

WE'RE ALL AGLOW WITH CHRISTMAS

ELEGANT

...for Holiday
Eves



Lady
Archdale
A Belk Exclusive —
Your assurance of
highest quality
and correct
fashion.

Miss **B**
DRESSES
...with a Festive Air
You get Better Quality in Belk's
own brands. You'll find "Miss B"
only at Belk stores.



busy **B**

Is Belk's own label
for high quality
and fashion



Sparkling Holiday Fashions

MANSTYLE
Archdale
Andover
SUITS
and
Sport Coats



Glenn Ayre
For Boys
SHOES
for the
FAMILY



Heiress
Sleepytime
Gifts

Belk's Own
Sleepwear,
Lingerie,
Hosiery,
Gloves
Shoes,

There is more value in our
Exclusive Heiress Brands.

R & K
originals



Toyland

In Our Basement

Belk

Open Fri. Night 'till 9

State pride
Rugs — Bath Mat Sets — Sheets — Linen

Belk's own label that assures you of
Highest Quality at a Genuine
Savings.