

PATRONIZE OUR ADVERTISERS

This week we have many farmers coming to town to sell their "cream of the crop" tobacco. I take this opportunity to ask the farmers to patronize the stores that advertise in this paper. Their merchandise is of good quality, and their prices marked to suit every farmer's pocket-book—Do not be "flim-flammed" out of your money—put it to good use.

CHARLES STORE at 118-115 West Main street has the strong men's work shoes at \$1.98 a pair, these shoes can stand years of

hard wear; they have a damp-proof storm welt and come in black, brown or natural Elk Leather; Men's overalls may be purchased at this store for \$1.10; men's work hose at 10c a pair—Work pants are 98c per pair, all fabrics are heavy with seams sewn—Be sure to visit the

CHARLES STORE—EFIRD'S DEPARTMENT STORE located on Main Street welcomes all farmers to Durham and invites them to attend the sale now in full swing offering for the entire family, a "Special" worth

mentioning is the sale of men's wool suits for \$16—these suits are really worth \$20—Dress shirts are on sale for 65c; overalls are 98c; boy's school shoes are \$1.98 per pair children's coats are \$4.95, sizes from 4 to 14; Girl's dresses are 97c, sizes from 6 to 14—Your warehouse checks as cashed at this great 5 floor department store—BAB'S SLIPPER SHOP on West Main Street has a sale on new fall shoes priced at \$1.99 a pair; it will pay you to visit this store before you select your fall shoes

The manager of this store is courteous to all. Here's hoping he will remain as manager longer than others who were promoted to manage the store—Visit the Progressive Stores Inc. before "stocking" your winter closets with fads—this store offers "Sunny South Flour" at 24 lbs. for 77c—the 98 lb. sack for only \$2.99. Cigarettes are on sale for \$1.19 a carton—To those who wish to bank their "savings," I advise a trip to the Home Savings Bank and the Mechanics and Farmers Bank—The United Furniture Co. will furnish your "furniture needs" at very reasonable price—visit this store before buying at 330 East Chapel Hill St., right opposite the Post Office.

Yours for spending your cash with our advertisers. R. L. R.



LOOKIN' EM OVER halley

HOMER HARRIS IOWA

TO HARRIS, HAWKEYED RIGHTEND OF THE IOWA ELEVEN, GOES THE DISTINCTION OF BEING THE FIRST NEGRO EVER ELECTED CAPTAIN OF A BIG TEN FOOTBALL TEAM. WITH THE FOOTBALL SEASON READY TO CALL THE ROLL, HARRIS PROMISES TO BE RIGHT IN THEIR FROM STAR TO FINISH MAKING HIS BID FOR THE ALL AMERICAN

TAKE IT EASY GIRLS!

very bright due to the graduation of some players and the turnover of coaching staff, can not tell just what the outcome of the St. Paul football season may be. However there is a bit of consolation to be found in the fact that there will be some letter-men returning among whom are: John Clarke, who was given an honorable mention as a CIAA passer; Edward Mitchell, a letter-man and a very outstanding quarterback; Allen Wilson, the captain of last year's team as well as other letter-men and other promising aspirants.

Coach Smith is pleased with the enthusiastic support of the administrators and the able and willing assistance of Mr. John W. Williams, who himself made all CIAA end while playing football at Virginia Union University. Mr. Williams also assisted Coach Gaither with the various athletic teams last year.

We are pulling for you, Coach Smith, and wish for you all the success and progress in your new endeavor.

St. Paul Gets New Coach

ST. PAUL GRIDDERS TO BEGIN SEASON UNDER NEW MENTOR, "CHAT" SMITH

A&M College for the coming year.

ball at Cincinnati, he made All-Exekeye Conference center.

