



At McDaniel's

You may shop for Christmas with the assurance that you are buying nationally known, nationally advertised apparel for men. Our Men's Department is satisfied only with the best, and no matter what price you pay you will receive the very highest of quality. Keep this in mind when you spend for Christmas gifts

McDaniel's Welcomes You

TO A

Gay, Christmas Store!

SANE, SENSIBLE GIFTS THAT WILL MAKE AN INSTANT HIT WITH ANY MAN!

If you are all bothered about what to give "Him" this Christmas, come right on down to our Men's Department for the answer. We have dozens of gifts that will be "right up his alley," and our sales force will be more than glad to aid you in selecting. This year, more than ever, we are ready with what men and boys really like. Our shelves and tables are fairly groaning under their burden of sane, sensible gift items. So remember, if you would please him most, visit McDaniel's Men's Department.



A Robe for "HIM"

A beautiful, luxurious robe of silk or wool will please him, and how! Ask to see our large stock at almost any price you wish to pay!

\$2.98 to \$12.50



\$30.00 FREE!

To Be Given Away Friday at 5:30 P. M.



FITTED CASES

Men's fitted cases with zipper. A gift he will really prize!

\$1.98 — \$2.98

SCARFS

Men's wool and silk scarfs that will make an instant hit at Christmas!

49c to \$1.49

SWEATERS

A sweater for him will make an ideal gift. Many styles he will like.

\$1.98 to \$5.95

Boys' _____ **\$1.98 to \$3.49**

Overcoats

A new overcoat by Merit will make a thoughtful gift! Single and double breasted styles.

\$19.75 - \$22.50

Why Not a Suit?

Here's another idea. Why not give him a Merit or Curlee suit? Prices from—

\$19.75 to \$29.75

Dobbs Hats

\$5.50

Berg Hats

\$3.95

E. & W. Hats

\$2.98

SHOES

Brownbilt **\$2.98 - \$3.98**

Friendly Fives **\$5.00**

Jarman **\$7.50**

Weyenberg **\$4.98**

Massagics **\$8.75**

Florsheim **\$8.75**

Leather Boots

Give him a pair of leather boots. Fine for hunting and bad weather.

\$4.98 to \$7.50

Mackinaw Coats

Men's all-wool mackinaw coats. He will like one of these.

\$8.95

Boys' _____ **\$5.95**

Men's Ties

Beautiful gift ties, individually boxed, will prove a gift he will like. Many colors and patterns.

50c - \$1.00

Tie - Handkerchief Sets

You'll want to be sure and look over this assortment of nicely boxed tie and handkerchief sets.

49c - \$1.00

Boys' _____ **25c and 49c**

Tie and Muffler Sets

Another worthwhile gift for him. Newest colors and patterns.

49c and \$1.00

Boys' _____ **49c**

Belt and Buckle Sets By Pioneer

49c - \$1.00 - \$2.50

Boys' _____ **25c**

Suspender and Garter Sets

\$1.00

Other Sets _____ **49c**

Jewelry For Men

Men's initialed tie chain and belt buckle, by York—

\$1.00

Tie chains (initialed) **50c**

Tie Bars (initialed) **50c**

Others **\$1.00**

Men's Handkerch'fs

A large assortment of mono-grammed handkerchiefs that men will like. Boxed sets.

25c and 50c

Underwear

Be practical. Give him several suits of E & W shirts and shorts. Each garment—

49c

Give Him Shirts

He will be expecting several shirts. We have E. & W., Ritz and Manhattan in colors and patterns he likes.

98c to \$2.50

Men's Socks

He will be expecting socks, too. Here you have choice of silk, wool and lisle in patterns that are new and correct.

25c to 50c

Lounging Slippers

He must have lounging slippers to go with his new robe. We have the style he will like for comfort and wear.

98c to \$2.49

Gloves

Fine cape and pigskin gloves, lined or unlined. It's a gift he will need and appreciate. Gray, brown, tan and black.

98c to \$2.98

Don't forget that each Friday is Premium Day at this store. We give away \$10.00 or more each Friday afternoon at 5:30 o'clock.

JACKETS

All-wool Meltons—

\$2.98

Capeskin, in brown or black. With knit bottom—

\$6.95

Cossack Type _____ **\$7.95**

Horsehide _____ **\$9.90**

RIDING PANTS

Men's riding pants. He will need a couple of pairs.

\$2.98 and \$3.98

Boys' _____ **\$1.98**

BOYS' SHIRTS

Goodness knows that youngster never has too many shirts. Give him several of these E. & W. Jr.

79c and 98c

PAJAMAS



Luxurious pajamas by B. V. D. in finest silk! Good looking, long wearing pajamas of soft cotton. The styles he will like and appreciate!

\$1.98 to \$4.98

McDaniel's Dept. Store

ELKIN, N. C.