, new plaid patterns, light and dark colors15c yd.
36 in. Dress Gingham, plaid checked patterns, light and dark patterns, fast color 19c yd
30c quality Dress Gingham, hundreds of patterns to select from, plaids, stripes, checks and solid colors25c yd
32 inch solid color blue Chambray15c yd
20c quality yard wide percale15c yd
25c quality yard wide percale19c yd
Genuine Lad Lassie cloth, 45c value, fast color38c
35 and 39c percale, absolutely fast colors; new patterns mostly light, but some dark patterns in lot25c and 29c yd
High grade Dress Gingham, advertised brands, values 39c to 50c yard. New patterns, fast colors33c, 35c and 38c yd.
50c Renfrew Madras38c
2000 yards 50c quality Renfrew Madras, 32 inches wide, beautiful patterns, 10 to 20 yd lengths38c yd
45c Shirt Madras, fast colors 33c

TRUNKS, SUIT CASES AND HAND BAGS.

Special prices on all trunks, suit cases and hand bags.

SHOES SHOES



WONDERFUL BARGAINS IN WOMAN'S SLIPPERS

More than 1000 pairs Women's Slippers greatly reduced for this sale.
\$2.00 to \$2.50 Women's Slippers, Sale Price \$1.48.

Several hundred pair Ladies Slippers, including Pumps and Oxfords, worth \$2.00 and \$2.50, Sale Price \$1.48
Ladies' \$3.00 Pumps and Oxfords, Sale Price \$1.98

Queen Quality Pumps and Oxfords Reduced.

200 pairs Ladies Queen Quality Pumps and Oxfords sacrificed in price for this sale. These are odds and ends accumulated from several years.
\$3.50 Tan Queen Quality Pumps reduced to \$2.48
\$3.50 Black Ooze Pumps, reduced to \$2.48
\$4.00 Velvet Pumps, reduced to \$1.98
\$3.50 to \$4.00 Black Gun Metal Pumps reduced to \$2.48 and \$2.98
\$3.50 to \$4.00 Patent leather Pumps reduced to \$1.98
Extra Good Bargains in Men's Oxfords.
\$3.50 to \$4.00 value in Men's Oxfords for \$2.98
Men's black kid gun metal and Russia calf Oxfords, worth \$3.50 to \$4.00. Sale price \$2.98

SHEETS.

72x90 Elmdale Sheets \$1.35
81x90 Elmdale Sheets \$1.45
81x90 Pepperell Sheets \$1.65
81x90 Pepperell hemstitched Sheets \$1.79
81x90 Fruit of Loom Sheets \$1.85

BED SPREADS.

\$2.00 Crochet Quilts \$1.65
\$3.50 value Crochet Quilts \$2.68
\$4.00 satin Quilts \$3.48

10c COUNTER

Big Counter Calico, Dress Gingham, Cotton Checks, Curtain Goods, 15c values 10c yd
GREAT 15c COUNTER
Yard wide Percalae, fast color, Dress Gingham, 32-inch solid blue Chambray, Apron Gingham, etc. Values to 25c 15c yd

SHOES SHOES

500 Pairs Ladies Slippers Greatly Reduced
Ladies White Pumps and Oxfords, all for this sale. Some special.
\$1.50 Ladies Canvas Pumps, Sale Price \$1.23
\$2.00 Ladies w-strap Pumps, reduced \$1.48
\$2.00 value Ladies rubber sole Pumps and Oxfords, Sale Price \$1.48
\$2.50 value Ladies canvas Pumps and Oxfords, Sale Price \$1.98

BIG BARGAINS IN MEN'S OXFORDS

We will have several hundred pair men's Oxfords at greatly reduced prices.
Misses and Children's canvas Pumps \$1.20 values. Sale price .98c
Misses \$1.50 value strap Pump, Sale price \$1.48
\$1.25 to \$1.50 value Children's Slippers, .98c
\$1.50 value in Children's Shoes, sizes 2 to 5. Sale price .98c
Baby soft sole Slippers, only .48c
\$3.00 value Ladies Buck Pumps, Sale Price \$1.48

Several lots Men's tan and black Shoes worth up to \$4.00. Sale price \$2.98.

Men's Shoes, priced very special at \$3.00, \$3.98, \$4.98 and \$5.95
\$2.50 Value Boys' Shoes Prices Special at \$1.85.

TENNIS OXFORDS.

Ladies' and Men's Tennis Oxfords for \$2.48c
Men's black Tennis Oxfords, good quality, \$1.00 value for 85c
Ladies and Men's white Tennis Oxfords, all sizes, \$1.25 value for .98c
Ladies white Tennis Shoes, good quality, sale price \$1.48
Children's and Misses black and white Tennis Oxfords and Pumps48c to \$1.25

TOWELS.

