

**GIFTS FOR "HER"**

- Lovely Gowns 97c to \$2.95
- Pajamas 97c to \$4.95
- Bed Jackets 97c - \$1.29 - \$1.95
- Ladies' Slips 97c to \$1.95
- House Coats 97c to \$2.95
- Lounging Robes \$1.95 to \$5.95
- Evening Dresses in all the lovely new styles— \$4.95 and \$7.95
- Fur Jackets \$9.95 to \$16.50
- Sweaters 97c to \$2.95
- Scarfs 25c and 39c
- Panties 25c to 59c
- Pantie Sets 97c



HERE'S YOUR ANTI-WORRY SOLUTION!  
★ ★ ★ Grand ★ ★ ★

**GIFTS**

for Everyone ★ ★



**ON EVERY FLOOR AND COUNTER AT BELK-DOUGHTON CO.**

**GIFT PACKAGES ATTRACTIVELY WRAPPED FOR OUR CUSTOMERS**

If it's quality gifts you're seeking, and you don't want to have to look from store to store, come to Belk-Doughton Co. For here, on our three large floors, we have gifts of every kind and description! Gifts for men and boys! Gifts for Women and Children. Gifts for the kiddies, and a Toyland that has everything to make it easy for Old Santa to have a full pack when he comes down the chimney Christmas morning. Better yet, our gifts are reasonably priced, saving you money on all your purchases and thus making Christmas shopping easier on your purse. Visit us today—and every day until your gift list is completely filled!

**BE SURE TO SHOP ALL THREE FLOORS FOR BIGGER GIFT VALUES!**

**GIFTS FOR "HER"**

- Brassieres 25c to 97c
- Girdles 48c to \$2.95
- Long Sleeve Print Dresses 97c and \$1.95
- Children's Coats \$2.95 to \$8.95
- Dresses in attractive new styles \$1.95
- Ladies' Hats 79c to \$2.95

- GIFTS for BABIES**
- Crib Comforts \$1.29 and \$1.95
  - Crib Spreads 25c to 97c
- Many other gifts of all kinds for babies 25c to 97c
- Visit our Baby Department Before Christmas

**GIFTS FOR "HIM" WE HAVE PLENTY HERE!**

**MEN'S SUITS**  
A practical gift for father, husband or son. All new styles, greater values.  
**\$9.95 to \$22.50**

**OVERCOATS**  
An overcoat will prove a thoughtful gift, especially if it comes from here where values are greater.  
**\$12.95 to \$19.50**

**HATS**  
He will really like a new hat for Christmas. Our large assortment makes choosing easy.  
**\$1.95 and \$2.95**

**GLOVES**  
You'll really get a hand if you give him gloves. All styles, lined and unlined. Prices from—  
**97c to \$1.95**

**SHIRTS**  
No man has too many shirts. Give him several of these, in patterns and solid colors, including white.  
**97c to \$1.95**

**PAJAMAS**  
Our pajamas will make a real hit with him. Styled like men like them in colors they will approve.  
**97c to \$3.95**

**ROBES**  
A sensible gift if there ever was one. Warm, good looking robes that will make a big hit with any man!  
**\$2.95 to \$5.95**

**BELTS**  
He will appreciate a good belt for Christmas. Fine leathers, attractive buckles. See and select today.  
**25c to \$2.50**  
Suspenders 25c to 97c

**FITTED CASES**  
Every man needs a fitted case to carry with him when he travels. Put one of these under the tree Christmas morning.  
**48c to \$3.95**

**HUNTING COATS**  
Does he like to hunt? Then by all means give him a new hunting coat. Sturdily made, inexpensively priced.  
**\$1.95 to \$3.95**

**HUNTING PANTS**  
Made of high quality material to season after season of wear. He'll say "O. K." when he finds this under the tree.  
**\$2.95**

**TIE, HANDKERCHIEFS**  
He will appreciate an attractive tie and handkerchief set. In attractive gift boxes—  
**97c**  
Ties 10c-25c-48c-97c

**MEN'S HANDKERCHIEFS**  
Plenty of men's handkerchiefs in a profusion of styles and at all prices. Give him plenty for Christmas.  
**2 for 5c to 25c Each**

**JACKETS**  
What man wouldn't appreciate a good leather jacket! We have them in blue melton to the highest quality horsehide.  
**\$2.95 to \$9.95**

**MEN'S SOX**  
Don't let him kid you about sox. The more he gets the better he likes it. And he'll like these plenty. Stock him up.  
**10c - 15c - 25c**

**VISIT OUR TOYLAND For Greater Values!**

- COWBOY SUITS** Complete Outfits 97c to \$4.95
- TRICYCLES** \$1.48 to \$9.95
- STURDY WAGONS** 87c to \$5.95
- FIRE DEPARTMENT CARS** \$5.95 to \$12.95
- Children's **ROCKING CHAIRS** \$1.95 to \$4.95
- BEAUTIFUL DOLLS** 25c to \$1.95
- BABY STROLLERS** \$2.95 to \$4.95
- DOLL CARRIAGES** All sizes— \$1.48 to \$4.95

**CANDIES**  
5 Pounds, Special **97c**  
Other Candies— 19c to \$1.95

*A Thousand and One Toys*  
IN OUR **TOYLAND** BASEMENT STORE

Toy Pianos 97c to \$1.95	Fire Trucks, Market Trucks, etc. 25c	Tootsietoy Toys 48c and 97c
Doll Bassinets 97c to \$3.95	Airplanes, Wreckers, Steam Shovels 48c	Trains 97c-\$1.48-\$1.95
Maple Desk Outfits \$7.95 to \$19.95	Gun and Holster Outfits 25c to 97c	Good Assortment of Books 25c to 59c
Art and Color Paint Sets 25c to 97c	Pop Guns 15c to 48c	Chinese Checkers, Bingo, and other games 25c - 48c
Moulder Sets 25c to 39c	Daisy Air Rifles \$1.25 to \$5.00	Betsy Wetsy Dolls \$1.95 and \$2.95
Aluminum Tea Sets 48c and 97c	Rubber Animals, dogs, rabbits, etc. 10c	Dy-Dee Baby \$3.95 to \$7.95
Glass Tea Sets 25c and 97c	Block Sets 25c to 97c	Beautiful Dolls \$1.95 to \$2.95
Wreckers, Fire Trucks, Steam Shovels, etc. 97c	Tool Chests 97c to \$2.95	

**THESE WILL Make Welcome GIFTS**

- LAMPS** 97c to \$4.95
- PICTURES** 97c to \$1.79
- CANNON TOWEL SETS** \$1.95 to \$4.95
- FLOWERS** 48c to 97c
- SPREADS** \$1.00 to \$4.95
- BLANKETS** 97c to \$12.95
- HAND BAGS** 59c to \$2.95
- HOSIERY** 59c to \$1.00
- MANICURE SETS** 25c to 97c
- BOUDOIR SETS** 97c
- STATIONERY** 48c and 97c

**SILVERWARE**  
Beautiful 50-Piece Set in Attractive Case, Special—  
**\$10.00**

**BELK-DOUGHTON CO.**

ELKIN, NORTH CAROLINA