

Belk-Hudson
Belk-Hudson Values

Are Low Prices As
Belk-Hudson Would
Dare Offer.

JANUARY CLEARANCE

NEW GOODS—NEW LOW PRICES

By rights, this is not a clearance sale—you see, this merchandise is brand new—some arrived as late as Saturday. But in keeping with our merchandising custom, we are staging a sale at this time since so many have asked about our usual January sale.

This Is Not a Clearance of Hard Stock, But an Introduction of NEW 1950 Goods and Values--

SPECIAL BUY LADIES' NEW SPRING PRINT COTTON DRESSES



All Sizes — Large Selection
\$1

- ular \$5.95 Steel Slat Venetian Blinds . . . \$2.95
- sizes—28 to 36-inch, and 64 inches long
- Children's Well-Made \$2.39
- Shoes - Oxfords . . . \$1.98
- rown, brown and white, and black. Sizes 8½ to 3
- n's Brown Dress
- xfords . . . \$3.95
- ese are in all sizes
- ular 29c, 46-Inches Wide
- urtain Material . . . 19c
- white, yellow, blue, rose, ecru
- od Quality, 39-Inch
- heeling . . . Yard 8c
- heet length)
- Thick, 18 x 36 Solid and Check
- ath Towels . . . 25c

Entire Stock Ladies' Winter DRESSES REDUCED

- re's A Bargain In Men's -Shirts . . . 45c
- white, grey, tan and blue. Sizes small, medium and large.
- od Grade of Fine
- ace Cloths . . . 7c
- solid colors, and plaids
- ys' Regular \$2.48 Printed
- annel Shirts . . . \$1.48
- ese come in sizes 4 to 16
- ular \$1.00 Baby
- nit Overalls . . . 59c
- yellow, pink, brown and blue. Buy several pairs at this price

Lowest Prices Since The War—This Is New Goods

- Men's Regular 10c Fine Handkerchiefs . . . 5c
- Former 97c Heavy Cotton Cordigan Baby Sweaters . . . 59c
- In blue, red and yellow—sizes 2, 4, 6, 8. (In Baby Dept.)
- Boys' Regular 97c Stripe and Print Knit Shirts . . . 59c
- Sizes 2 to 12. A good value
- Regular Good Grade 39c Campus Briefs . . . 29c
- 4 Pairs for \$1

Entire Stock Ladies' Winter Coats, Suits, Hats HALF-PRICE

- Ladies' Lace Trimmed, Jersey Knit Gowns . . . 59c
- In white, pink, blue and maize
- Look At This—Ladies' New Spring Toppers . . . \$9.95
- What a Bargain—What a Buy
- Children's Beautiful Pink Rayon Panties . . . 25c
- Ladies' Lace-Trimmed Rayon Panties 15c
- Ladies' Lace-Trimmed Cotton and Rayon Slips . . . \$1
- Special Buy — Children's \$2.98 Dresses . . . \$1.94
- A Large Assortment of Laces . 10c
- Our Regular 97c Baby Caps 25c

Belk-Hudson

Belk's Home of Better Values

Another Special Buy — Men's \$9.95

DRESS PANTS

GABARDINES AND WORSTEDS

40% to 100% ALL WOOL **\$5**

- Values To 25c In Light Stripe
- Outing . . . 10c
- This is in short lengths
- LOOK. Regular 48c, New Spring Patterns
- Valencia Prints . . . 39c
- Tub fast—and sun fast
- Another Good Buy—39-Inch Gabardine . . . 48c
- Our Regular 51-Gauge, 15-Denier Nylon Hose . . . 48c
- (These are seconds—but mighty, mighty good)
- Close-Out, Ladies' \$5.95
- Sport Oxfords . . . \$3.95
- Sizes 4 to 9

Ladies' New, Yes Just In, Spring

SUITS \$9.95

Complete Assortment Colors and Sizes

- Regular \$1.98 New Spring Woolens . . . 99c yd.
- 54-inches wide—solid, stripes and checks, and 70% to 100% all wool.
- New Spring Shades, 39-Inch NEW JUNIOR
- Butcher Linens . . . 59c
- 2 Yards for \$1
- Special Purchase, 10-Rib, \$2.98
- Umbrellas . . . \$1.98
- Men's \$12.95 Grey and Brown Corduroy Sport Coats . . . \$9.95
- This is an Unusual Low Price
- Boys' Famous
- Roy Rogers Socks . . . 25c
- Men's Long-Sleeve Sport Shirts . . . \$1.98
- With Double Flap Pockets — new stock
- Our Regular \$1.00
- Sweat Shirts . . . 59c
- Printed Patterns — A Good Buy