SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

FORM 10-Q

QUARTERLY REPORT PURSUANT TO SECTION 13 OR 15(d)
OF THE SECURITIES EXCHANGE ACT OF 1934

For the quarterly period ended OCTOBER 4, 1997

Commission file number: 1-5256

V. F. CORPORATION
(Exact name of registrant as specified in its charter)

PENNSYLVANIA	23-1180120
(State or other jurisdiction of incorporation or organization)	(I.R.S. employer identification number)

1047 NORTH PARK ROAD
WYOMISSING, PENNSYLVANIA 19610
(Address of principal executive offices)

(610) 378-1151
(Registrant's telephone number, including area code)

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months and (2) has been subject to such filing requirements for the past 90 days. YES X NO ___

On November 1, 1997, there were 61,086,738 shares of Common Stock outstanding.

VF CORPORATION

INDEX

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VF CORPORATION
CONSOLIDATED STATEMENTS OF INCOME
(UNAUDITED)
(IN THOUSANDS, EXCEPT PER SHARE DATA)

	THREE MONTHS ENDED		NINE MONTHS ENDED	
	OCTOBER 4 1997	SEPTEMBER 28 1996	OCTOBER 4 1997	SEPTEMBER 28 1996
NET SALES	$ 1,416,906	$ 1,380,919	$ 3,935,236	$ 3,760,039
COSTS AND OPERATING EXPENSES				
Cost of products sold	929,595	934,561	2,602,438	2,536,845
Marketing, administrative and general expenses	296,940	279,962	874,435	816,725
Other operating (income) expense	719	404	1,208	(457)
	1,227,254	1,214,927	3,478,081	3,353,113
OPERATING INCOME	189,652	165,992	457,155	406,926
OTHER INCOME (EXPENSE)				
Interest income	2,689	2,406	10,281	8,653
Interest expense	(12,721)	(15,850)	(37,882)	(49,754)
Miscellaneous, net	1,494	601	801	(1,031)
	(8,538)	(12,843)	(26,800)	(42,132)
INCOME BEFORE INCOME TAXES	181,114	153,149	430,355	364,794
INCOME TAXES	72,422	62,101	172,573	147,924
NET INCOME	$ 108,692	$ 91,048	$ 257,782	$ 216,870
EARNINGS PER COMMON SHARE				
Primary	$1.72	$1.42	$4.01	$3.36
Fully diluted	1.67	1.39	3.91	3.29
CASH DIVIDENDS PER COMMON SHARE	$0.38	$0.36	$1.14	$1.08

See notes to consolidated financial statements.

VF CORPORATION
CONSOLIDATED BALANCE SHEETS
(IN THOUSANDS)

<TABLE>
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	OCTOBER 4 1997 (UNAUDITED)	JANUARY 4 1997	SEPTEMBER 28 1996 (UNAUDITED)
ASSETS			
CURRENT ASSETS			
Cash and equivalents	$ 57,404	$ 270,629	$ 212,097
Accounts receivable, less allowances: Oct 4 - $43,880; Jan 4 - $40,253; Sept 28 - $40,714	747,873	592,942	752,045
Inventories:			
Finished products	452,847	394,962	422,997
Work in process	181,167	168,774	176,175
Materials and supplies	133,210	167,087	151,620
	767,224	730,823	750,792
Other current assets	119,967	111,932	114,657
Total current assets	1,692,468	1,706,326	1,829,591
PROPERTY, PLANT AND EQUIPMENT	1,597,745	1,543,351	1,517,866
Less accumulated depreciation	885,046	821,827	798,554
	712,699	721,524	719,312
INTANGIBLE ASSETS	826,775	863,930	873,552
OTHER ASSETS	190,726	157,755	155,966
	$ 3,422,668	$ 3,449,535	$ 3,578,421
LIABILITIES AND SHAREHOLDERS' EQUITY			
CURRENT LIABILITIES			
Short-term borrowings	$ 22,312	$ 17,528	$ 28,030
Current portion of long-term debt	461	1,298	101,015
Accounts payable	288,882	320,056	321,051
Accrued liabilities	531,110	427,385	494,585
Total current liabilities	842,765	766,267	944,681

