

NOW! BIG NEWS!

OUR . . .
MEN'S SHOE DEPARTMENT
 IS FEATURING A COMPLETE
 ARRAY OF THE NEW
JARMAN STYLES FOR FALL
 COMPLETE RANGE OF SIZES!

Jarman's
Friendly Shoe



AS SHOWN
 IN
LIFE

Jarman
 SHOES FOR MEN

As shown in Life Magazine, here's the newest news in shoes—the Jarman Friendly Shoe in black and brown, and in both straight tip and wing tip—men, see this shoe today.

Most Styles
\$5 to \$7.50

Jarman

SHOES FOR MEN

Are Here In Every Size
 —IN THE NEW—

Fall Styles

See These Jarman Style Leaders In The New
 Leathers and Finishes This Very Day!



In your next pair of shoes you can
"Feel like a million"
JARMAN "AIRFLATOR"

Here's a shoe you'll want to wear the moment you try it on—the Jarman Airflator. In every pair is a special cushion innersole under the whole length of the sole—resilient and springy, it cushions every step!



\$5 to \$7.50
 MOST STYLES

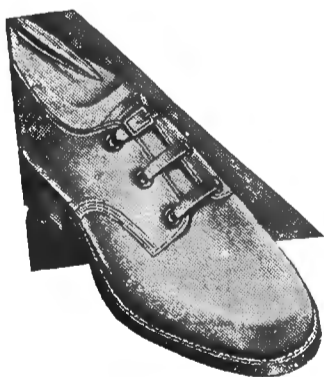
Jarman
 SHOES FOR MEN

Ask to see our Jarman "Style Charts" as first shown in Esquire Magazine. They show you "which shoes to wear with what."



Figure C
 Esquire Coronet Inc.

Friendly In Plain



Here's one of the smartest new Jarman styles in our store—it's a plain calf skin blucher oxford, in brown and black. Come in today and look it over.



Figure O
 Esquire Coronet Inc.

Jarman
 SHOES FOR MEN
 MOST STYLES
\$5



Jarman
 SHOES FOR MEN



© Esquire Coronet Inc.

Ask to see our Jarman "Style Charts" for authentic information on "which shoes to wear with what."

—Smart as Bond Street's finest are these two smart new Jarman Shoes. Drop in today and examine them—rich custom grade leathers, expertly detailed for those finer points that mean satisfactory service. And remember, like all our Jarman's, they're fine shoes, "at the best price for fine shoes!"



Styled in the English Manner
BRITISH BROGUES

Brogues are right this Fall! And our Jarman "British Brogues" are styled in the English Manner, after styles developed by custom British bootmakers. . . . Drop by and look over a pair—and we'll show you our Jarman "Style Charts" on how they should be worn!

Jarman
 SHOES FOR MEN
\$5
 Most Style

Belk's Department Store

"North Wilkesboro's Shopping Center"

North Wilkesboro, N. C.