15c Turkish Towels10c
20c Turkish towels15c
25c Turkish Towels19c
50c value Turkish Towels39c
15c Huck Towels10c
25c value Huck Towels19c

TABLE LINEN.

85c value Table Damask68c
\$1.25 36 inch Table Damask 98c
\$2.50 all linen Table Damask, sale price \$1.98
\$3.50 value, all pure linen, Table Damask\$2.68

PILLOW CASES.

25c Pillow Cases18c
30c Pillow Cases25c
45c quality Pillow cases35c

SHOES SHOES

\$5.00 Value Men's Oxfords, Sale Price \$3.98
Several odd lots Men's Black and tan Oxfords, regular \$5.00 value. Special Sale price, \$3.98
\$6.00 to \$7.00 Value Men's Oxfords for \$4.98.

This lot of Men's Oxfords includes Russia Calf, gun metal and black kid English and blucher style. All sizes. Special Sale price \$4.98
\$3.50 to \$4.00 Value in Men's Shoes for \$2.98

Several lots Men's tan and black Shoes worth up to \$4.00. Sale price \$2.98.
Men's Shoes, priced very special at \$3.00, \$3.98, \$4.98 and \$5.95
\$2.50 Value Boys' Shoes Prices Special at \$1.85.

WHITE GOODS SECTION

\$2.50 Imperial Long Cloth \$1.75
\$3.00 Long Cloth, bolt of 10 yards\$2.25
\$3.50 value Princess Nainsook, 12 yard bolt\$2.48
60c quality Imperial Sea Island Nainsook6.48c
15c value white Lawn10c
20c quality India Linen, 36 in., sale price16 1-2c
15c value India Linon15c
25c value India Linon18c
33 inch Indian Head29c
36 inch Indian Head33c
56 value 44 inch Indian Head, sale price39c
38c value white Skirting, sale price25c
50c white Skirting, 36 inches wide35c
75c quality, 36 inch white Skirting, sale price68c
\$1.00 value, 36 inch satin stripe white Skirting, sale price68c
\$1.50 value, 36-inch white Skirting, sale price98c
Short lengths of white Voile, 40 inches wide, values to 50c, sale price25c

SILKS AT ATTRACTIVE PRICES FOR THIS SALE

\$1.50 value, 36-inch black Taffeta Silk, sale price98c
\$2.00 guaranteed black Taffeta Silk, sale price\$1.79
\$2.50 value black Taffeta Silk, sale price1.98
\$1.50 value yard wide Black Messaline, sale price98c
\$2.00 value 36-in black Satin Silk, sale price\$1.69
\$2.00 value, 36-inch navy Taffeta Silk, sale price\$1.79
\$2.00 value, yard wide colored Messaline, sale price\$1.48
\$2.00 value fancy striped Satin and Taffeta Silk, sale price \$1.48
\$2.00 value crepe de chine, sale price\$1.48
\$2.50 value Georgette crepe, price\$1.98
\$2.00 value Georgette Crepe. Sale price\$1.75
\$2.50 value Charmeuse Silk, Sale price\$1.98
\$3.00 value Radium Silk, sale price\$2.48

WHITE WASH SILKS.

85c value, 36-inch white Jap Silk sale price69c
\$1.00 36-inch white Jap Silk, sale price85c
\$1.50 36-inch white Taffeta Silk, sale price\$1.29

DOMESTICS AT LESS THAN MILL PRICES.

36 inch Bleached Domestic, regular 20c quality11c yd
20c quality Pajama checks, 36 inches wide15c yd
25c quality 366-inch Pajama checks18c
20c quality yard wide brown Sheeting15c yd
40-INCH SHEETING 10c YD.
Sea Island Sheeting, 40 inches wide, 15c value10c yd
36 inch Middy Twill, 30c quality sale price19c
10-4 unbleached Sheeting, 60c value, sale price48c
10-4 Bleached Sheeting, 68c value, sale price59c
9-4 Bleached Sheeting, 65c value, sale price55c
10-4 Utica Bleached Sheeting, priced special for this sale .79c
50c value 45-inch pillow tubing, sale price39c
45c value, 42-inch Pillow Tubing37c
One big lot white goods in short lengths, values to 25c, sale price15c yd
25c Embroidery Cloth, 36 inches wide19c
36-inch linen finish Cannon cloth33c

REMNANTS

We have gone through our big stock and selected all kinds of piece goods remnants and priced them for this sale at extra special prices. Don't fail to see our big Remnant counter.
\$1.50 Sport Suiting, .98c
36-inch Sport Suiting, new patterns98c
\$1.50 value Men's Summer Hats sale price98c

CORSETS

85c Corsets68c
\$1.00 Corsets75c
\$1.25 Corsets98c
\$2.00 Warner & W. B. Corsets. \$1.48
\$2.50 Warner & W. B. Corsets. \$1.98
\$3.00 Warner & W. B. Corsets. \$2.48
\$3.50 Warner Corsets\$2.98
\$4.00 Warner Corsets\$3.48

UNDERWEAR FOR MEN AND BOYS.

