



GIRLS — It's Back-To-School with

fashions for growing girls 4 through 14

Most of us are mammas too, so we know what you want and need in girls' clothes. Good looks, dependable sizes, fine workmanship inside and out, and — because mammas are busy people, easy washday care! Come, meet our own Miss B for all this — and low price too!

Exclusive at Belk's



BIG 'N LITTLE SISTER COTTONS

4-6X **2.99** 7-14 **3.99**

If it's new, it's here! See sailor collars, cummerbunds, contrast braid and piping trims! Perky white collars! Prints, woven plaids, deep vibrant solid colors! Such fun for sisters to dress alike!

- MOCK-FASHIONED ORLON CLASSIC CARDIGAN** 3.99
Shrinkproof, mothproof! Easy-care! A rainbow of luscious colors! 7 to 14. Matching Orlon polyester short-sleeved slipon, 2.99.
- SANFORIZED* COTTON SLIP WITH GROW ROOM** 1.00
One-inch let-down tuck at waist, adjustable straps, side elastic inset. White. 3-14. *max. shrink. 1%.
- EMBROIDERED BODICE! POLISHED COTTON SLIP** 1.99
Triple-tier skirt, all-over embroidered bodice. Underarm elastics. White. 3 to 14.
- ROOMY COTTON OUTING PAJAMAS, 4-14** 1.99
All main seams double-stitched! True-to-size fit! Snap-fastener elasticized pants. Prints, colors.
- CLASSIC BROADCLOTH SHIRT HAS ROLL-UP SLEEVES** 1.99
Dacron polyester with cotton, smooth cotton broadcloths! Extra-roomy, pearly buttons. 7-14.
- PETAL-SOFT EIDERLON KNIT BRIEFS 2-16** 3 pairs 1.15
Quick-to-wash, machine dry. Never loses beautiful fit! Rayon-combed cotton. White, pastels.
- NYLON CUFF ANKLETS, COTTON LINED FOR COMFORT** 49c
Fine-rib turndown cuff. White, pastels, dark tones. Sm. (6-7½), med. (7½-9), large (9-11).
- SUPER-SOFT COMBED COTTON CREW SOCKS** 49c
Nylon-reinforced toe, heel. White. Sizes 8½-11.



WHY PAY MORE? OUR OWN BRANDS are quality-controlled for comfort, quality, your best buy!



Shop in every department for the newest and most exciting Back-to-School selections we have ever offered. We have been planning for months in order to have the best merchandise available at the most attractive prices. Shop our store first for quality Merchandise



Shop our Basement Store for Boys' Regular And Western Jeans at Attractive Prices Our Brands Are IRON HORSE CAROLINA BELL WRANGLER LEE RIDERS POINTER BRAND and TWISTERS



Shop in Our Two Shoe Departments for BACK-TO-SCHOOL SHOES FOR ALL AGES Whatever Your School Needs — Shop Belk's First—We Are Boone's One-Stop Shopping Center for All Your Clothing Needs



Boone's Largest Dept. Store



BOYS—It's Back-To-School. You'll Be In Your Best Outfit in

TOP CHOICE AMONG LADS—AND THEIR DADS!

Good looks, dependable sizes, fine workmanship inside and out — and less work for Mother, easy washday care! All this and low price too! Small wonder more and more Dads are teaching their sons the importance of looking for the Archdale brand label first! How about you?

Exclusive at Belk's



- WASH-WEAR COTTONS! FAMOUS MAKE TAILORING! SPORT SHIRTS, DRESS SHIRTS** 1.99
Woven plaids, neat prints, stripes! Super-smooth broadcloth dress shirts with convertible cuffs to wear with or without links. Choice: button-down Ivy, medium-spread collars. Full cut! 6-20.
- ORLON CABLE STITCH PULLOVER HAS NEW SHAWL COLLAR, CONTRASTING COLOR ACCENT** 4.99
Easy-care Orlon acrylic — wash at home, dry in a wink! Important new colors: charcoal, lt. gray, olive, gold! That expensive look Mothers and Sons agree on one hundred percent! 10-20.
- WASH-WEAR COTTON BROADCLOTHS! FULL, TRUE-TO-SIZE CUT! 4-18 BOYS' PAJAMAS** 1.99
Neat stripes, prints, solid colors with contrasting piped trim. All main seams double-stitched for more wear! Elastic-waist snap-fastener bottoms. Roomy button-front tops. Shop, compare!
- LONG WEAR'S KNIT INTO EVERY PAIR OF BOYS' ARCHDALE BRAND COTTON SOCKS** 59c
So many exciting color combinations! Plaids, argyles, stripes! Even important cotton crew socks with contrasting collegiate striped tops! Nylon reinforced toes, heels! Miles of wear! Sizes 8-11.

Our own Archdale ties, neat prints, stripes, important new solid colors that style-conscious young men really "go for." Good looks last longer, too, thanks to wool linings! 1.00 Our own Archdale belts run the gamut from very narrow to medium widths. Different looking buckles, some with contrasting stitching. All just like Dad's! 79c & 1.00

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