



YOU ARE INVITED....

We invite you to use our convenient Budget Plan to purchase your new fall clothes, if you desire. Select the clothes you want, pay small amount down and pay balance in easy weekly payments. We will be glad to have you join our long list of satisfied Budget Plan customers.

McDANIEL'S

Fall Opening

Thursday, September 12th

Thrilling New Styles for a Thrilling New Season Await Your Approval!



You... and you... and you... are invited to attend McDaniel's Fall Opening, which gets under way this morning (Thursday)! New fall stocks are in, with many, many thrilling new styles in ready-to-wear and shoes for every member of the family! Styles are the newest! Quality is of the highest! Prices are the lowest! So come right on just as soon as you can and select your new Fall Ensemble while choice is complete. Just a few of the many new creations are listed in this advertisement. Visit us to see all!

Lovely New Dresses in Every New Style and Material!

Levine and Nan Taylor clothes, as seen in Vogue, assure you of more style, more quality. Beautiful models in rayon crepe and wool and rayon fabric. Every lovely new color for a grand new season. Why not select yours today.

\$4.98 to \$19.95

Velveteen and Corduroy Dresses

Marvelous new styles in glowing fall colors. You'll have to have at least one of these new creations for your fall wardrobe.

\$7.95

Sport Dresses

Lynbrook sport dresses in new materials, colors and styles. So attractively styled that you'll want several. Beautiful wools and crepes.

\$4.95 to \$10.98

Ladies' Suits

Ladies' costume suits that set a new high for style and quality. All the new colors. Beautiful tailoring. Marvelous values.

\$10.95 to \$39.95



Fall's Latest Styles in NEW COATS

Hurry now and select your new fall coat while stocks are complete. We are showing many beautiful styles in sport coats, fur trimmed and dressy models. Complete range of sizes.

\$10.95 to \$39.95

Gloves and Bags

Beautiful new gloves in suede and fabrics—

\$1.00 and \$1.98

Newest bags in suede, patent, kid, alligator

\$1.00 to \$2.98

Dozens of New Styles In Adorable Fall HATS

Lovely new hats in every style that's new and stylish! Come in today and select yours while stocks are complete!

\$1.00 to \$3.98



Fall Shoes

Lovely new shoes by P. Hagerty in newest leathers and styles. Suedes, alligators, combinations. Arch supports. All the new fall colors.

\$5.00

OUR MEN'S DEPT.

Is Ready With Everything For Fall!

Men's Suits

Newest fall suits by Curlee. New fabrics, new colors, new styles! Single and double breast models. Gabardines, worsteds. Stouts, regulars, slims.

\$24.75



Fingertip Coats

You must have one of the new Fingertip Coats for fall, especially if you are going away to school. Gabardine and Corduroy.....

\$10.95 up



Ritz Shirts

Buy plenty of the new Ritz shirts for fall. White, solid colors and patterns. Well made of best quality materials.

\$1.65 - \$1.95

Sports Jackets

Definitely a "must" for fall. Come in today and let us show you the new sports jackets in the new styles for fall, 1940.

\$5.00

Dobbs Hats

Newest styles, colors, and plenty of quality in these new fall Dobbs hats. Select yours today.

\$5.00

Berg Hats

A lot of hat for a very low price. Fine quality felt, correct style, new fall shades.

\$3.50



McDANIEL'S DEPT. STORE

ELKIN, N. C.