

STORE HOURS 9:00-5:30

WEDNESDAYS 9:00-1:00

Beginning Thursday at 9 O'clock... 3 Big Days

HUDSON-BELK'S GRAND OPENING

NEW BOYS' AND STUDENTS' DEPARTMENT

In Its New Location on Second Floor

Featuring More Bargains Than You've Seen Before!

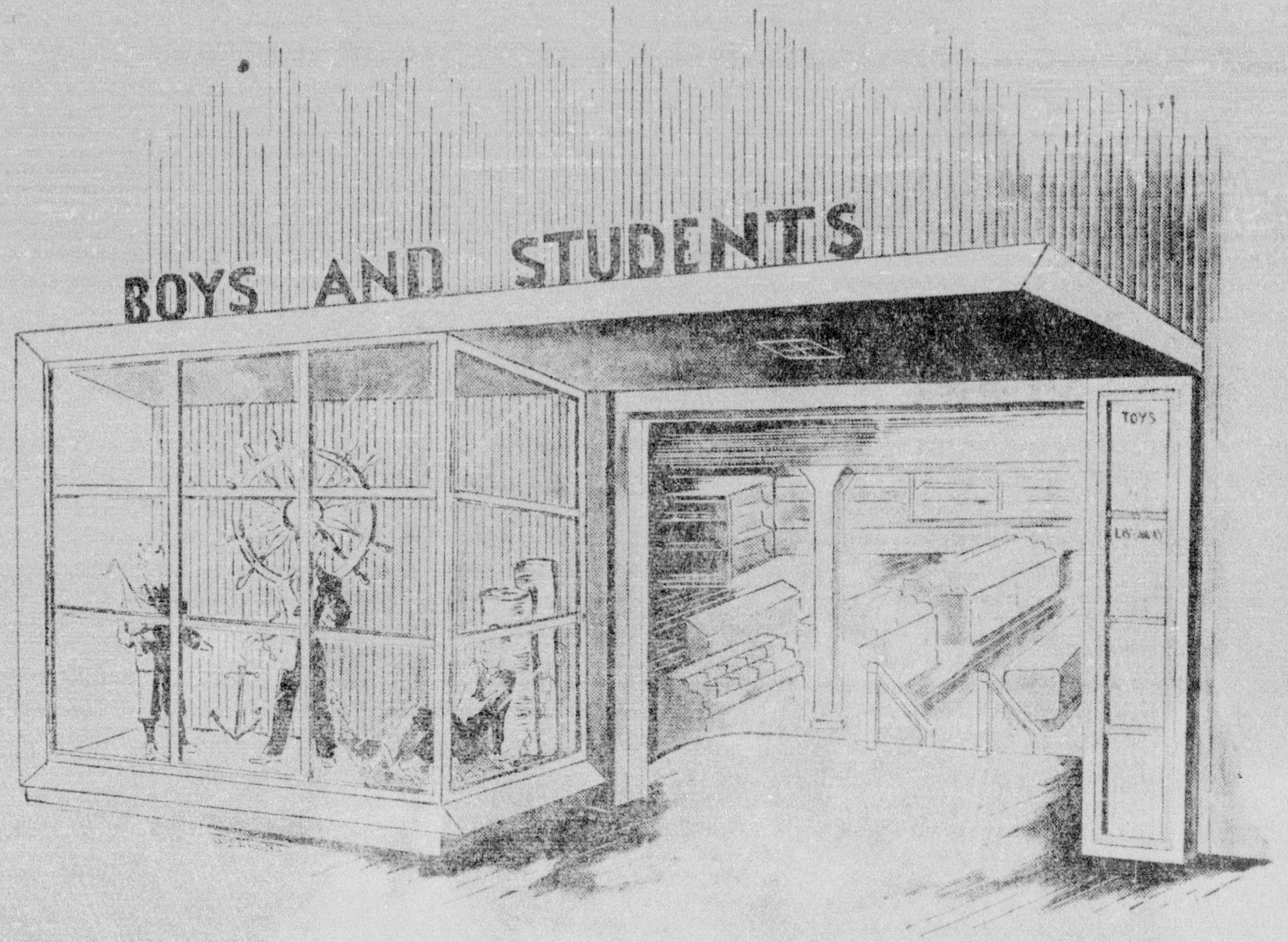
REFRESHMENTS AND FAVORS

Mothers, Fathers, Sons Visit

The Newest, Largest, Most Modern Department in the Carolinas Devoted To Boy's Clothing