LONG-TERM DEBT	516,558	519,058	527,073
OTHER LIABILITIES	167,752	164,077	181,696
REDEEMABLE PREFERRED STOCK	56,799	58,092	58,498
DEFERRED CONTRIBUTIONS TO EMPLOYEE STOCK OWNERSHIP PLAN	(27,604)	(31,698)	(33,055)
	29,195	26,394	25,443
COMMON SHAREHOLDERS' EQUITY			
Common Stock	61,225	63,908	63,548
Additional paid-in capital	725,267	668,554	638,191
Foreign currency translation	(31,255)	6,428	7,199
Retained earnings	1,111,161	1,234,849	1,190,590
	1,866,398	1,973,739	1,899,528
	$ 3,422,668	$ 3,449,535	$ 3,578,421

</TABLE>
See notes to consolidated financial statements.

VF CORPORATION
CONSOLIDATED STATEMENTS OF CASH FLOWS
(UNAUDITED)
(IN THOUSANDS)

<TABLE>
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	NINE MONTHS ENDED	
	OCTOBER 4 1997	SEPTEMBER 28 1996
<S>	<C>	<C>
OPERATIONS		
Net income	$ 257,782	$ 216,870
Adjustments to reconcile net income to cash provided by operations:		
Depreciation	98,814	99,348
Amortization of intangible assets	20,656	21,076
Other, net	(15,117)	(12,269)
Changes in current assets and liabilities:		
Accounts receivable	(174,848)	(134,529)
Inventories	(48,686)	90,955
Accounts payable	(25,207)	45,015
Other, net	116,128	148,406
Cash provided by operations	229,522	474,872

INVESTMENTS		
Capital expenditures	(105,010)	(105,270)
Business acquisitions	(5,797)	(20,362)
Other, net	(3,030)	47,167
Cash invested	(113,837)	(78,465)
FINANCING		
Increase (decrease) in short-term borrowings	6,838	(200,353)
Proceeds from long-term debt	---	15,556
Payment of long-term debt	(1,250)	(4,243)
Purchase of Common Stock	(310,100)	(48,682)
Cash dividends paid	(74,894)	(71,710)
Proceeds from issuance of stock	48,842	40,015
Other, net	1,654	1,032
Cash used by financing	(328,910)	(268,385)
NET CHANGE IN CASH AND EQUIVALENTS	(213,225)	128,022
CASH AND EQUIVALENTS - BEGINNING OF YEAR	270,629	84,075
CASH AND EQUIVALENTS - END OF PERIOD	$ 57,404	$ 212,097

</TABLE>

See notes to consolidated financial statements.

VF CORPORATION
NOTES TO CONSOLIDATED FINANCIAL STATEMENTS
(UNAUDITED)

NOTE A - BASIS OF PRESENTATION

The accompanying unaudited consolidated financial statements have been prepared in accordance with the instructions to Form 10-Q and do not include all of the information and notes required by generally accepted accounting principles for complete financial statements. In the opinion of management, all adjustments (consisting of normal recurring accruals) considered necessary for a fair presentation have been included. Operating results for the nine months ended October 4, 1997 are not necessarily indicative of results that may be expected for the year ending January 3, 1998. For further information, refer to the consolidated financial statements and notes included in the Company's Annual Report on Form 10-K for the year ended January 4, 1997.

NOTE B - EARNINGS PER COMMON SHARE

Primary earnings per share are computed by dividing net income, after deducting preferred dividends, by the weighted average number of common shares outstanding. Fully diluted earnings per share assume the conversion of Preferred Stock and the exercise of stock options that have a dilutive effect.

In February 1997, the Financial Accounting Standards Board issued Statement No. 128, "Earnings per Share," which establishes new standards for computations of earnings per share. The Statement will be effective for periods ending after December 15, 1997, with prior periods restated at that time to comply with the new standards. If the Statement had been effective for the periods ended October 4, 1997 and September 28, 1996, there would have been no significant change in earnings per share as presented in the accompanying Consolidated

Statements of Income.

NOTE C - CAPITAL

There are 150,000,000 authorized shares of Common Stock, no par value - stated capital $1 a share. At October 4, 1997, there were 61,225,408 shares outstanding, excluding 6,058,041 treasury shares. At January 4, 1997 and September 28, 1996, there were 63,907,874 and 63,547,672 shares outstanding, excluding 2,399,323 and 2,199,352 treasury shares, respectively.

