

OUR OWN

Brand Names Sale

Belk's

Home of Better Values

NOV. 4 THRU NOV. 13. You get dependable workmanship, lowest possible prices, first quality always. Ask for our brands by name — save!



SALE!
State Pride draperies
4.77

FIBER GLASS!
Easy care! Dramatic brocade texture. Blind-stitched bottom and side hems. 2-year guarantee against fading, rotting, mildew. 84" long. 63", reg. 3.99, 3.77.




SALE!
Lady Archdale blouse classics
2 for \$5

REGULARLY 2.99 EA.
Buttndowns, tiny collars! Sparkling white, pastels, deep tones plus exciting prints that make top news this season. Fine fabrics, precision stitching, dependable sizes. Misses sizes 30-38.



SALE!
never iron Archdale shirts
3 for \$10

Reg. 3.99 ea. Dacron polyester and cotton; new finish locks in shape, locks out wrinkles. Regular collar, convertible cuffs. White, colors. 14-17", 32-35".



SALE!

MANSTYLE®
pile-lined jacket
12.88

REGULARLY 14.99

LINE-FOR-LINE, TUCK-FOR-TUCK COPY OF FAMOUS BEST SELLERS!

Heiress®
"Featherdown" sleepwear
OF BRUSHED ACETATE AND NYLON
SALE 5.00
REGULARLY 5.99

Face-framing dropped shoulder yoke detailed with rows of baby-fine tucks. Tiny collar, soft lace to accent flower-spray embroidery. Shift, gown, pajamas, sleepcoat — each at this low get-to-know-us price! Pink, blue, aqua. Hand wash — but skip the ironing! Sizes S, M, L.



SALE! B-Casual misses' slim jims
5.00

Reg. 5.99. Stretch, wool flannels, blends. Famous maker workmanship. Sizes 8 to 18.

SALE! Heiress nylon tricot briefs
77¢

Reg. 1.00. Full cut, lively elastic. White, pastels, black. Sizes 4 to 10 in group.

MANSTYLE®
all wool suit

\$45 to \$60

Herringbones, hopsackings, worsted textures, flannels, mixture — choice is fabulous! Top maker tailoring — at a price that defies comparison.



FREE! with each suit this sale only Never Iron Archdale Perform - White Shirt

ZIP-IN PILE LINED BOYS' all weather coat **SIZES 8-20**

Tailored just for us! He'll wear it every single day! Zip pile lining comes in handy when weather turns cold. Rinsed 65% Dacron polyester, 35% combed cotton twill. Warm Orlon acrylic pile on inside; quilt-lined raglan sleeves. Navy, olive. 8 to 20.

13.88
REGULARLY 15.99

SPECIAL! 3 DAYS ONLY Thurs. - Fri. - Sat.

STATE PRIDE AUTOMATIC ELECTRIC BLANKET

Double or Single Size
\$10.77
Reg. \$12.99
Value 2
YEAR REPLACEMENT GUARANTEE



SALE! State Pride Bath Mat Set
2.77

Reg. 2.99. Pretty Rose Parade print. 21 x 36" rug, matching lid cover. 100% cotton.

SALE! State Pride Rose Parade towels
77¢

Reg. 1.00. Extra-thirsty loops, thick fringe. Pink, blue, gold, lilac flower print 24 x 46".

SALE! State Pride Medallion spread
6.77

Reg. 7.99. Woven-in design, thick fringe. White, antique white, colors. Twin or full.

SALE! Busy B-Baby B hooded carcoats
3.93

Reg. 3.99. Quilt-lined. Zip or button-up convertible hoods. Sizes 9-24 mos.; 2-4 yrs.

Agriculture In Action

FARM-CITY WEEK

We don't hear the words "country slick" and "city slicker" used much anymore.

Frankly, we applaud their disappearance from the American scene. They were most often used in an attitude of scorn, and served to point up a discouraging gap in understanding between rural and urban people.

Great strides are being made nowadays in bridging that gap, as city and country people come to realize that cooperation and understanding can kick a lot of stones out of the path of progress.

Observances like Farm-City Week are helping to coax this healthy attitude along, reminding citizens that there are many common bonds between the man on main street and the man who walks the plowed ground.

Not among the least important of these common bonds is prosperity. This will be brought out in activities revolving around the 1965 theme: "Agribusiness is your business."

Gov. Dan Moore has officially marked Nov. 19-25 for the 1965 version of Farm-City Week in North Carolina. The event will end on Thanksgiving Day.

"The prosperity and well-being of all citizens in North Carolina depend more and more each day upon the products and services of science, labor, industry and agriculture," Moore said, "so that there is a real need to develop a better understanding between rural and urban leaders and to strengthen the ties that bind us together."

Harry Gattton, executive director of the N. C. Bankers Association, is chairman this year for Farm-City Week in North Carolina.

Gattton noted that, while the program is national in scope, its success "depends on the interest and activities generated at the local level. It is in the counties and communities that the observance is made meaningful."

Record Year Is Reported By Burlington

New York, N. Y. — Burlington Industries, Inc. today reported record sales and earnings for its 1965 fiscal year and announced plans for the largest capital investment program in the diversified textile company's history.

Charles F. Myers, Jr., president, said Burlington's capital program for 1966 will total approximately \$125 million, or about 50% above the \$84 million spent in 1965. Burlington has five new manufacturing plants and a new research facility already under way. Mr. Myers said capital investment in 1966 will be divided about evenly between modernization and expansion, and adequate funds are on hand to finance the program.

Burlington's consolidated net sales for the year ended October 2, 1965, were \$317,375,000, compared to sales of \$317,375,000 for the period last year. Net earnings for the quarter were \$18,943,000, equal to 71 cents per share, compared to earnings of \$18,029,000 or 64 cents per share (adjusted for the stock split) for the period a year ago.

Results for 1965 are subject to confirmation by the Company's auditors. A quarterly dividend of 25 cents per share, payable December 1 to stockholders of record November 8, was declared today by the Burlington Industries Board of Directors.

In addition to the benefits from substantial capital spending for modernization and expansion, Mr. Myers said Burlington's performance last year was attributable to a number of factors, "including new product development and improved fabric styling and merchandising, aided by an expanding general economy which has helped the company increase sales volume and improve profit margins."

In commenting on current business, Mr. Myers said: "Textile fabric prices are generally firm. Burlington's order backlog and operating rate are at a high level and approximately in line with the time last year, and our finished goods inventories are in excellent condition compared with the current rate of sales."

Wage employees of Burlington are 31,000 which the Company will contribute this year to its profit-sharing retirement program. Contributions from profits now total in excess of \$16,500,000 in the three years the program has been in operation.