

The Times

Christmas



SHOPPING

GUIDE

**TO OUR READERS**

Once every twelve months people over the entire world celebrate the Yuletide Season by remembering their friends and loved ones with a token of some kind. This long established tradition has been developed to such a degree that today it is highly commercialized by Merchants everywhere. The swindler, the cheat, the sharp tongued, high powered salesman capitalizes on the Christmas Season to the detriment and loss of Christmas Shoppers. Realizing this The TIMES has selected a group of Merchants that are known to be reliable, to advertise in this Christmas Shopping Guide. We urge our readers to patronize these Merchants for their own protection. The TIMES has assumed the responsibility of vouching for each and every Ad appearing in this paper.

**BELK'S**

In Kinston

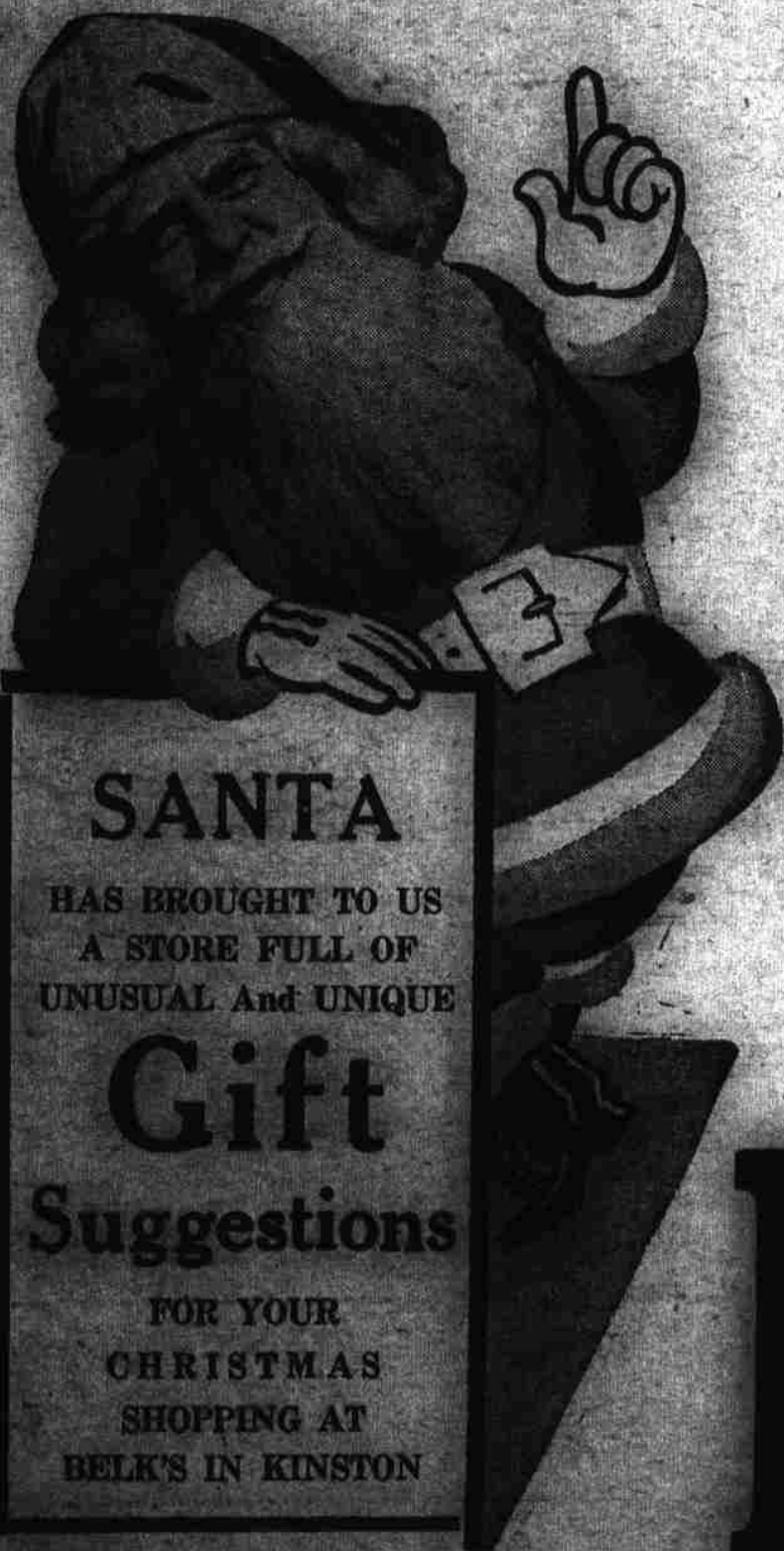
Make

Your

**GIFT HEADQUARTERS**

**A WHOLE NEW GIFT DEPARTMENT NOW OPEN**

**COME EARLY WHILE OUR STOCK IS COMPLETE**



**SANTA**

HAS BROUGHT TO US  
A STORE FULL OF  
UNUSUAL AND UNIQUE

**Gift  
Suggestions**

FOR YOUR  
CHRISTMAS  
SHOPPING AT  
BELK'S IN KINSTON

Christmas Shopping season is here! Belk's Gift Shop is open with the grandest array of novel suggestions ever collected in Kinston . . . far too many to enumerate in this advertisement.

The greatest collection of brand-new costume jewelry ever shown in this section of the State!

NEW SHIPMENTS OF GIFT MERCHANDISE HAS JUST BEEN UNPACKED. INCLUDED ARE SUCH ITEMS AS STERLING SILVERWARE, NOVEL GLASS WARE, FLOOR AND TABLE LAMPS, HANDSOME CARD TABLES, UNIQUE ASH TRAYS, Dainty DRESSER SETS, FITTED CASES, COSMETIC SETS, TABLE WARE FOR THE MODERN HOSTESS, AND LOADS AND LOADS OF OTHER ITEMS FROM THE FOUR CORNERS OF THE EARTH.

OF COURSE, ALL OF THE GIFT SHOP ITEMS ARE IN ADDITION TO THE STAPLE ARTICLES OF MERCHANDISE TO BE FOUND IN OUR STORE AT EVERY CHRISTMAS SEASON, ALL OF WHICH MAKE IDEAL GIFTS.

**NEW  
STYLES IN**

- LINGERIE --
- NEGLIGEEES --
- MEN'S TIES --
- DRESSING ROBES --
- GIFT SOX --
- MEN'S AND LADIES  
LINEN HANDKERCHIEFS
- BED ROOM SLIPPERS --
- NOVELTY LINENS --
- COSMETICS --
- LUGGAGE --

**BELK'S**

Department  
Store In  
**KINSTON**

**Christmas Headquarters For Shoppers From Duplin County**