\$1.50 value Olus Union Suits for \$1.48
Cooper Union Suits, all sizes, sale price\$1.48
Men's good elastic seam Drawers, all sizes75c and 98c
50c Men's Balbriggan Underwear, shirts and drawers, sale price38c
Men's night Robes made of good muslin, price . . \$1.50 and \$2.00

MEN'S HOSIERY, HAND-KERCHIEFS, ETC.

10c values Men's white Sox for sale price5c
15c men's black and colored Sox, sale price10c
18c value men's black and colored Sox, sale price12 1-2c
50c value men's half hose, sale price35c or 3pr \$1.00

Men's and Young Men's Clothing All Reduced

Our entire stock of Men's and Young Men's Clothing has all been reduced for this sale.

\$25.00 Young Men's Suits Reduced to \$19.95.
One lot Young Men's \$25.00 grey, all wool suits reduced to \$19.95
Men's \$25.00 All Wool Suits Reduced to \$19.95
One lot of Men's grey, all wool suits in stouts, slims and regulars that sold for \$25.00, reduced to \$19.95
Men's \$25.00 to \$27.50 All Wool Suits Reduced to \$22.50
This lot includes several lots of Men's and Young men's very desirable all wool suits, \$25.00, to \$27.50 values, reduced to \$22.50
Men's \$30.00 All Wool Suits, Sale Price \$24.95
\$30.00 Styleplus and Kirshbaum Suits, all wool for men and young men, reduced to \$24.95
\$35.00 Men's and Young Men's Suits reduced to \$29.50
Complete line of these \$35.00 Suits for men and young men, all sizes, priced very special for this sale at \$29.50
\$40.00 Styleplus and Kirshbaum Suits Reduced to \$35.00.
These are splendid suits and it will pay you to purchase one now for this winter.

Men's Kirshbaum Suits, Sale Price \$39.50.

These suits are all guaranteed all wool and are certainly good bargains at \$39.50
Keep Kool and Palm Beach Suits All Reduced for this Sale.
Several Odd lots Keep Kool and Palm Beach Suits, regular \$15 values priced very special at \$12.95
Few Men's genuine Palm Beach Suits priced very special at \$9.95
Men's grey flannel Suits, \$15.00 value, Sale price \$9.95
Men's \$12.50 Keep Kool Suits, reduced to \$9.95
Men's \$15.00 Palm Beach Suits reduced to \$12.95
\$15.00 Keep Kool Suits Reduced to \$12.95.
Men's and Young Men's \$15.00 Keep Kool Suits all reduced to \$12.95
Men's \$25.00 grey flannel Suits reduced to \$19.50
\$18.00 Men's Mohair Suits Reduced to \$14.95.
This lot of Men's Mohair Suits, some black, blue and greys, all good styles and good materials, priced very special for this sale at \$14.95

MEN'S FURNISHINGS.

25 dozen Men's French Cuff, madras Shirts, easily worth \$1.50, sale price98c
\$2.00 value men's laundered cuff Shirts, good pattern, sale price\$1.48
\$2.50 soft cuff, Maryland shirts, sale price\$2.18
\$3.50 value Maryland Silk stripe Shirts, sale price \$2.98
\$1.25 value Boys' soft collar Shirts, sale price98c
\$1.25 Boys Percalae Shirts, sale price98c

UNDERWEAR FOR MEN AND BOYS.

\$1.50 value Olus Union Suits for \$1.48
Cooper Union Suits, all sizes, sale price\$1.48
Men's good elastic seam Drawers, all sizes75c and 98c
50c Men's Balbriggan Underwear, shirts and drawers, sale price38c
Men's night Robes made of good muslin, price . . \$1.50 and \$2.00

STRAW HATS ALL REDUCED

\$2.50 Straw Hats, sale price . . \$1.48
\$3.00 Straw Hats, sale price . . \$1.98
\$3.50 and \$4.00 Straw Hats, sale price . . \$2.98
\$5.00 Straw Hats, sale price . . \$3.48
\$5.00 Panama Hats, sale price . . \$3.98
\$7.50 Panama Hats, sale price . . \$4.98

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