

**BEGINS THURSDAY MORNING OCTOBER 31st**

Get A Bus...! Get Up A Car Pool...!  
Walk! Run! Fly!... To Your Favorite  
**BELK.-TYLER STORE**

SEE OUR  
**BIG**  
4 Page Circular  
At Your Door

LOCATED IN FOURTEEN EASTERN CAROLINA CITIES  
BUT HURRY TO THIS GREAT MONEY - SAVING EVENT THAT ALL EASTERN CAROLINA WAITS FOR...! COME  
PREPARED TO BUY! SAVE AS NEVER BEFORE! EVERYBODY'S COMING... DON'T MISS IT...!

It's the biggest sale  
of the year in all  
Eastern Carolina!

**9 BIG SALE DAYS**



DOORS  
OPEN  
AT  
9 A.M.  
AT ALL  
Belk-Tyler  
Stores!

BEGINS THURSDAY,  
OCTOBER 31st.  
AT 9 A.M. SHARP!

The crowds will be flocking to their favorite Belk-Tyler Store on Thursday Morning to take advantage of these once-a-year bargains! If you're smart then you'll get up early and will make every effort to be down when the doors open!

We're out to break every sales record during this history-making Belk-Tyler Week Sale! Here it is... the most spectacular money-saving event in our entire 26 years of business in Eastern Carolina! For nine days... and nine days only... prices have been slashed to rock bottom in every department in each of the Fourteen Belk-Tyler Stores! Join the crowds and save money at your favorite Belk-Tyler Store!

**HERE'S THE STORY  
ABOUT THIS  
BIG SALE**

Each year Belk-Tyler's has staged this sensational sale which features hundreds of bargains at fantastic low prices. In order to make this sale so fabulous our buyers start working months in advance... they telephone... they write letters... and they make personal visits to the manufacturers to get new and unusual items at prices far below what our competitors pay! This allows us to sell identical items at 10%, 20%, 30% below our competition! Although the fourteen Belk-Tyler Stores are separate organizations they band together when buying and therefore get the lowest prices... which goes to prove... that you have Belk-Tyler's in your town saving you money every day in the year!

**GREATEST SALE IN OUR HISTORY**

AT ALL FOURTEEN

**BELK-TYLER STORES**

Read every item in this circular advertisement... use it as a checklist and make plans to get up early so that you will be among the first shoppers to be at the doors of your favorite Belk-Tyler Store! Save as you've never saved before on superb quality merchandise in men's, women's, girl's, boy's and items for the home! **PRICES SO LOW YOU'LL BE SHOCKED!**

**9 Big Days of values... exciting  
storewide savings for everyone**

The more you buy the more you save... better get here early for the best selections! Remember... there are hundreds of price-shattering values that you won't want to miss in each store!

Be Sure  
To See  
The Hundreds  
and Hundreds  
of Amazing  
Values! Too  
Many To List

Here! You Must  
See Them To

Believe Them!  
ON SALE AT ALL  
BELK-TYLER  
STORES.

**SMASH  
SALE**

Don't Miss This Sale!

Everybody's  
Coming!

**BELK-TYLER STORES ARE LOCATED IN THE FOLLOWING CITIES**

- AHOSKIE
- TARBORO
- KINSTON
- EDENTON
- PLYMOUTH
- FARMVILLE
- WILSON
- GREENVILLE
- WASHINGTON
- WILLIAMSTON
- MOUNT OLIVE
- GOLDSBORO
- ROCKY MOUNT
- ELIZABETH CITY