

We're Calling To Tell You That It's

BOYS' TIME AT LEGGETT'S Our FALL SHOWING of Clothes for

the American Boy Is Now Ready!

Boys . . . we know you want clothes that are top-flight in style . . . clothes that you will be proud for your friends to see. We're ready with a new fall showing of these clothes now. Parents . . . here are the values and here is the quality you want in wearables for your boy. Come and shop with pleasure and satisfaction during our BOYS' TIME EVENT. And remember . . . it's always smart to make Belk's your store when shopping for the boy!

We Have The Kind The Fellows Want!

BOYS' SHIRTS



They're the smoothly tailored kind that all the fellows want . . . with neatfitting collar attached. Fine Broadcloth Shirts that wear long and launder nicely. Beautiful stripes, patterned effects and plain white.

The Perfect Companions To His Shirts!

COLORFUL TIES 10° to 48°



Correct match-mates for his fall shirts! Ties constructed of high-quality materials . . . made with wrinkle-resist linings. We have plenty of colorful stripes and patterns. Buy a season's, supply from our new showing.

Expertly Selected With YOU in Mind!

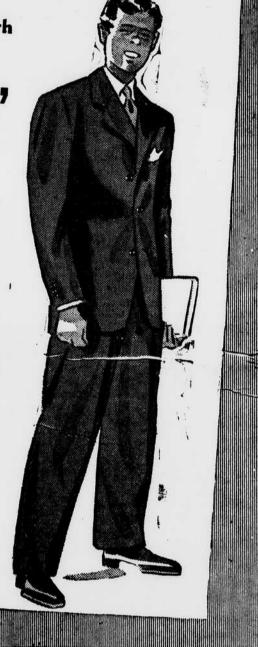
STUDENTS' SIJITS

to \$19.95

Popular 3-Button Models in Shetlands, Tweeds, Coverts and Other Materials!

Our buyers have selected these fall suits with the utmost care to give you a full measure of value. Choose from herringbone weaves, shetlands, plaids, beautiful covert suits. The kind modern lads are proud to wear. They're smart and rightly tailored!

Sizes 8 to 18





Broadcloth and Outing

PAJAMAS 97c to \$1.49

> Good pajamas for good sleeping. Full-cut, correctly tailored pajamas in the newest stripes and solid colors. Neatly trimmed effects. Fast colors.



Smartly Fitting

SWEATERS \$1.49 to \$3.98

> It takes a smartly knit sweater or two to complete the boys' new wardrobe. Choose these in medium and heavy weights . . . with crew neck or V-neck.



Wool and Leather

JACKETS \$1.98 to \$9.95

> Je assured of comfort and warmth when cold weather comes with a sturdy wool or leather jacket. Popular styles with convenient zipper fastening.



Well-Tailored

SLACKS \$1.49 to \$3.98

> Slacks in handsome tweeds, shetlands and other materials . . . in a collection of eye-catching colors and mixtures. Tailored to fit correctly.