

# WHO'S CRAZY?

## It must be Belk-Hudson's Manager!



**SALE STARTS  
AT 8:37  
TUESDAY MORNING!**



ALL THE CLERKS ARE POINTING AN ACCUSING FINGER AT THE MANAGER — JUST LOOK AT THE CRAZY PRICES IN THIS AD AND WE THINK YOU'LL UNDERSTAND WHY!

### Ladies' Oxfords

Table of oxfords . . . some were originally \$4.95. We have gone wild in cutting prices on these and have them marked \$1.13. That's right, only \$1.13, and in sizes 5 to 9, in assorted styles and colors. (This figure is for the old price). We must be crazy.

### Ladies' House Dresses

These are pretty as can be, but too many are still here. They are \$2.98 values, but when you have too many, there's just one thing to do . . . sell 'em, so here goes the price to \$1.37. All colors, and your size is in the lot.

### Ladies' Dresses

In cotton and rayons, assorted sizes and spring colors, but you would not buy them at \$7.95, so we're taking our medicine and putting them out at \$3.56. If you don't grab these quick, you will be missing a bargain de Luxe. . .

### Men's Suits

All-wool suits that were valued to \$45.00 have been remarked — you'd never believe it that they are now half of that or just \$22.50. And the sizes are 36 to 42. If we ever live down this one, we'll be lucky. A man's all-wool suit for \$22.50. Sounds like depression prices.



### Ladies' Sweaters

Our buyer thought they were going to stop making sweaters, and over bought. Some of these have long sleeves, short sleeves, button type, and slip-overs. A wide array of colors, and in all sizes. These \$3.95 sweaters now 73c.

### Boy's Dungarees

These are not the flimsy kind . . . made of 8-ounce sanforized material, triple stitched, and come in sizes 2 to 16. These were \$1.98, but before Easter we didn't sell them so fast. Tired of looking at them. For \$1.22 you can have them.

### Ladies' Slips

In pretty rayon, that sold for \$1.98 but there are still too many left and the price is down to \$1.12. They are in white and pinks. And is our face red to reduce such a garment as this to a measly \$1.12?

### Ladies' Suits

Another case of us going crazy, we guess, but here goes the price on ladies' suits — now one-third off. These are in solids, checks, and knubed cotton and rayons and wools and gabardines. Another licking we're taking.

### Ladies' Panties

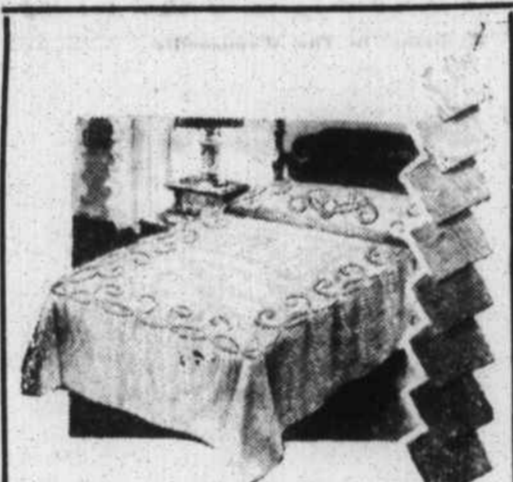
In assorted colors of rayon, and in three sizes — large, small and medium. These were 29c, but not enough sold, so now you can have two pairs for that, or even better . . . just for 14c per pair.

### Boys' Slacks

Another case of the buyer feeling every boy would wear out several pairs, but these all wool corduroy slacks are tougher than he knew. So, mama did not buy too many for the boys. They were \$6.95 and in assorted sizes and patterns. You can have your choice for \$1.30.

### Boys' Sport Shirts

If your youngster likes Western Style clothes, then get him two of these sport shirts for the price of one. In bright colors, sizes 6 to 16, in gabardines. Regular price was \$2.98, and now down to \$1.51.



### Ladies' Panties

Don't the ladies here like floral designed panties? We bought a quantity to sell for 97c, but they ain't selling. And even with the lace-trimming, and in all sizes. Well, the new price is one fourth the original . . . now 24 cents a pair. We've learned the lesson in buying fancy floral panties.

### Ladies' Underwear

To prove we've gone wild in cutting prices, we lost our head in the underwear department, and have included heaps and heaps of slips, bras, panties, girdles, and corsets under signs that read "Half Price". You figure what you pay by getting two for the price of one, or just half of original price.

