

BELK'S 75TH YEAR

GIANT HOLIDAY SALES!

9 FAMILY SHOPPING DAYS

NOVEMBER 14-23



OUR OWN HEIRESS ONE-SIZE STRETCH-FIT KNIT GLOVES

1.00

Pebble-stitch blend of acrylic and stretch nylon. Winter-warm yet no wool. Washable.



A DAINTY, COLORFUL APRON IS AN UNUSUAL GIFT IDEA!

1.00 and 1.99

Welcome gifts for any homemaker! Choose the half-apron with its convenient, button-on fingertip towel; the pretty "cobblerette" or the reversible print-and-solid color. All in cheery, colorful cottons.



GIANT 6-ROLL SUPPLY GAY CHRISTMAS WRAPPING

1.00 package

Choice of shimmering foil or gay yuletide papers. 26" wide, wrap big packages.



Archdale

OUR OWN ARCHDALE FULL-CUT MEN'S COTTON BROADCLOTH PJ'S

2.99

Made to our specifications, so you know they fit. Stripes, neat prints; blue, gray, maize, tan solids. Sanforized*, washfast. Reinforced at points of strain. *max. shrink. 1%.

Sizes A, B, C, D



Our SHOE Dept.

Is a One Stop for Every Member of the Family



matches embroidered nylon tricot sleepwear WARM, FLUFFY FLEECE WITH FINE BEAUVAIS EMBROIDERY

8.99

Arnel® triacetate and nylon fleece, rayon satin piping. Pink, white with blue, white with pink. S-M-L.



THE QUILTED DUSTER GLORIFIED IN VELVET

19.99

There's high fashion in the A-line silhouette, the puritan collar! Deep-piled rayon velvet in rich red, blue, green, royal or black. Sizes 8 to 18.



HANDPAINTED CHINA BIRDS IN TRUE-LIFE COLORS

1.00 each

Life-size! True-life colors! Graceful decoration for mantle, window. Give in pairs!



OUR OWN ARCHDALE MEN'S GENUINE LEATHER BELTS

1.50

Narrow, wide, wider! Excessive look buckles; smooth and textured leathers. 28-42".



NYLON TRICOT GIFT BRIEFS, TAILORED OR LACE TRIMMED

1.00

Lace edged, appliqued, fluted or strictly tailored! White, some in black, red, pastels. Two styles in nylon satin tricot. All in sizes 4 to 8, two in 4 to 10.



OUR OWN "STATE PRIDE" BOXED PILLOWCASE PAIRS

1.99 | 2.99

White or gay colored embroidery on quality cotton. Florals, His and Hers, Mr. and Mrs.



OUR OWN "B CASUAL" RIBBON-FRONT CARDIGAN

7.99

Luxurious blend of lamb's wool, fur and nylon. Bone, robin blue, maize, bottle green, cranberry. 34-40.

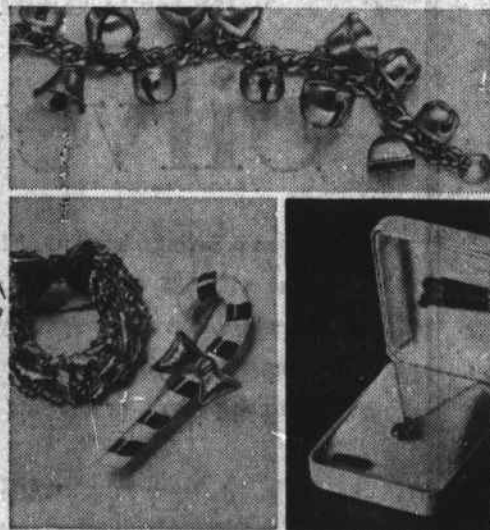
Our Children's Dept. Will Thrill the Wee Small Boy And Girl as Well as the 7 to 14 and Subteen Crowd



GIFT IDEA! SLIP AND HALF SLIP OF NEW ANTRON® NYLON TRICO®

5.99 | 3.99

This rich, lacy slip and half slip are made of ANTRON®, a new type of nylon, softer, more lustrous, more opaque. Slip has lined lace bodice, both have deep lace hems. White only. Slip, 32-40; half slip, S-M-L.



SEE COROTEN'S FABULOUS GIFT JEWELRY FOR TEENS!

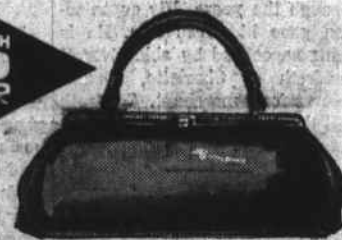
Here are gifts fit for a teen! See the birthstone pendants, each in its own gift box, the Christmas pins, "Jingle Bells" bracelets in golden metal. What's more, each is only 1.00!

1.00*

*plus 10% Fed. tax

Shop BELK'S First For All Your Clothing Needs

We Appreciate Your Patronage



Handbags with the luxury look at such a modest price!

See Our Large Selection of LADIES' BAGS \$1.99 to \$7.99

These perfect pretenders look like costly leather, but they're fashioned of "Bokaf," a fine, smooth calf plastic that's durable and washable! Choose from four trimly tailored, yet roomy styles, rayon satin lined, all with wall zippers. Black, brown, navy.

DIAMOND JUBILEE celebrating 75 years of service!

WE ARE SHOWING A MOST COMPLETE SELECTION OF HOLIDAY MERCHANDISE

"BOONE'S LARGEST DEPARTMENT STORE"

"SHOP WITH US TODAY AND EVERY DAY AND SAVE"

Belk's

OUR TOYLAND AND GIFT DEPARTMENT IS NOW OPEN IN OUR BASEMENT STORE OUR HOUSEWARES AND GIFT DEPARTMENT IS TRULY A WONDERLAND OF GIFTS.

Use Our Convenient Lay-a-way Plan A Small Down Payment Will Hold Any Item 'til Christmas