This year will find the St. Paul Varsity Tigers under the tutelage of a new coach, Chester "Chat" Smith, because of the fact that Coach Jake Gaither has accepted a position at Florida

Finishing the University of Cincinnati in '34, Coach Smith worked for the Recreation Commission for two years while working on his Master's Degree which was completed in the summer of '36. While playing foot-

After graduation Coach Smith participated in professional basketball for one year. Last year saw him as assistant dean of men and also on the coaching staff at Hampton Institute.

Although prospects are not so

NEGROES IN SOUTH NEED TWELVE DOLLARS WEEKLY

NEW YORK (AP)—Southern Negroes, in the past for the smallest amount necessary for a family of four to live decently named \$12 as the weekly minimum. Social Justice, Father Coughlin's publication, stated this week. White residents and workers of the South named \$26 as their minimum.

PAYS \$100 MONTHLY FOR ONE CENT A DAY

Children and Beneficiary Now Insured at no Additional Cost. An Entirely New Feature Offered by no Other Company

Durham, N. C.—An accident insurance policy insuring three people: the principal, the beneficiary and one child now offered by the Southern Fidelity Mutual is in immediate benefit from date of premium payment. Weekly benefits are from \$10.00 to \$25.00. Death benefits from \$250.00 to \$1500.00, and the cost is only one cent per day or \$8.65 per year.

You must see this policy at our expense. Read it, and understand exactly what it covers, then if you are satisfied, send \$2.65 to put it in force for 1 year. Each year all benefits increase 10 per cent until the policy has a value of 50 per cent more at no additional cost.

Women and men are accepted. No medical examination, no red-tape. Send no money with application. Just write your name, age address, beneficiary's name and relationship and mail to the Southern Fidelity Mutual Insurance Company, Durham, North Carolina, for free policy inspection.

(Adv.)



How to become BEAUTIFUL

Any girl can keep her complexion beautiful by regularly using Dr. Fred Palmer's Skin Whitener Ointment. This preparation, famous for fifty years, softens and lightens the darkest skin, clears up pimples, blotches and tan marks and does away with that "oily, shiny" look. Regular use of this preparation along with the other Dr. Fred Palmer Skin Whitener Preparations, keeps your skin soft and smooth and makes you look beautiful.

Dr. Fred Palmer's complete line consists of: Dr. Fred Palmer's Skin Whitener Ointment; Skin Whitener Soap; Skin Whitener Face Powder; Hair Dresser and Hair Desodorant. Sold at all drug stores for 25c each, or sent postpaid upon receipt of price. Dr. Fred Palmer's Laboratories, Dept. 17, Atlanta, Ga.

A generous trial sample of the Skin Whitener, Soap and Face Powder sent for 4c in stamps.

Dr. Fred Palmer's SKIN WHITENER

Keeps your complexion youthful

Durham's Only 5 Floor Department Store



Make Our Store Your Headquarters Cash Your Warehouse Checks Here

Welcomes the Tobacco Farmers! Sell Your Tobacco in Durham and Outfit Your Family at EFIRD'S

"Efird's The First To Sell For Cash"

When The Efird Boys Left the Farm to Enter the Mercantile Business--They Had but One Idea in Mind' and That Was to Buy Merchandise in such Large Quantities that it Could be Sold for Cash at Lower Prices. . . . Thereby Saving their Customers Thousands of Dollars each Year. And that Idea Exists Today . . . Efirds were the Pioneers in the Cash and Carry Business. . . Reducing Overhead to the Minimum and Giving the Extra Dividend to the Customer.

"The South's Originators Of Low Prices"

Boy's Quality School Clothes

Felt Hats
These good quality wool felt hats for the youngsters regular little men's styles just like Dad's Brown and grey.



Wool Suits
Tweed and chevvy boys' 4-piece grey, blue and brown one long and one knicker—sizes 7 to 16. Compare with \$6.50 value.

97c \$4.95

Boy's Knickers \$1.48
Boys' well constructed, sturdy built Knickers. Colors grey and brown . . . sizes 7 to 16. Regular \$2 value.



