

# Belk's...

Savings Great In '48

## Store-Wide Annual

# JULY CLEARANCE And WHITE GOODS SALE

### Bargains Galore! Big Reductions! Save! Save!

#### DRESSES GREATLY REDUCED

One Group Values to \$10.95

### Now \$5.00

All sizes — many styles.

#### PILLOW CASES — 47c Each

Size 42x36. The quality is guaranteed.

CLOSE-OUT!

#### LADIES' SUMMER BAGS

### \$1.54

Values to \$4.95

Looking for a bargain; See these lovely bags.

JULY-SALE FEATURE!

#### TOWELS — 24c Each

Size 18x36. You'd expect to pay 49c. Pastel plaids.

BASEMENT VALUE!

#### LADIES RAYON SLIPS

### \$1.33

An actual \$1.98 value. Sizes 32 to 44. Tearose.

BIG VALUE! LOW PRICE!

#### MEN'S SHORTS — 49c Pair

80-square materials, elastic sides, gripper fronts.

Size 28 to 42.

#### DRESSES REDUCED!

Values to \$12.95

### Now \$7.00

#### SUMMER HATS — 1/2-Price

BANG-UP VALUES!

#### 9x12 LINOLEUM RUGS — \$6.94

Good-looking patterns for every room in the house.

54x54

#### PRINTED TABLE CLOTHS

### 99c Each

Bright patterns that will add charm to your table.

CLOSE-OUT

#### FAST COLOR PRINTS

### 23c Yard

Values to 49c. 36-inch width, fast to washing.

BASEMENT VALUE!

#### LADIES' RAYON PANTIES

### 39c Pair

Good-looking, elastic all around waist. White and tearose. Sizes—medium, large and extra large.

CLOSE-OUT

#### LADIES' SHOES — 99c Pair

Values to \$7.95. Odds and ends—but real values.

BLOUSES REDUCED!

#### LADIES' BLOUSES

### Reduced — \$2.00

Values to \$4.95

#### SPECIAL PURCHASE! MEN'S RAYON PANTS

### \$2.99

Actual Values to \$7.95

Made with pleated fronts, zipper closing. Cool, cool rayon sharkskins, rayon gabardines, and tropicals. Slight imperfections make these quality trousers at this give-away price. Sizes 28 to 42.

#### BIG VALUE! LOW PRICE BLUE CHAMBRAY MEN'S WORK SHIRTS

### 99c

Guaranteed first quality, sanforized shrunk, full cut. Sizes 14 to 17.

CLOSE-OUT!

#### LADIES' DRESS SHOES

### \$2.77

Values to \$8.95

Greens, whites, blacks, tans, reds. Sizes 4 to 9. Widths AAA to C.

#### TWO DAYS SPECIAL!

THURSDAY ..... 10 to 12  
FRIDAY ..... 10 to 12

200 Pairs Ladies'

#### DRESS SHOES AND OXFORDS

### 25c Pair

Values to \$4.95

Blacks, tans, whites. Limit one pair to a customer.

WHAT A BUY!

#### SHAG RUGS

### 99c

Actual \$1.98 Value

Blue, rose, green, maize, and tan.

CHENILLE

#### BATH MAT SETS

### 99c

Actual \$1.98 Value

Two-piece bath mat set—Chenille Rug with Stool Cover. Rose, blue, maize, green.

#### BIG SAVINGS — 51 GAUGE, 15 DENIER NYLONS

### 99c Pair

You'd expect to pay twice the price for these beautiful stockings.

#### WHITE GOODS SAVING SHEETS

### \$1.94

Size 81x99. The lowest price in six years on these quality sheets.

SPECIAL PURCHASE!

#### MEN'S STRAW HATS

### 99c

Values to \$2.98

All first quality, all this season's styles. 6 3/4 to 7 1/2.

BIG REDUCTIONS!

#### LADIES' SHOES — \$1.99 Pair

Dress Shoes, Play Shoes, Oxfords. Real values—Come and see for yourself.

BIG REDUCTIONS!

#### BOYS' SLACK SUITS

### \$2.00 Each

Values to \$5.95. Sizes 6 to 16.

REDUCED TO CLEAR!

#### BOYS' SPORT SHIRTS

### 94c Each

EXTRA SPECIAL! MEN'S

#### COTTON KNIT UNDERSHIRTS

### 39c Each

Sizes 34 to 46.

#### MEN'S SUMMER SUITS

### Reduced — \$21.88

Rayons, Tropicals. Values to \$37.50.

JULY SALE FEATURE!

#### MEN'S DRESS SHIRTS

### \$1.84

Values to \$2.98. 80-square materials, full cut, sanforized, whites and colors. 14 to 17.

REDUCED!

#### MEN'S SLACK SUITS — \$4.99

Blue and tan. Sizes 28 to 42.

#### MEN'S SHOES REDUCED

Values to \$9.95

### Now \$5.88

#### BOYS' SHOES REDUCED

Values to \$6.95

### Now \$3.88

SPECIAL PURCHASE! LADIES'

#### COTTON WASH DRESSES

### \$1.99

\$2.98 values. Smart prints, fast colors. Sizes 12 to 20.

COTTON GOODS REDUCED!

#### SUMMER SHEERS — 58c Yd.

Values to \$1.19. Good-looking. Cool.

CLOSE-OUT

#### BOYS' COTTON PANTS

### 99c Pair

Boys' longies. Tans, blues, greys. Sizes 6 to 16.