

McNEELY'S July Clearance Sale

THE CLEANEST AND MOST UP-TO-DATE MERCHANDISE IN SHELBY WILL BE PUT ON SALE—
Every Article In the Store Will Be Put On Sale At From One-Fourth to One-Half Off (Except the Gossard Line and There
Will Be Very Special Values In This Line.)

Thursday Morning, July 11th at 9 O'clock

DRESSES

560 of them at exactly 1-2 price. Beautiful dresses like McNeely's always have, to go in this sale. Everyone of them are of the very smartest styles and newest materials. We have just the cool, sleeveless dress and soft chiffon you need for these hot days and our assortment of long sleeve flat crepe and georgette dark dresses are most complete. Here you will find just the dress you need for cool days and early fall. All sizes from 14 to 48 in the regular line and our Junior line is most complete from 11 1-2 to 20 1-2 to fit the little hard-to-fit girl and woman. Prices:

6.95 Dresses, now	3.48
12.75 Dresses, now	6.38
14.50 Dresses, now	7.25
16.75 Dresses, now	8.38
19.75 Dresses, now	9.88
24.75 Dresses, now	12.38
29.75 Dresses, now	14.88
34.75 Dresses, now	17.38
39.75 Dresses, now	19.88
49.75 Dresses, now	24.88

Big shipment of Umbrellas just received will go in this sale at 1-4 off.

1/2 Price Coats 1/2 Price

Just 43 of them. Beautiful spring and year-round coats, lovely sports and dress materials—these really are marvelous values—priced from 19.75 to 79.50 to go at exactly 1-2 price. Come early for they won't last long.

Special For Opening Morning

CARD TABLES

Regular \$2.50 values at
\$1.19

\$1.00 Very Special—For opening morning will be 200 pairs of regular \$1.95 hose at — \$1.00.

ALL SILK UNDERWEAR - 1-4 OFF.

During this sale—This includes all of the better makes—gowns, pajamas, bloomers, vest, teddies and slips.

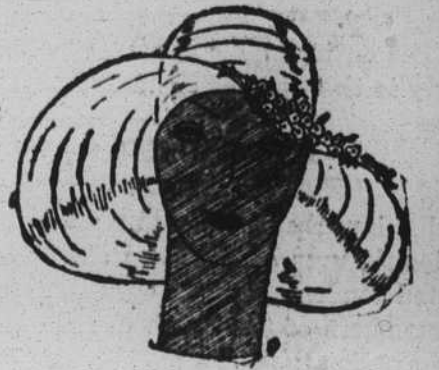
No Charges - No Approvals - Slight Charges For Alterations During This Sale.

REMEMBER OPENING DATE OF SALE, JULY 11, THURSDAY MORNING AT 9:00 O'CLOCK.

WILL BE CLOSED WEDNESDAY AFTERNOON

J. C. McNEELY & CO.

SHELBY, N. C.



Very Special at 9:00 o'clock Opening Day 150 Pairs of
CARTER'S BLOOMERS
At the Very Special Price of

95c

BATHING SUITS
All Bathing Suits 1-3 Off.

GOSSARD COMPLETES

One lot of Gossard Completes Corsets, worth up to \$5
Very Special at

\$1.95

EXTRA SPECIAL DURING THIS SALE—All Raincoats 1-2 price. All of these raincoats are of this spring's stock. None of them are old.

\$1.95 - VERY SPECIAL - \$1.95

One lot of glove silk and crepe de chine underwear worth up to \$3.95, at the very special price of \$1.95

1-4 OFF JEWELRY 1-4 OFF
All Costume Jewelry 1-4 Off During Sale.

HANDBAGS

1-4 OFF LUGGAGE

All luggage, including hat boxes, fitted cases and weekend cases.

ONE LOT OF GOSSARD BRASSIERES
EXTRA SPECIAL at 50c

One lot of Costume Jewelry worth up to \$1.95 for only 50c on opening day.

MILLINERY

All Spring and Summer Hats worth up to \$8.00 for \$2.95; all other hats worth up to \$16.50 for \$4.95. \$1.00 off on any Fall felt.

VERY SPECIAL

One lot of light silk summer coats worth up to \$19.75 for \$12.50. Pretty Pastel Shades.