



# Belk-Doughton Co.

WILL MAKE IT A



# MERRY



# CHRISTMAS

AND A THRIFTY ONE AS WELL!

Friday morning Elkin's newest and largest department store opens its first Christmas season! And we're proud to say we're ready . . . ready for one of the grandest holiday seasons you can imagine. For every floor is ready with Christmas goods . . . items that will solve your Christmas gift problems without putting a strain on your purse. Be sure to visit us first thing and see what Old Santa has assembled to make your Christmas happier and less expensive.

(GIFT PACKAGES GLADLY WRAPPED FOR OUR CUSTOMERS)

## Gifts for "Him"



- Men's Pajamas, outing and broadcloth . . . . . 97c up
- Men's Ties . . . . . 25c-48c-97c
- Men's Flannel Robes, \$7.95 value . . . . . \$5.95
- Men's Shirts . . . . . 79c to \$1.95

- Men's Socks . . . . . 15c to 48c
- Men's Socks . . . . . 97c up
- Belts . . . . . 48c to \$2.50
- Swank Jewelry for men 25c to \$2.50
- Men's Hats . . . . . 97c to \$4.95
- Men's Handkerchiefs . . . . . 5c to 48c



- Men's Leather Jackets \$4.95 to \$7.95
- Men's Sweaters . . . . . 97c to \$3.95
- Men's Suits . . . . . \$9.95 to \$22.50
- Men's O'Coats, \$24.50 value . . \$16.50
- Men's Fitted Cases . . . . . 48c to \$3.95

### CHECK THESE GIFT SUGGESTIONS

- |  |  |
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| Table Lamps . . . . . 97c to \$3.95                        | Linens . . . . . 58c to \$4.95                                       |
| Bun Warmers, Chromium Plated . . \$1.79                    | Blankets . . . . . 97c to \$12.95                                    |
| Pictures . . . . . 48c to 97c                              | Chenille Spreads, beautiful assortment . . \$1.59 to \$4.95          |
| Mirrors . . . . . 97c                                      | Down filled taffeta comforts, a real \$10 value for . . . . . \$7.95 |
| Decorative Flowers, Poinsettias, etc. . . . . 97c          | Ladies' Silk Hose . . . . . 48c to 97c                               |
| Hundreds of imported novelty gifts . . . . . 25c to \$1.95 | Handkerchiefs . . . . . 5c to 25c                                    |
| Vanity Sets . . . . . 97c up                               | Gift Stationery . . . . . 48c and 97c                                |
|  | Ladies' Handbags . . . . . 59c to \$1.95                             |

### INFANTS' DEPARTMENT

We have a complete line for Baby from 6 weeks to 2 years of age

SWEATER SUITS - CARRIAGE ROBES - WOOL SHAWLS  
CANDLEWICK CRIB SPREADS IN PINK, BLUE AND YELLOW  
Be Sure to Visit our Infants' and Children's Department

## Hi, Kids!

Meet Old Santa Claus Himself Friday Afternoon At 3:30

IN OUR

## TOYLAND!

(BASEMENT STORE)

FREE GIFTS To All Children Who Are Accompanied By Their Parent

WE'RE LISTING JUST A FEW OF THE MANY FINE TOYS YOU'LL SEE AT BELK'S

- Dolls . . . . . 25c to \$9.95
- Wagons . . . . . 97c to \$4.95
- Tricycles . . . . . \$1.95 to \$7.95
- Doll Carriages . . . . . \$1.95 up
- Cowboy Suits . . . . . 97c to \$5.95
- Indian Suits . . . . . \$1.00
- Mechanical Trains . . . . . 97c up
- G-Man Sets . . . . . 25c
- Illustrated Books . . . . . 10c up
- Boys' Tool Chests . . . . . 97c to \$4.95
- Fire Trucks . . . . . \$10.95
- Autos . . . . . \$8.95

—And hundreds of other fine toys for boys and girls

## CHRISTMAS CANDY

- Package Candy (Basement) . . . . . 10c up
- Milk Chocolate, 5 pounds . . . . . 97c
- Assorted Chocolates, 5 pounds . . . . . 97c
- Pound Box Mints, Cherries . . . . . 25c
- Other Package Candies . . . . . 25c to 97c

## Gifts for "Her"

- ROBES—Ladies' all wool bath robes, zipper and wrap-around styles . . . . . \$4.95
- ROBES—Ladies' blanket robes, a gift she will be sure to like. See them . . . . . \$1.95
- ROBES—Panda Moss lounging robes in a wide range of prices . . . . . \$3.95 to \$6.95
- SATIN ROBES—and house coats, either of which should be on your gift list . . . . . \$2.95 to \$5.95
- SATIN GOWNS—tailored and lace trimmed. They will make lovely gifts . . . . . \$1.95 to \$3.95



- SATIN PAJAMAS—Imagine the thrill of a gift like this. Select yours today . . . . . \$1.95 to \$3.95
- BED JACKETS—These lovely bed jackets will make an ideal gift for her . . . . . \$1.95 to \$2.95
- SLIPS—Crepes and satins. Tailored and lace trimmed. And only . . . . . \$1.00 to \$2.95
- PANTIES—Ladies' glove silk panties. Give her several pairs . . . . . 48c to 98c
- SWEATERS—Shetland all-wool sweaters, both long and short sleeves . . . . . \$1.95
- Skirts—\$1.95 - \$2.95
- SCARFS—A scarf will prove a useful and thoughtful gift. New colors . . . . . 39c and 48c

## REDUCED! SAVE!

### LADIES' SUITS

We have just three good suits left, as follows:

- 3-Piece Teal Blue Suit, size 14. Was \$59.50, now . . . . . \$39.50
- 3-Piece Wine Suit, size 12. Was \$45.00, now . . . . . \$29.50
- 3-Piece Rust Suit, size 14. Was \$45.00, now . . . . . \$29.50

These suits have full length toppers with gray fox collars

### LADIES' DRESS COATS

- One fur trimmed green coat, size 14, was \$49.50, now . . . . . \$32.50
- One rust, size 14, was \$49.50, now . . . . . \$32.50
- One black, size 14, was \$39.50, now . . . . . \$29.50
- One wine, size 16, was \$39.50, now . . . . . \$29.50

Other dress coats reduced from \$29.75 to \$22.50  
Sport Coats from \$19.75 to \$14.50

Big Reduction on All Ladies' Coats and Dresses  
All Ladies' Hats 1/2 Price

# BELK-DOUGHTON CO. ELKIN, N. C.