

STARTING THURSDAY, JANUARY 18, THE BIGGEST SALES EVENT OF THE YEAR!  
**BELK'S ANNUAL STORE-WIDE JANUARY**

# CLEARANCE SALE

YOU'LL SAVE PLENTY HERE ON EVERY PURCHASE

**WINTER COATS**

\$49.50 values now only **\$19.50**  
 \$29.50 values now only **\$14.95**  
 \$19.50 values now only **\$9.95**



All Other Coats Reduced!

**SLIPS REDUCED**

One table tailored and lace trimmed slips. \$1.29 values  
**79c**

CLEARANCE OF

## DRESSES

One rack wool dresses, values to \$9.95, now only **\$3.95**  
 One rack dresses, values to \$3.95, now **\$1.00**



ONE TABLE OF SILK AND COTTON BLOUSES REDUCED TO CLEAR

**ONE TABLE LADIES' HATS**

VALUES TO \$1.95, NOW **25c**

One Big Table SWEATERS Real Clearance Values

**48c**



**ONE LOT OF CHILDREN'S COATS REDUCED**

\$8.95 Values | \$2.95 and \$3.95 Values  
**\$5.95 | \$1.95**

SPECIAL!

PARKA HOODS **29c**

**SAVE ON THESE CLEARANCE ITEMS!**

One table taffeta. New checks included. 59c  
**39c**

One lot dress lengths, rayons and crepes. 3 1/2 and 4-yd. pieces  
**59c**

One table Talk-of-Town rayon prints  
**39c**

ALL LAMPS REDUCED 25% OFF  
 1 LOT GIFT ITEMS 25% OFF

1 table ladies' gloves, 97c value, now only **48c**

One table misses' gloves, 59c value, now only **39c**

**SILK HOSE**

One lot Larkwood and Alba 88c and 97c pure silk hose. Broken sizes, but colors good. Pair—  
**79c**  
 2 PAIRS FOR \$1.50

One table of sheets. 81 x 99 size. Special—  
**48c and 59c**

4-year guarantee sheets, 72x99 and 81x99—  
**73c**

Cases to match, each  
**19c**

Cannon fine muslin sheets in sizes 72x99 and 81x99  
**87c**

Pillow **10c - 15c - 19c**

Heavy Turkish towels that are big values **10c - 15c - 25c**

Bath mat and seat cover to match, only **15c**

**SILK HOSE**

One lot broken sizes in our regular 59c and 68c silk hose. Two pairs—  
**\$1.00**

JOIN THE THRIFTY CROWDS DURING THIS SALE IN  
**BELK'S BIG BARGAIN BASEMENT**

One lot men's sanforized whipcord pants. Blue, gray, tan. \$1.48 value—  
**97c**

One table men's dress and work sox, pair—  
**5c**

One table children's anklets, pair—  
**5c**

One table children's anklets, pair—  
**10c**

One lot men's sweaters  
**68c**

One lot boys' pullover sweaters—  
**25c**

One lot men's hats—  
**48c**

One Table LADIES' OXFORDS  
**\$1.00**

Men's shirts and shorts—  
**15c**

Men's and boys' union suits  
**48c**

Felt base scatter rugs—  
**5c**

40-inch curtain scrim, special, yard—  
**5c**

One table ladies' panties, 25c values—  
**10c**

Special!  
**SHEETING**

While Quantity Lasts

**4c YD.**

One table covert shirt-ing, yard—  
**10c**

New spring prints, yard  
**10c and 14c**

Boys' wool melton jackets, \$2.95 value  
**\$1.95**

Ladies' Slips—  
**25c - 39c - 48c**

See our display of useful notions—  
**3c**

500 new spring house dresses, all sizes and colors—  
**48c - 79c - 97c**

Children's dresses—  
**25c - 48c**

One lot silk hose, 48c value—  
**39c**

Tobacco canvas, yard—  
**2 1/2c - 3c - 3 1/2c - 4c**

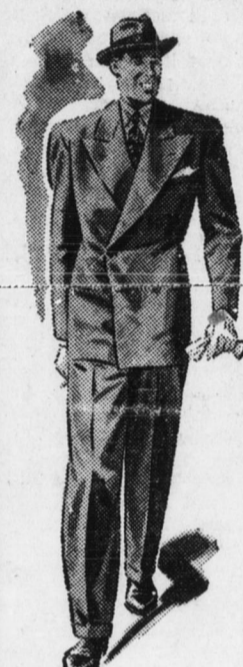
**MEN'S SUITS AND OVERCOATS**

One lot men's suits, values to \$14.95 **\$9.95**

One lot men's suits, values to \$16.95 **\$12.75**

One lot men's suits, values to \$22.50 **\$14.75**

One lot men's Overcoats  
**\$9.95 AND \$12.95**



Hanes Heavyweight UNION SUITS  
**79c**

One Table Men's DRESS PANTS

\$2.95 Values

**\$1.95**



One Table Men's Dress sweaters, values to \$1.95 **\$1.00**

All Men's Leather JACKETS REDUCED!



Boys' corduroy and wool jackets, \$2.95 value **\$1.95**

Boys' Suede Jackets, \$3.95 values **\$2.95**

Boys' Slipover Sweaters **79c**

ONE LOT MEN'S SHIRTS Values to \$1.48, Now Only **97c**

## SHOES

REAL CLEARANCE SAVINGS!

One Table NOVELTY SHOES Values to \$2.95

**\$1.00**

One Table NOVELTY SHOES Values to \$4.95

**\$2.00**

ONE TABLE LADIES' AND CHILDREN'S HOUSE SHOES

In broken sizes but amazing values if you can find your size. Pair **50c**

# BELK-DOUGHTON CO., ELKIN, N. C.