MAKE...

BELK-MATTHEWS YOUR GIFT CENTER

Unusual Gift Ties



He'll Really Mean It when He says they are swell-

48c AND 97c

IT'S SMART TO GIVE SHIRTS

If they are well tailored-

> 1.48 1.88



Smartly Patterned and Long Wearing Too



Give Him A ROBE

That will give plenty of warmth-

4.95 to 11.95

They are the most practical and wearable GIFT - It's all in line of civilian duty to keep warm this winter - Give a handsomely Tailored Robe for Christmas.

GIVE USEFUL GIFTS

PICTURES ----

Chenille Bath Room SETS Pretty Bath Room Sets in Pastel or Multi-Colors-Complete with lid cover - Fast color, easy to Laundry-

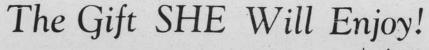
CHENILLE BED SPREADS

In all Colors-Make Useful GIFTS-

3.95 to 8.95

Ideal

31	
	FLOWER BASKETS 97c
	BUD VASES 48c
1	MIXING BOWLS 68c
	THROW RUGS \$1.94
	WATER GLASS SETS \$1.45
	SALAD PLATES 97c
Special Control	NOVELTY PITCHERS 35c to 97c
	ASH TRAY SETS \$3.95
3	CANDY JARS 48c
	NUMEROUS OTHER NOVELTIES



SATIN AND QUILTED ROB-ES in Peach, Ecru, Blue and Red make lovely GIFTS-

4.95 to 7.95



1.45 - 1.69 & 2.95 All Sizes, Pink and Blue

LADIES GORGEOUS GOWNS Tea Rose; Blue and Whites -These Gowns make ideal Gifts-

2.95 & 3.95



Ladies Hose

All Sizes, Rayon and Cotton-

35c to \$1.35



BEAUTIFUL HOLIDAY DRESSES

Just in time for your HOLIDAY WARDROBE - Lovely crepes, spuns, Failles and many novely weaves for your selection - Sport, Street or Dress wear.

While many types of Toys are not available this year, an ample variety of Dolls and soft toys exist.

BRING The KIDS TO BELK'S TOYLAND

--- \$1.25 to \$2.95

In the deepest corner of every Childs Heart is a Dream of CHRISTMAS-Don't let them down, there are still plenty of PLAY THINGS. See them TODAY.



-MATTHEWS COMPA

'Home Of Better Values"

Cherryville, N. C.

