

THE BARGAIN NEWS

BELK-HUDSON

"THE HOME OF BETTER VALUES"

EVERY DAY IS BARGAIN DAY

Belk-Hudson Has Hundreds Of Festival Values

Not Hurt By Cuts! 3 Big Floors Have Many Unusual Bargains Ready

When we got to going over every department of our store, and over three floors, we found that we had a whale of a lot of goods, and many, many bargains.

The other day we read in a New York paper where Macy's was advertising that they saved their customers 6 per cent on all purchases. That put us to thinking. Not that we are anything like the New York store, except in the matter of savings.

We started in checking on some items (as we came to them on the counter, and we believe that we can go Mr. Macy one better. We know we are not a competitor of his, so we can compare notes this far away.

We expect if you take everything in our store, and compare it with other prices anywhere, you will find you can save more than 6 per cent. And all three floors packed with bargains, believe you us.

It's A Big Scandal

That makes a pretty headline for some slick city paper. We heard one of our clerks commenting on some of the new prices we were putting on merchandise, and when she said: "It's A Scandal" right then we knew we had cut too much.

But then, we promised in the Monday issue of The Mountaineer that we would have plenty of bargains, and while it was not intended to go so far as to become a scandal, here they are.

We have not just gone through our stocks and picked out a few odd lots—nothing like that. We have put low prices on some stuff which has just been unpacked.

Honored Visitor Coming Soon

First visit of the season in Haywood county at our store. Remember that—he will appear first at Belk-Hudson's. That is definite. It is a positive fact. No fooling.

Ah, yes, the date. Let's leave it at "pretty soon." And that "pretty soon" will be announced in the Monday issue of The Mountaineer.

P. S.—it will not be many days away, honest.



Lost and Found Column

LOST a lot of gloves, so to help you ladies, here are some new fall ones at a discount of a third.

—B-H—

FOUND a way to satisfy the men with handkerchiefs, by stocking up with our specials at 9c each.

—B-H—

FOUND \$3.00 savings on boys' pants. All wool ones too. Were \$5.95, now priced at \$2.99.

—B-H—

LOST \$2.40 on these misses outing pajamas, sizes ABCD. They were \$4.95, but the new tag reads \$2.55.

—B-H—

FOUND where you can save \$1.00 per dozen on first quality Birdseye diapers. Size 27 x 27. Were \$2.98, now \$1.98.

—B-H—

Dress up in a plaid flannel, or even solid color, shirt. These \$2.48 shirts in sizes 14 to 17 are on special for \$1.99. (That's saving about 25c on the dollar—not bad, eh?)



Wanted — More Space

We have often heard the genuine newspaper people speak of lack of space for this and that. We thought it would be fun to write a whole page of news, and wondered what we would fill up with. Now we are losing our hair wondering where we will put the long list of bargains.

Three hours later—it is no use. We can't list them all, so here are just a few. Believe you us, we got hundreds of others.

AIN'T IT SO?



"Honey, you look so beautiful in those clothes from Belk-Hudson, and I know you are thrifty, too, so why not marry me?"

Better Button Up Your Coat — It Is Going To Be Cold Pretty Soon



Dress up the children in one of our wine, grey or green coats. The price now is only \$7.95.

—B-H—



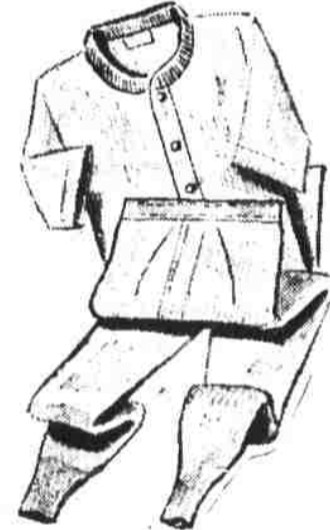
You won't believe it, but our \$1.59 chambray dresses for children are now one small dollar. These are in sizes 6 to 12, and pretty patterns.

—B-H—

This is not a typographical error on the price — these 100% wool sweaters for women, in five beautiful colors, now only \$2.89. (Sorry we found another color, now six. We overlooked the pinks).

—B-H—

Belk-Hudson



Keep warm in some of these, long sleeve, and ankle length. Sizes 36 to 46, and only \$1.64.



Heavy type chenille spreads, that were \$3.95 are now \$2.79.

—B-H—

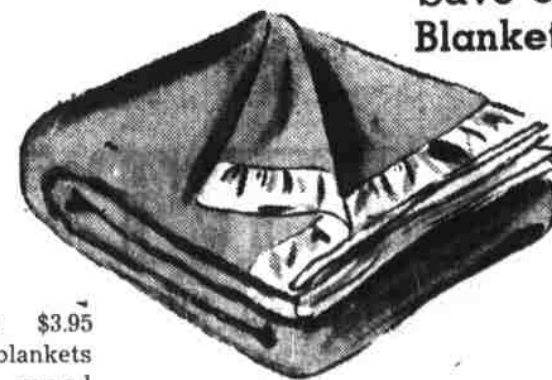
We have a festival sale on dresses. There are so many bargains, and low prices we cannot list all of them now. Just see for yourself.



Here's news—men's 8-ounce Red Camel Overalls that were \$2.48 are now down to \$2.25. These are sanforized and have zipper. You will find these in the basement.

News from Blanketville

Now here is a cotton plaid blanket, 60x76 inches, for only 97c.



Save on Blankets

These \$3.95 double blankets of 5% wool, weighing 3 lbs. are now marked down to \$2.49.

And come in blue, rose and green. You can have more than one—if you hurry.

Bargains? read this!

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5c. Just the
many places.
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Look In Hosiery



One group of new fall nylon hose, by hose, sizes 8 1/2 to 10 1/2, specially priced for this occasion, only 49c pair.

Boys get cold too, so here's a warm value—regular \$3.95 broadcloth and outing pajamas, in all sizes and colors for \$2.48.

—B-H—

Something snazzy, is our Corduroy jackets for ladies. In the fall colors, for only \$7.50. We better repeat that price to make sure—\$7.50.

—B-H—

Talk about half prices, look at this. Dark or light outing in stripes, that sold for 19c, is now only 10c.

—B-H—

Another half-price. A special purchase of dresses with values to \$9.95 for only \$4.95. You will think the wrong tag is on these—and you are right. They should sell for \$9.95.

—B-H—

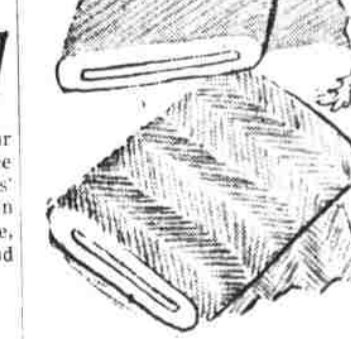
Downstairs we have some boys' high top shoes in sizes 8 1/2 to 3 for \$2.39.

—B-H—

We have some \$25.00 Hand-macker suits, in grey, green and brown. You can save \$5.50 on these as the price now is \$19.50.

—B-H—

Right here just before winter sets in, you can get a lovely coat for only \$12.95. This is a bargain.



The boss must have stole this to sell at this price, but anyway, the new price tag on dress lengths, of 3 1/2 to 4 yards, of \$1.98 materials, is now for it all in one piece, \$2.65. Gee, about \$8.00 worth for \$2.65.

—B-H—

Read this slowly, or you won't believe it — Corduroy pin wale, in six colors, now 89c—that's right, 89c.