IT'S STRICTLY A BOYS WORLD IN OUR NEW DEPARTMENT... DESIGNED IN A MODERN MASCULINE MANNER. WE HAVE EXPANDED OUR STOCKS, GREATLY INCREASED OUR FLOOR SPACE, AND STARTED FRESH AND CLEAN WITH COMPLETELY NEW FIXTURES OF BLEACHED MAHOGANY IN A HANDSOME SETTING... COMPLETE WITH FLUORESCENT LIGHTING, INDIRECT LIGHTING IN CABINETS, AIR CONDITIONING... A STORE WITHIN A STORE.

THREE EASY WAYS TO GET TO OUR NEW DEPARTMENT...
Take the escalator to the second floor; ride the elevator, or by the steps in the Men's Department.



Enter Our New Boys' and Students' Dept. Through this entrance on the Second Floor...

• BOYS

Complete clothing including play, sport, and dress apparel of the young gentleman just out of rompers to those entering high school... styles, fabrics, colors, and sizes especially for him. Boys' sizes 4-18.

• STUDENTS

For the more mature young men from high school up to graduation, the students' department was designed especially for them with clothing carefully bought to please them and give them excellent service. Students' sizes 33-56.

Many, Many Outstanding Bargains Bought Especially For This Event

Boys'
Dungarees
\$1.59
8 OZ. DENIM, SANFORIZED
SIZES 6-16

360 Prs. Boys'
Khaki Shorts
\$1.33
DURABLE EVERYDAY SHORTS
SIZES 4-12

360 prs. Boys' Khaki Twill
Boxer Shorts
98c
ELASTIC TOP... FREE FROM BELTS
SIZES 4-12

Boys' Broadcloth
Sport Shirts
\$1.00
LARGE ASSORTMENT OF SOLID
COLORS, SHORT SLEEVES.
SIZES 6-16

Boys' and Students'
**Rayon & Gabardine
SLACKS**
\$3.95
VERY SLIGHT SECONDS, ASSORTED
COLORS

Boys'
PAJAMAS
\$1.99
SEERSUCKERS AND BROADCLOTH IN
SOLIDS, STRIPES, AND FANCIES.
SIZES 8-18

600 prs. Boys'
Nuweave Sox
39c
SLIGHT IRREGULARS, ASSORTED
STRIPES, SIZES 8-12

Boys' Broadcloth
Sport Shirts
\$1.79
SHORT SLEEVES, MANY COLORS IN
FANCIES AND SOLIDS, SIZES 15-18

The Boys' And Students'
Department
IS FULLY STOCKED WITH
NEW SPRING MERCHANDISE
INCLUDING
SUITS, SPORT COATS, SLACKS,
SHIRTS AND SWEATERS
JUNIOR PALM BEACH SUITS IN
RUGBY AND ETON.

Seconds of Nationally
Advertised Line
25 Doz. "Tee" Shirts
75c
50 Doz. Skit Shorts
50c

360 Boys'
Polo Shirts
\$1.00
SLIGHT IRREGULARS, COLORED
STRIPES, NATIONALLY ADVERTISED
LINE

Boys' Broadcloth
Sport Shirts
79c 2 for \$1.50
SPRING COLORS IN FANCY STRIPES
SHORT SLEEVES, SIZES 6-16

Nationally Advertised Lines Featured in Boys' and Students' Department

- | | | |
|----------------|---------------|-----------------------------|
| Shirts by | Sweaters by | Socks by |
| • ROB ROY | • SOMERSET | • NU WEAVE |
| • DON MOOR | • PURITAN | • SPRINGFOOT |
| • TOM SAWYER | • ROBT. BRUCE | |
| • SAVADA | | |
| Polo Shirts | Trousers by | Underwear by |
| • ROBERT BRUCE | • HAPPY KID | • MUNSINGWEAR |
| • DON MOOR | • WM. TELL | • COOPER |
| | • GOLD NUGGET | Hickok Belts and Suspenders |
| | | Koosel Raincoats |

Hundreds of Outstanding Unadvertised Bargains

