

Belk-Hudson

Home of Better Values

JANUARY SALE

You want to save money on new merchandise this is the best opportunity you will have. Every item in this ad is BRAND NEW, every piece of merchandise in this ad arrived in our store within the last two weeks. We honestly believe that these are the best values we have ever offered.

BARGAINS IN BRAND NEW MERCHANDISE FOR THE ENTIRE FAMILY... 3 LARGE FLOORS...

23 Departments Loaded With Bargains!



Ladies' Rayon
BLOUSES

- All Sizes
- All Colors

Reg. \$2.98
\$1.85

New Shipment — Just Received
RAYON GABARDINE

42 Inches Wide
Assorted Colors
Regular 97c
55c

CORDUROY PINWALE

36 Inches Wide
Assorted Colors
Regular \$1.59
99c

BUTCHER LINEN

Beautiful Assorted Colors
Regular 79c Yd.
A Real Buy!
50c

RAYON SUITING

- Checks Values To \$2.98
- Stripes
- Solids

75c

Ladies' Rayon and Cotton
SLIPS . . . 99c

- Lace Trimmed, Top & Bottom
- Assorted Colors
- All Sizes

This is a bargain you can't afford to miss —



Men's Sizes 1 to 6 Print
DRESSES . . . \$1.29



CURTAINS

Special **\$1.45** Pair
Plain, Marquisette, White and ecru

Wool
GIRLS' SKIRTS : \$1.00

Sizes 10 to 18 — Solids and Checks

Ladies' Printed Rayon
DRESSES

Regular \$5.95
\$2.70
Assorted Styles

Ladies' Cotton Print
DRESSES

Many Styles & Colors to Choose From
\$1.98



First Quality
CANNON SHEETS

72 x 108 **\$2.65**
81 x 99 **\$2.70**
81 x 108 **\$2.85**

First Quality 81 x 99
SHEETS . . . \$1.94

Ladies' Rayon
GOWNS

- Lace Trim
- All Sizes
- All Colors

75c

Regular \$1.93




Men's Town Topic
JACKETS

- Quilted Liner
- Fur Collar
- Knit Cuffs and Bottom

Reg. \$14.95
\$9.85

Men's Laced Back, Red Stitched
Overall Pants . . . \$2

Sizes 29 to 36—8 oz. Sanforized

Men's Sizes 30 to 46 8 oz. Sanforized
OVERALLS . \$2.48

Boy's Long and Short Sleeve Knit
SHIRTS . . . 90c

Assorted Sizes and Colors — Solids & Stripes

Boy's Sizes 6 to 16 Gabardine rDess
PANTS . . . \$2.98

Blue, Grey, Brown and Green



Large Group Ladies' Dress
SHOES : \$5

All Sizes & Styles

Large Group Ladies' Sport
SHOES . . . \$3

Hand Made
Baby
Dresses, Gowns, Creepers, Slips, Bibs, Diaper Shirts, Pinafores, Boxer Shorts
\$1.00 EACH



CANNON
BATH
TOWELS

Regular 59c

- Size 20 x 40
- Blue, Pink, Yellow, Red, Green.

35c
3 for \$1

Ladies' Rayon
PANTIES

5 Pairs \$1

100% Wool Baby
BONNETS & CAPS

- Pink, Blue
- White
- Reg. \$1.48


40c

Baby's Long Sleeve, Zipper Front
SWEATERS : 97c

Fancy Cottons and Crepes
Sizes 1, 2 and 3

FAST COLOR PRINTS

36 In. Wide — Beautiful
New Spring Patterns—
Values to 48c
29c



NYLON HOSE

- 51 Gauge
- 15 Denier
- First Quality
- Sizes 8½ to 10½

\$1

Ladies' All Wool Gabardine
COATS . . . \$19

Grey, Wine, Green, Brown & Black
Regularly \$29.95

BRASSIERES . . 29c

Children's Cotton and Rayon
SLIPS . . . 60c

Lace Trim Bottom — White, Pink and Blue
Sizes 2 to 14

Ladies' Rayon and Faille
SKIRTS

\$1.55
Assorted Colors

Entire Stock
Ladies' Winter
HATS HALF PRICE

SPECIAL ON LADIES' DRESSES

New Spring Prints and Solids
Assorted Sizes
Many Colors
Reg. \$7.95
\$4

Group No. 1 Ladies' DRESSES
Assorted Sizes and Colors
Regular \$10.95
\$5

Group No. 2 Ladies' DRESSES **\$7**

LADIES' RAYON
PANTIES

- All Sizes
- All Colors
- Reg. 97c

50c



LADIES' CORDUROY
SUITS & DRESSES HALF PRICE

RAYON GABARDINE
SUITS

- Black, Green, Grey
- Toast, Blue, Tan and Checks

Regular \$19.95
\$13.00 SPECIAL



MEN'S SPORT
SOCKS . 6 Pairs 99c

Ladies' Rayon and Cotton
BLOUSES \$1.00

Children's Brown
OXFORDS \$2.25

LADIES' SKIRTS \$1.98

COSTUME
JEWELRY

- Pins
- Necklaces
- Ear Rings
- Bracelets

Reg. 97c
50c

Printed Linen
TOWELING SPECIAL

19c

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