Subsequent to the end of the third quarter, the Board of Directors declared a 2-for-1 split of the Company's Common Stock, payable to shareholders of record on November 4, 1997, with additional shares to be distributed on November 24, 1997. Share and per share data in this document have not been restated for this stock split.

There are 25,000,000 authorized shares of Preferred Stock, $1 par value. Of these shares, 2,000,000 were designated as Series A, of which none have been issued, and 2,105,263 shares were designated and issued as 6.75% Series B Preferred Stock, of which 1,839,640 shares were outstanding at October 4, 1997, 1,881,515 at January 4, 1997 and 1,894,678 at September 28, 1996.

NOTE D - DERIVATIVE FINANCIAL INSTRUMENTS

The Company enters into short-term foreign currency forward exchange contracts to manage exposures related to certain anticipated foreign currency cash flows. Gains and losses are included in operating income currently. The amounts of the contracts, and related gains and losses, are not material.

VF CORPORATION
MANAGEMENT'S DISCUSSION AND ANALYSIS OF FINANCIAL CONDITION AND RESULTS OF OPERATIONS

RESULTS OF OPERATIONS

The sales dollar increases of 3% for the quarter and 5% for the nine month periods ended October 4, 1997 resulted from increases in unit sales. If foreign currency exchange rates had remained consistent with the same periods in 1996, the sales increase for the quarter would have been 5% and for the nine months would have been 6%.

The sales increases for both the quarter and nine month periods were broad-based. Sales of domestic jeanswear increased during the quarter and nine months, with particularly strong increases driven by our Wrangler, Riders and Timber Creek brands in the nine months. U.S. intimate apparel also contributed significantly to the sales increase, with strong sales of the Vassarette brand in the quarter and nine months. Our workwear business also posted higher sales resulting from unit volume growth, aided by the August 1996 acquisition of Bulwark Protective Apparel. Total international sales for both our jeanswear and intimate apparel businesses were down for the quarter and nine months, due primarily to the effects of foreign currency translation and to weak retail conditions in several key European markets.

Gross margins improved to 34.4% of sales in the quarter and 33.9% in the nine months of 1997, compared with 32.3% and 32.5% in 1996. The margin improvement resulted from lower raw material costs, lower cost sourcing and improved operating efficiencies.

Marketing, administrative and general expenses were 21.0% of sales during the quarter and 22.2% during the nine month period, compared with 20.3% and 21.7%, respectively, in 1996. The increases were due to higher levels of advertising and other promotional expenses in the Company's targeted growth areas of domestic jeanswear, intimate apparel and daypacks. These advertising and promotional expenses totaled $226 million during the first nine months of 1997, a 19% increase over the prior year period. Management has committed to invest a significant portion of the savings resulting from the manufacturing, selling and administrative cost reduction initiatives of the past two years in increased advertising and other actions to support and build its brands.

Net interest expense declined significantly in 1997 due to a higher level of cash and reduced short and long-term borrowings.

The effective income tax rate for the nine months of 1997 was 40.1%, compared with 40.6% in the prior year, based on the expected rate for the year. The rate is lower for 1997 due to higher income before taxes and reduced foreign operating losses for which no tax benefit is recognized.

Earnings per share in 1997 advanced 21% over the prior year quarter and 19% over the prior year nine months. The effects of a stronger U.S. dollar on foreign currency translation reduced earnings by $.06 and $.12 per share during the quarter and nine month period, respectively.

FINANCIAL CONDITION AND LIQUIDITY

The financial condition of the Company is reflected in the following:

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	OCTOBER 4 1997	JANUARY 4 1997	SEPTEMBER 28 1996
	(Dollars in millions)		
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Working capital	$849.7	$940.1	$884.9
Current ratio	2.0 to 1	2.2 to 1	1.9 to 1
Debt to total capital	22.4%	21.4%	25.7%

</TABLE>

Accounts receivable balances are higher than at the end of 1996 due to seasonal sales patterns, with days sales outstanding in accounts receivable consistent for all dates presented. Inventories at the end of the third quarter of both 1997 and 1996 are comparable, but higher than at the end of 1996 due to seasonal patterns.

Cash flow from operations for the first nine months of 1997 is comparable to historical averages. Cash flow from operations for the 1996 period was unusually high due to a reduction in inventory; more typically, inventory would build during this period of the year.

During the third quarter, the Company acquired the Brittania trademarks and acquired a majority interest in a joint venture to market Lee brand jeanswear in Chile, Peru and Bolivia.

