

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



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

\$1.29

CHENILLE BED SPREADS

In all Colors-Make Useful GIFTS-

3.95 to 8.95

Ideal GIFTS

- PICTURES ----- \$1.25 to \$2.95
- FLOWER BASKETS ----- 97c
- BUD VASES ----- 48c
- MIXING BOWLS ----- 68c
- THROW RUGS ----- \$1.94
- WATER GLASS SETS ----- \$1.45
- SALAD PLATES ----- 97c
- NOVELTY PITCHERS ----- 35c to 97c
- ASH TRAY SETS ----- \$3.95
- CANDY JARS ----- 48c
- NUMEROUS OTHER NOVELTIES

The Gift SHE Will Enjoy!

SATIN AND QUILTED ROBES in Peach, Ecrú, Blue and Red make lovely GIFTS-

4.95 to 7.95



GIVE SLIPS



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 novelly 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**

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.



BELK-MATTHEWS COMPANY

"Home Of Better Values"

Cherryville, N. C.

