



MAKE . . . BELK MATTHEWS YOUR GIFT CENTER

IT'S SMART TO GIVE SHIRTS

Give him a shirt, on every Man's list of things he hopes he gets a shirt for Christmas.

**\$1.48
AND
\$1.88**



UNUSUAL GIFT TIES



He'll really mean it when He says they are swell—

48c AND 97c

GIVE HIM A ROBE



Smartly Patterned and Long Wearing too 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.

\$4.95 TO \$11.95

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
ASH TRAY SETS	\$3.95
CANDY JARS	48c
NUMEROUS OTHER NOVELTIES	
NOVELTY PITCHERS	35c to 97c

GIVE USEFUL GIFTS

CHENILLE BED SPREADS

In all Colors—Make Useful Gifts.

LADIES HOSE

All Sizes, Rayon and Cotton—

35c TO \$1.35

ATTENTION, MEN!

We are now in position to offer you the Nationally Advertised Line of Mc-Gregor Toilet Articles.

Complete Line of After-Shave Lotion, Talcum, and Shave Cream.

Lovely Robes

THE GIFT SHE WILL
ENJOY

CATIN and Quilted

Robes in Peach, Ecru,

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 AND 3.95



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 Child's 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.