Boy's Jackets \$2.95
All wool, good heavy Melton cloth jackets, strong zipper front, colors navy and brown. Sizes 4 to 16



Boy's Dress Shirts
Fancy and solid color Dress Shirts for the up-to-date boy. Duke of Kent and regular collars, guaranteed fast color. 48c

Boy's Sweaters
New pull over style Sweaters, in all the new colors, for school and dress wear—two special groups. Sizes 6 to 16.

97c \$1.95

Boy's Winter Underwear
Good quality ribbed Union Suits, knee and ankle length, short or long sleeve, ecru color.

Sizes 2 to 16 48c 75c

Boy's School Shoes
Sturdy built, all leather, school shoes, black or brown elk. Made by Endicott Johnson, built to give extra wear, all sizes.

\$1.98

Men's Wool Suits

Our racks are full of these new all-wool, hard finish worsteds. All the new style sport backs, single or double breasted models—colors of rich browns, greys and blue mixtures. Regulars, slims and stouts . . . A suit that you expect to pay at least \$20.

\$15.00



MEN'S GOOD QUALITY Dress Shirts

Fast color broadcloth Dress Shirts in all the new fancy prints, stripes, and solid colors. Full cut, seven button front . . . sizes 14 to 17 . . . \$1 value

65c

Blue Buckle and Green Label quality full cut 0 blue denim and striped overalls. High or low back.

98c

Girl's Dresses
Printed Dresses, guaranteed fast colors, many smart new styles from which to make your selection. Sizes from 5 to 14 years.

97c \$4.95



Children's Coats

A marvelous group of little girl's new Fall Coats in rich tweeds and fleece fabrics. Sizes

WELCOME Tobacco Farmers

CHARLES—Famous For Work Clothes



Men's Tough WORK SHOES \$1.98

- Black, brown or natural Elk Leather Uppers
- Double Duty Composition Soles
- Clatterplate Heel
- Leather Pull Strap
- Nailed and Sewed Construction
- Damproof Storm Welt
- Hooks and Eyelets Securely Fastened
- Sizes 6 to 12



Men's Work Shirts 49c
Covert Cloth! Blue Chambray! Superior quality heavyweight fabrics — for double wear! Triple stitched seams — full cut throughout — shoulders, arm holes, elbows. Built to rigid specifications. Sizes 14 1/2 to 17.

SANFORIZED — 8 OZ. DENIM OVERALLS

Retains fit life of garment! \$1.10



Vests or suspenders back-lined suspenders. All seams triple stitched, bar tacked at points of strain. Sizes 34 to 44. Guaranteed to give lasting satisfaction.

Boy's 8 Oz. Denim Overalls Sanforized. Extra heavy stitched seams. Bar tacked pockets. Reinforced at parts of wear. High and low back. Sizes to 18. 79c

MEN'S VENTILATED SHIRTS "Cantilever" blue chambray. Full cut sizes. 69c

MEN'S WORK GLOVES With leather palms — strong seams. Knit wrist or gaunt. Knit cuff style. 25c

MEN'S ALL LEATHER GLOVES A great value in the face of the rising market. 49c

MEN'S WORK HOSE — Heavy cotton mixed and plain colored cotton. 10c

Men's Work Shoes \$1.69 Pair

Cherry Elk Work Shoes! Black Elk Work Oxfords! The toughest made! Sturdily constructed throughout and will give long service. Sizes 6 to 11.



WORK PANTS 98c

8 oz. Cottons! Molekskin! Covert Cloth! Leathersette Trimmed Whippoorwill — 301 fabric! Heavy duty with seams strongly sewn. Bar tacked. Sizes 30 to 42.

CHARLES STORES COMPANY

Buy Clothes for All the Family On Our Lay-Away Plan. A Little Each Week 118-115 WEST MAIN STREET DURHAM

EFIRD'S DEPARTMENT STORE