### Bed Spreads

Can't guarantee these will induce sleep; nor keep you awake. They are pretty, and the regular selling price is \$6.95. Now for \$3.13 you can enjoy having a wide assortment of spreads. Sizes for double and single beds.

### Boys' Shirts

Boys are not wearing out as many shirts as we felt they would, so we have too many shirts on hand. The shirts are sizes 6 to 18, and what were marked for \$1.48 are now available for 99c. Yep, that's right. You keep the 49c you save.

### Sheeting

Exactly 39 inches wide, and we should get 29c a yard for the stuff. But we have more than we need, and we're taking a licking. For 13 cents a yard you can have all you want. (Wait a minute, that's 16c under the regular price—oh, well, come on, and take it away).

### Ladies' Toppers

Another case of over-buying, so what's left will go to some lucky buyer for one-third regular price. They are in poodle cloth, fleeces, basket-weaves, and an array of checks, plaids and solid colors. And they are lined coats, too, and sizes 9 to 18. Remember, we're taking a licking, but for one-third off you can have 'em.

### Men's Overalls

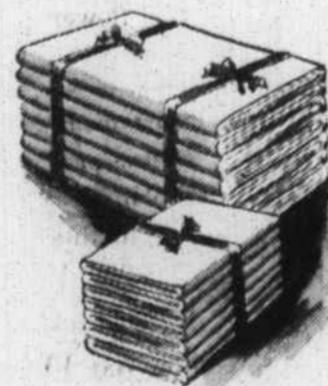
All right men, here's one we are slipping over on the boss. For only \$1.94 you can get a pair of low-back, 8-ounce sanforized overalls, that sold for \$2.98 for only \$1.94. The sizes are 30 to 50.

### Children's Slips

Imagine getting a slip, from sizes 2 to 14 for 41c. The price was 97c, and come in assorted colors. Better get a couple or more at this price.

### Men's Sport Socks

Some too sporty, some medium, others just right. Take your choice. Also choice of long or short tops, in sizes 10 to 13. Sold for 29c but did not sell fast enough, so the rest go out for 13c (that's per pair).



### Children's Dresses

Too pretty to stay on the racks, and our customers passed them by when the tag was \$1.98, so we put a sign on to stop customers now. The sign reads 77c. The cloth in them would cost you more than that much. They are in solid colors and plaids; sizes 1 to 14.



### Children's Shoes

The shoe department folk want more room for some reason, so they've argued the manager into putting out this group of children's shoes that sold for \$3.95 and \$4.95 reduced to \$2.92. The shoes are whites, and black, and patents. We hate to do it, but here goes.



### Men's Shirts

No use to tell Dad, but these dress and sport shirts actually sold up to \$5.95, and now you can get him some for Father's Day. And they will cost you only \$1.63. They come in stripes, solid colors, white and colorful plaids. Get him several—he'll think you're spending lots of dough on him.

### Men's Dress Pants

The prettiest lot of dress up pants we've seen. But at \$5.95 they did not sell as fast as we anticipated, so a new sign was put on them today, reading \$3.77. Now these are in sizes 28 to 42.

### Girl's Blouses

Blouses, suits, sweaters, all sizes and colors at \$3.48. Now hold on, the new price is \$1.98. This ain't a misprint—right, just plain old prices gets 'em.

### Girl's Toppers

Another case of too many toppers. So down tumbles the price one-third. These are made of rayon acetate, and come in solids, checks and beautiful shades. Saving one-third on these this time of year is something. It proves we are cutting prices too much.

### Ladies' Blouses

Large array of blouses in batiste, cotton and rayon. \$2.98, but still too many left. For a mere \$1.40 you have your choice of them.

### Boys' Pants

We have far more than we need, and instead of keeping them at \$3.95, they are now marked down to \$2.99. It's your dollar that you save on these that come in sizes 6 to 18, and in assorted patterns and colors.



### Children's Dresses

Not too many, but exciting little things from sizes 1 to 3X. What's left will thrill you and her—oh, the price is exactly half of the old price.

### Rayon Crepes

Been too busy to sew, we guess, so these \$1.98 assorted crepes have been selling slow. You need them; and we bought them to sell, so the new sign is 73 cents a yard. Sounds crazy . . . but that's the new price.

# Belk-Hudson

**Belk's** Home of Better Values