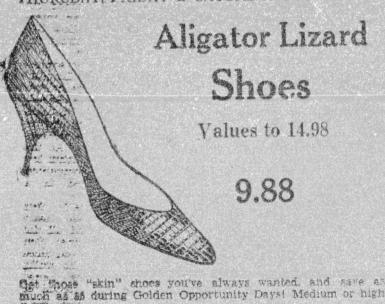
Opportunity Starts Knocking at 9:00 Thursday When We'll Show You A Store Full Of SAVINGS An All Your Needs - Fashion, Family and Home!



Shoes -- Street Floor COLORFUL! CUTE ... AND WARM!

Knit Knacks

Reg. 2.98

means savings for you on a-Most every color, metallic

> Youth Center Second Floor

PARKING LOT SPECIAL

Stayman Winesap Apples

Big 10 - lb. bag

Packed in plastic bags . . . you can see their plumb perfection. They're tangy-sweet ideal for eating or

It's the Fabrics that makes these coats so special at this low price!



Our greatest coat sale ever! Prime fabrics, hand tailored, lined with Satin Back Crepe Milium, the ultimate in weightless warmth. All new styles . . . cocoon backs.

giant shawl collars, side pleats . . , wide selection of colors . . . yes, everything you could ask for in a coat sale! Sizes 8 to 18 and 38 to 44. Hurry in!

Style Shop - Second Floor

Fabrics that Rate in Fashion like "Sterling" does in Silver.

Palena Hockanum Imported Tweeds Einiger. Duvwyn by Wyandotte

Schuster Woolen Worumbo Woolen Warren of Stafford Strong Hewat Cashmere Blends

Budget Shop Dress Sale

Values To 8.95

Velues To 10.95

3.00

-- Wooderful buys in Misses and Junior sizes. Smart . Coutons and rayons in new styles for full and winter. Budget Shop - Second Fisor

ORDERED MONTHS AGO THAT'S WHY YOU SAVE NOW!

> Fur Blend **Sweaters**

> > Values to 12.98

8.88

Before other stores had ordered their regular fall sweaters we bought up hundreds of these special price that means savings for you! Beautiful Cardigans, slip-ons, the newest fashion details, glorious colors of Rust, White, Red, Green, Black, Navy of

Sportswear - Second Floor



Completely New Colors and Fashions Package of 3 Jewelry Sale

Reg. 98¢

59c

plus tax

Satisfy your longing for pretty costume jewelry new buy some extras for gifts. Necklaces, Pins, Bracelets. Earrings in gold or silver finishes, tailored or with

lewelry -- Street Floor

Our Famous "Heiress" Brand

Nylons -- Pair & a Spare 1.50 Value

1.00

Smartest idea! An extra stocking with every pair of beautiful full fashioned 60 guage, 15 denier nylons, Keep the extra at home, in your purse or desk drawer for emergencies. Sizes 812 to 11.

Hosierv -- Street Floor

FAMOUS BRAND NAME-LADIES French Purses & Wallets

Reg. 3.98 to 10.00

½ price

From the best known maker of handbags acressories, our buyer made this special buy. Save on beautifully crafted leather purses and wallets in fashion colors. Large Bath Size-5 Fragrances

Wrisley's Soap 15c size

8 for 88c

Treat yourself to luxurious soap that the whole family will enjoy. Gardenia, Apple Blossom, Forest Pine, Boquet or Lanolated. Thursday, Friday and Saturday

Cosmetics - Street Floor

SEW AND SAVE SO MUCH! ONLY BIG BUYING COULD BRING YOU SUCH VALUES.

## Fall & Winter Fabrics

Sale of Woolens

Values to 4.98 yd.

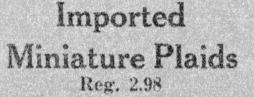
1.66

What do you have in mind? A suit, a skirt, a dress? You'll find the perfect weight, colors and patterns with real fashion flair in this fine selection, 54 to M & W Thomas Cottons

Reg. 2.50 and 2.98 yd.

1.99 yd.

Yes, for this special event, we're reduc ing the prices on every piece in our regular stock. So come, gather up those eye on and SAVE! 38 to 45" wide.

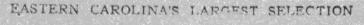


The look and feel of fine brushed wollens, duplicated in 100% spun rayon. Plaids were for skirts, dresses, never smarter jumpers Colors? We've got 'ere all!

Solid White Broadcloth Reg. 59c and 79c 29 yd.

Sanforized, 1st quality goods 36" wide. And there are 1,000 yds., so you can buy all you want! Some pieces slightly soiled, but look at the savings you can make!

Fabrics -- Street Floor





reamer Clips 1.98

5.98

and

Yes, we've got the selection of the style that's a sensation! Clip in Black, Red, Sapphire, White, Bronzine Mist. Pink or Blue ..., 1.98. A fulled, hat-like clip comes in Black, White, Red or real Pheasant feathers for 5.98 Millinery - Second Floor

HURRY IN FOR THIS SPECIAL SALE

Boys' Wool Suits Values to 34.50

\$8.00 & 10.00

selection is incomplete, prices are cut. That's why you save so much in this sale of All Wool suits. Tweeds, solids and herringbone patterns. Sizes 14 to 20, and student sizes 34 to 37.

Youth Center -- Second Floor



Brand New! From Leading Publishers

Books

Values to 3.95

49c each

2 for 88c

For every, time we have a sale of this kind, people come from miles around to save on good books. Children's Books, reg. 1.00

Books -- Street Floor



PAISLEY PRINTS AND FOULARDS

Sport Shirts

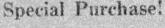
Sweeping the nation new look, in sport shirts. And they're so handsome in rich Brown, Olive Green, Red, Blue or Gray, with paisley of foulard patterns. Small, Medium. Large, X-Large.

ALL SILK OR ENGLISH WOOL

Golden Archdale Ties Compare at 2.50

1.88

Something special for the men! Rich hand tailored ties in two of the most wanted styles, elegant foulards or superior English woolens. Sale priced for 3 days only!





All Wool Sport Coats 19.95

How do we do It? We combine our buying power with 400 Belk stores, buy the fabrics from the mills, have is tailored to our exacting standards. For quality, and lasting good looks, this is an unbeatable buy! Tweeds, Stripes, Plaids, Charcoal Brown, Med. Gray or Med. Brown. Sizes 35 to 46 in Regulars. Longs and Shorts.

Men's Store - Street Floor