



Welcome Farmers!

WE EXTEND TO EACH AND EVERY FARMER AND HIS FAMILY A HEARTY WELCOME. TARRY AS LONG AS YOU WILL IN OUR STORE.

SPECIAL VARSITY VALUES

- THOUSANDS OF YARDS
NEW FABRICS
Woolens, dress weight and coating—
\$1.98 yd. up
- FINEST OF
RAYON GABARDINES
\$1.29
COTTON GABARDINES 69c
- SOLID COLOR
SPUN RAYONS
48c yd.
- SHORT LENGTHS**
Assorted material, finest quality—
48c yd.
- BOLD NEW
PLAIDS IN GINGHAM
48c yd.
- NEW WOOLEN GLOVES**
Women's and Children's—
29c to \$1.48
- NEW FABRIC GLOVES**
79c up
- NEW FALL BAGS**
All colors, fabric, kid, and suede—
\$2.98 \$4.95 \$7.50
- NYLON HOSE**
New Fall Shades—
79c to \$1.98
- All Colors **CORDUROY**
\$1.69 to \$1.98
- SPECIAL—
CHENILLE RUGS
All colors. Non skid—
\$1.00



Outstanding Quality Money-saving Prices

Archdale SHIRTS

Our exclusive brand, and A+ value. Finest quality broadcloth. Wide selection of patterns—whites, colors. All collar styles — all sizes and sleeve lengths.
\$2.95

Fall SUITS

Newest styles—handsomely tailored of finest quality materials. Worsted and gabardines in single and double breasted models. Compare the quality.
All sizes **\$35 up**



Archdale TIES

The smartest tie value anywhere and at money saving prices. New fall designs and colors that look better — longer.
\$1 & 150



UNDERWEAR

Men's shirts and fancy shorts of finest quality materials. Gripper and boxer styles.
All sizes Shirts **69c to 98c**
Shorts

SWEATERS

Pullover and button styles in a good selection of colors —also sleeveless.
\$2.95 up

PAJAMAS

Best quality broadcloth pajamas. Fit better—last longer. Outstanding patterns and colors.
All sizes **\$2.95**



Bellbro SOCKS

See our outstanding selection of Argyles and striped sport socks in fancy patterns.
Sizes 10 to 13 **39c**

LEATHER JACKETS

Goat Skin **\$14.95**
Horsehide **\$17.95**

Gabardine Sport Shirts

Pastel shades and dark colors. Only—
\$2.95

Shop at the "Home of Better Values"



:- Basement Store :-

- MEN'S UNION SUITS**
Ribbed knit. Special for Farmers' Day. Suit—
\$1.29
OTHERS \$1.69
- WOMEN'S OXFORDS AND LOAFERS**
In Brown—
\$2.98
- CHILDREN'S SHOES**
\$2.48 and \$2.98



SPECIAL FOR
FARMERS' DAY
From Belk's Lingerie Dept.

LIFE BRASSIERS

Regular \$1.25. One day only—
\$1.00 ea.

LADIES' SLIPS

A special in \$3.95 value Slips. One day only—
\$1.50 ea.

All Wool Cardigan SWEATERS

Belk's Children's Department is featuring an all wool Cardigan heavy knit in gold, green and navy. Sizes 8-14—
\$4.95

CAPS, BONNETS, HOODS

Be sure to see our large selection of infants and children's Caps, Bonnets and Hoods.
59c, 79c, 98c to \$1.98
Also "Penny" Hats for the teen ager.

COAT & BONNET SETS

Mothers you will be pleasantly surprised when you see the lovely little Coat and Bonnet Sets for the toddler. Sizes 0-3.
\$4.95 up



OFFICIAL
GIRL SCOUT SHOE

7 to 9
\$7.50

The neatest, most practical all-purpose oxford in town

You don't have to be a Girl Scout to wear this trim beauty. Smart girls everywhere are wearing wonderful, official quality, Girl Scout Shoes. We have several pretty patterns.

- MEN'S AND BOYS' WORK SHOES**
\$2.98 up
- BOYS' DRESS OXFORDS**
Sizes 1 to 6—
\$2.98 up
- MEN'S DRESS OXFORDS**
\$3.95 up
- BOYS' PULL OVER SWEATERS**
\$1.19
- BOYS' COAT SWEATERS**
\$1.48

- RUBBER FOOT WEAR**
All Kinds for Everybody.
- SINGLE BLANKETS**
Nicely bound. Size 72 x 84. Part Wool—
\$2.79
- OUTING**
Solids, plaids and stripes—
25c 29c and 35c
- BEDSPREADS**
Windsor Krinkle, assorted colors—
\$1.98
- CHENILLE SPREADS**
White and colors—
\$2.98



Shoes and Oxfords

These girls' and boys' Shoes and Oxfords are made by Brown Shoe Co. They have Neolite soles and are real durable. Sizes 8½ to 3—
\$3.48 to \$4.50