During the third quarter, the Company accelerated its Common Stock repurchase program. During the first nine months of 1997, the Company repurchased 3.7 million shares of its Common Stock in open market transactions for a total cost of $310.1 million. Management intends to continue to repurchase shares during the remainder of the year using its free cash flow. Under its current authorization from the Board of Directors, the Company may repurchase up to an additional 1.0 million Common Shares.

CAUTIONARY STATEMENT ON FORWARD-LOOKING STATEMENTS

Certain statements included herein are "forward-looking statements" within the meaning of the federal securities laws. This includes any statements concerning plans and objectives of management relating to the Company's operations or economic performance, and assumptions related thereto. In addition, the Company and its representatives may from time to time make other oral or written statements that are also forward-looking statements.

These forward-looking statements are made based on management's expectations and beliefs concerning future events impacting the Company and therefore involve a number of risks and uncertainties. Management cautions that forward-looking statements are not guarantees and that actual results could differ materially from those expressed or implied in the forward-looking statements.

Important factors that could cause the actual results of operations or financial condition of the Company to differ include, but are not necessarily limited to, the overall level of consumer spending for apparel; changes in trends in the segments of the market in which the Company competes; the financial strength of the retail

industry; actions of competitors that may impact the Company's business; timely completion of the Company's cost reduction initiatives; and the impact of unforeseen economic changes in the markets where the Company competes, such as changes in interest rates, currency exchange rates, inflation rates, recession, and other external economic and political factors over which the Company has no control.

PART II - OTHER INFORMATION

Item 1 - Legal Proceedings

Reference is made to Item 3, Legal Proceedings, in the Company's Form 10-K and to "Other Matters" included in Management's Discussion and Analysis of Operations and Financial Condition in the Company's Annual Report for the year ended January 4, 1997. On October 13, 1997, the "acid wash" litigation was settled for an amount that is immaterial to the Company's financial position and results of operations.

Item 6 - Exhibits and Reports on Form 8-K

(a) Exhibit 11 - Computation of earnings per share for the three months and nine months ended October 4, 1997 and September 28, 1996.

Exhibit 27 - Financial data schedule as of October 4, 1997.

(b) Reports on Form 8-K - There were no reports on Form 8-K filed for the three months ended October 4, 1997.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

V.F. CORPORATION
(Registrant)

By: /s/ Gerard G. Johnson
Gerard G. Johnson
Vice President - Finance
(Chief Financial Officer)

Date: November 14, 1997

By: /s/ Robert K. Shearer
Robert K. Shearer
Vice President - Controller
(Chief Accounting Officer)

EXHIBIT 11

VF CORPORATION
COMPUTATION OF EARNINGS PER SHARE
(In thousands, except per share data)

	THREE MONTHS ENDED		NINE MONTHS ENDED	
	OCTOBER 4 1997	SEPTEMBER 28 1996	OCTOBER 4 1997	SEPTEMBER 28 1996
PRIMARY EARNINGS PER SHARE				
Net income	$ 108,692	$ 91,048	$ 257,782	$ 216,870
Less Preferred Stock dividends and redemption premium	1,325	1,054	3,593	3,305
Net income available to common stockholders	$ 107,367	$ 89,994	$ 254,189	$ 213,565
Average number of common shares outstanding	62,447	63,512	63,367	63,598
Primary earnings per share	$1.72	$1.42	$4.01	$3.36
FULLY DILUTED EARNINGS PER SHARE				
Net income	$ 108,692	$ 91,048	$ 257,782	$ 216,870
Increased ESOP contribution required if Preferred Stock were converted to Common Stock	313	334	937	1,004
Fully diluted earnings	$ 108,379	$ 90,714	$ 256,845	$ 215,866
Average number of common shares outstanding	62,447	63,512	63,367	63,598
Additional common equivalent shares resulting from:				
Conversion of Preferred Stock	1,472	1,516	1,483	1,536
Dilutive effect of stock options	790	413	816	433
Average number of common and common equivalent shares	64,709	65,441	65,666	65,567
Fully diluted earnings per share	$1.67	$1.39	$3.91	

$3.29
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This schedule contains summary financial information extracted from financial statements included in Form 10-Q for October 4, 1997 and is qualified in its entirety by reference to such financial statements.
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