



BELK - TYLER CO.
 — WILLIAMSTON —
Cordially Invites You to
EASTERN CAROLINA'S
Christmas Store

Here is the Real Christmas Store . . . Brimful of practical and unique gifts. Join the thousands of eager holiday shoppers and be sure to make Belk-Tyler's your "CHRISTMAS SHOPPING CENTER" — It will pay you!

LUXURIOUS ROBES
 The largest assortment in town! Satins! Taffetas! In zipper fronts and button models. ALL COLORS! ALL SIZES! ATTRACTIVE BOXES!

\$1.98 \$2.98
\$3.98 \$4.98

BETTER ROBES
 In Fine Satins and Flannels from

\$5.95 to \$7.95




LOUNGING PAJAMAS
 All women appreciate fine Lounging Pajamas. You will find a large assortment here . . .

Satin Pajamas
 Print Pajamas
 Corduroy Pajamas

All attractively boxed for Gift purposes

\$2.98 to \$5.95

Miss New Yorker Slips \$1.98



Fine GIFT HOSIERY
 By America's leading makers. All Christmas hosiery in attractive boxes—without additional cost!

CORA SILK HOSIERY
 In semi-sheer weights, all pure thread silk. **49c**

REIGN BEAU SILK HOSIERY—Lovely quality, all pure thread silk. All Colors. **79c**

HILLCREST SHEER CHIFFONS—Lovely 2-thread chiffons, ringless. Finest silks. Newest colors. **98c**



LOVELY GIFT GLOVES
 A wonderful collection. Fine capes, kids and suedes. Pullons and novelty cuffs. Blacks, browns, green and dubonnet.

\$1.98 \$2.98

KIDDIES' WOOL GLOVES
 Novelty woolen gloves in bright colors. All sizes.

29c 59c



Chenille Bathroom Sets
 Heavy quality, neatly patterned. In all colors to match your bath. Rec with seat cover to match

\$1.39

Cannon Wash Cloth Sets
 Colorful wash cloths packed in Christmas packages. Very useful

25c - 48c

GIFT BAGS
 The newest of the new! Just in for Christmas selling . . . Suedes! Cuffs! Morocco! Pigskins! In blacks, browns and novelties. Zipper tops and handle straps.

48c 98c \$1.98



Gift Linens from All Over the World!
PRINTED LINEN TOWELS
 Smart towels, all pure linen, in lovely colorful designs.

35c 48c

PILLOW CASES
 Fine quality Pillow Cases, in lovely embroidery and applique. **\$1.00**

GRASS LINEN BRIDGE SETS

HAND EMBROIDERED LINENS, lovely quality, 36 inch cloths with 4 napkins **\$1.00**



Gorgeous
GIFT LINGERIE
 SILK GOWNS—In fine pure silk Crepes as well as heavy Satins. Tailored and lace trimmed styles.

\$1.98 \$2.98

SILK PAJAMAS—Smart tailored Satins. Lacy Satins and Crepes! In a wonderful assortment of styles.

\$1.98 \$2.98

SILK SLIPS—Fine Crepes as well as Satins. Lace trimmed and tailored styles. All sizes. In lovely boxes.

98c \$1.98



Dainty
GIFT TOILETRIES
 The finest lines on the market! Evening in Paris, Yardley's Houbigant, and other high grade lines. In lovely Gift sets!

YARDLEY GIFT SETS
 Yardley's fine lavender in a large collection of the new Holiday Gift set.

\$1.10 \$2.85



GIFT BASKETS
 Very attractive baskets containing lavenders, toilet waters, perfumes and dusting powders. Tied in large cellophane bows.

25c 98c

GIFT HANDKERCHIEFS GALORE
 Thousands of handkerchiefs gathered from all corners of the globe! Fine novelty linens. In white, pastels and street colors. **5c to 35c**

MEN'S FINE HANDKERCHIEFS
 Fine linens in hand rolled edges as well as wide hems. Large sizes **10c to 25c**



Fine Woven Spreads
 Cannon Mills and Bates Spreads. Heavy woven cottons in Early American and floral effects. All colors.

\$1.98 \$2.98

CHATHAM'S GIFT BLANKETS
 Fine Woven Blankets in pastels and plaids. Beautiful quality. In attractive Christmas boxes.

\$5.95



Quality
GIFT LUGGAGE

A large stock of Holiday cases are ready for you! NOTHING MAKES A MORE APPROPRIATE GIFT THAN A GOOD PIECE OF LUGGAGE!



FITTED CASES
 Lovely week-end cases with beautiful fittings. All sizes.

\$4.98 \$5.95

GIFT BOUDOIRS
 Leather Boudoirs, good quality. In soft soles as well as leather. All sizes . . .

98c



Girls'
BOUDOIRS
 Novelty boudoirs in all colors for kiddies and Misses. An ideal gift.

98c

Red Top
KIDDIE BOOTS
 Pure gum boots for Kiddies with the red top. All sizes.

\$1.25

GIFTS FOR ALL BOYS
BOYS' TIES
 Made of fine silk. All shapes for boys. In Christmas boxes.

25c



"Dixie Dan"
DRESS SHIRTS
 In the newest patterns for Gifts

48c

Sheep-lined Jackets
 Fleece lined, with warm collars. Belted back. All sizes.

\$2.98

BELK-TYLER'S Toyland

The Most Complete Selection of TOYS in Eastern Carolina



- | | |
|----------------|------------------|
| DOLLS | TABLE SETS |
| CARRIAGES | CRADLES |
| TEA SETS | BEDS |
| BOATS | TYPEWRITERS |
| TRICYCLES | SKATES |
| SCOOTERS | WASHING MACHINES |
| WAGONS | DONALD DUCKS |
| TRAINS | PEDAL BIKES |
| AEROPLANES | PICTURE GUNS |
| DOLL FURNITURE | TEDDY BEARS |
| BLOCKS | STOVES |
| GAMES | TRUNKS |
| AUTOS | BOOKS |
| AIR RIFLES | COWBOY SUITS |
- And Hundreds of Other Toys to Select From

GIFTS FOR MEN "Permasette" GIFT SHIRTS
 IN CHRISTMAS BOXES

Fine Count Broadcloths, full shrunk, with fused collars. In a large collection of new styles

97c



"AETNA"
FINE SHIRTS

\$1.48

GIFT NECKWEAR
 A glorious new line to choose from. Silks in plain and fancy patterns. In Christmas boxes . . .

48c 97c



MEN'S FINE ROBES
 Plain woollens, Brocaded Crepes and novelties. Plenty of new styles to choose from. All colors.

\$1.98 to \$7.95



MEN'S GIFT PAJAMAS
 Fine quality pajamas in novelty styles in lounging types.

\$1.48 \$1.98 \$2.48



MEN'S GIFT BELT SETS
 Leather belts with fine buckles with initials. Very smart.

98c \$1.48

MEN'S LEATHER BOUDOIR SLIPPERS
 Solid leather with soft and leather soles. Blacks and browns. All sizes.

98c \$1.98

BELK-TYLER COMPANY
 WILLIAMSTON, N. C.