

Belk's Department Store

CHRISTMAS BOXES AND WRAPPING FREE

As a special courtesy to our Customers during the holidays, we are placing each purchase in a handsome Christmas Box, and wrapping in fancy holly paper. This service is absolutely without cost, and will save much worry in getting the gifts ready for Christmas morning.

Please Do Your Shopping Early, And-At BELK'S



The Christmas spirit has pervaded BELK'S Big Store, and gifts galore abound in every department. You owe it yourself and family to visit us and find out how economical our prices are. The quality of our goods is identical with that featured by BELK'S in the large cities —DON'T FORGET OUR LAY - AWAY PLAN!—

Gifts of Rare Quality for The Mans Christmas

Regardless of his tastes, a man's Christmas can be made a decidedly pleasant one with one of any number of gifts from our large Men's Department. A few suggestions may help you with your selections.

- Wool Scarfs, in many varieties of solid and mixed shades, very special at **48c**
- Handsome Silk Scarfs constitute a most desirable gift, and are being offered at **98c**
- Military Sets, handsomely made, beautiful cases... **97c, \$5.95**
- Hose in great variety, quality, patterns and shades **10c to 50c**
- Belt and Buckle Sets, a useful and appreciated gift **97c**
- Kid Gloves, up from **97c**
- Dress Shirts (Ritz) **48c to \$1.94**
- Bath Robes **\$1.94, \$2.95, \$4.95 and up**
- Pajamas **97c to \$1.94**
- Ties in Holly Box **25c, 97c up**

SPECIAL HOLIDAY OFFER
10% OFF ALL SUITS & OVERCOATS



Gifts For Women

Belks are especially well prepared to take care of the gift problem, as pertains to Mother, Sister, daughter or Sweetheart. A few examples:

- Hose, the gift uniformly appreciated, in wide range of prices **48c to 97c**
- Toilet Sets, Comb and Brush Sets, of exquisite styles, priced from **48c to \$5.95**
- Ladies' Gloves - a most acceptable remembrance, up from **48c**
- Candy, fine Chocolates at a price you can't beat **97c**

In our Lingerie Department you will find many, many desirable gifts, priced economically.

SPECIAL HOLIDAY OFFER—10% REDUCTION ON ALL DRESSES COATS AND HATS

- Dresses, unusual values **\$1.94 to \$16.50**
- Coats, reduced sharply **\$6.95 to \$59.50**
- Hats, real values **68c to \$2.95**

FREE ALTERATIONS

Christmas Boxes, a great aid at the last minute **2c UP**

Lamps, Table, many colored shades, provide useful Remembrances



BLANKET SALE

Right at the opportune season Belk's feel they are rendering a noteworthy service in drastically reducing the price of Blankets. These are carried in various grades and prices to meet the individual need, and a rare opportunity is offered to stock up economically.

- Blankets, to suit your pocketbook at **58c, 98c & Up**
- Wool-Mixed Double Blankets, a rare opportunity **\$1.94**

THOUSANDS OF TOYS To Make Happy and Healthy Girls and Boys

A great variety of wheeled toys for the children—wagons, Tricycles, Automobiles, etc., priced up from **79c**
Beautiful Dolls, all sizes, kinds and prices **19c to \$5.95**

Other Gifts for the children include Slippers, Sweaters, Gloves, Pajamas, and all those dainty things for Baby. You will find it easy to select something just right for each youngster in the Children's Department.

**EVERYTHING WITH WHICH TO
FILL SANTA'S PACK**

OUR SHOE DEPARTMENT

is absolutely the largest in this section and the values we are offering are extraordinary. From the heavy boots and work shoes for the outdoor man, to the exquisite slippers for Milady's evening wear, Belk's are prepared to fill your every need in Footwear. Be sure to visit our Shoe Department often. Great savings await you.

BELK-WHITE COMPANY

"Boone's Newest Department Store"