

Colorful Personals Blend With The New Fall Fashions

Colors, Pockets New For Fall '49 Lingerie

Personals Adhere to Fashion In Slim Lines and Detailing

Color sets top billing in the lingerie scene for this Fall.

Colors are effectively used in many solid or two-tone pajamas and gowns.

But color dots are featured on nightgowns and negligee sets. Pastel plaid are mighty and pajama favorites. Two-tone teams run rampant in the pajama selection. Dresser's red permanent cold-weather girls' choice is here again in all its gay vivacious pajamas and robes.

Now, except into the lingerie picture in most complement to the many two-toned apparel items being featured in this color for the coming season. Novelty prints cover every item one can imagine.

Dark blue, turquoise and tropic leaf are the three colors used many times in three-piece pajama and robe sets. Each from medium blue are accents on pastel rayon pajamas. Two and two-tone plaid combinations in dark or pastel tones are also in the pajama field. Novelty prints, patterns for the manicure outfit. Four-months-a-year lingerie is here again.

Pockets in maid uniforms of Fall '49 are also styled on lingerie. Backless shoulderless vests, study, coat over the shoulders, except pockets by using the 3-in-1 style for neatest separation.

Decorative touches provide delicate styling along our more personal lines. These are:

Wavy lines, buttonholes and figures of the prominence of stylized with embroidered front panels. A high-waisted model by Lily of France is of power netting. It's quilted and pucker-pleated front; over wide lapels and small pocket tabs. Some pajamas have cuffed pockets and contrasting broad trimming. These styles may be had with plunge necklines or shawl collars.

A Reflection

In all, the lingerie picture is a perfect reflection of what you will wear "above" this Fall. Dolman sleeves, cowl effects, floating panels, the coat look and plunge necklines in gowns and pajamas.

This look is also reflected in housecoats, in the coachman-coat silhouette, and the wrap-over styles.

And the basis of any look is the worthiness of the foundation garment beneath your major apparel.

The former and straighter lines

Here's How To Condition Hair

Constant exposure to the sun and repeated dancings in the surf can cause the poorest hair into an uncooperative threath.

You can restore the luster and pliability of your hair with the application of a free soothing hair conditioner, followed by a gentle oil shampoo.

A pleasant and effective treatment is suggested by Mary Im-

Beauty Pick-Ups For a New Social Season Miss Co-Ed Take Hood!

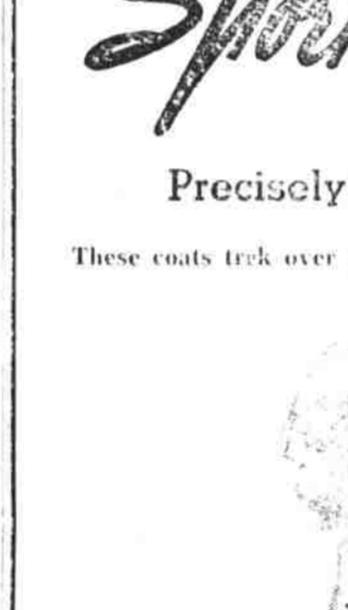


This young miss is ready for school with her Peggy Sage Lipstick Convertible Set in its soft plastic case.



Color earrings now have the Win-back fashion that will not push or drag at any ear, always keeping an earring securely anchored in place.

For skin parched and coarsened by the Summer sun, Mme. Helena Rubenstein recommends her new rich "Purified" Night Cream to soften and lubricate.



These gold or silver metal buttons by La Mode add a bright touch to her hoy coat. A matching button is nicely sashed on her simple beret.

Keep Your Hands Out

And Be Proud If They're In Trim

With Fall comes a sense of right, a statement, a sense of renewed energy and desire for self improvement.

There are new wardrobes to plan, new accessories to choose. Which blouse is an important item on the good-looking attire your hands?

You'll be impressed how often you are judged by your hands. Hands that show neglect detract from your whole appearance.

Here's How

We've worked out a special hand-care routine which should be followed in full to keep your hands at their smoothest and loveliest.

All you will need is a good hand cream. First, for a new one wash in pale pink in color and leave no ticks or nicks. Use orange-wood stick and a couple of minutes to come off.

After carefully washing and drying your hands, dig your manicure into the air of hand cream it skins the cream underneath each

nail. This will soften and protect the delicate skin beneath the nails and help to prevent nail breakage. Then, with the orange-wood stick gently clean away the cream and any accumulated grime.

It's Easy

For naturally curly hair, or for accentuating a permanent wave, apply a steam towel after the shampoo to remove excess moisture. Set as usual, then dry. In time hair treated in this manner acquires a fresh glow. The oil retained after the shampoo furnishes the suppleness rubbed by sun and sea.

Between shampoos brush your hair the required one hundred strokes per. This vigorous spanking distributes the oil evenly, brings out the slightest suggestion of a wave.

Gadabout In Your Blouse

Like Mary's little lamb, you'll find that a good blouse wardrobe will go everywhere.

Four or five good classics, team with a couple of good skirt and belts, will take you through the four seasons with very little need of a change of face.

However, there are a few important things to keep in mind when assembling a shirt wardrobe.

First, be sure of the fit. Make certain the shoulders set right on your own. That the collar, if it's a convertible one, buttons close to your throat and that the sleeves have much in common with the length of your own arms.

Quality is equally important because you'll want to know that your blouse can go in and out of a tub as often as you do, without changing color or shape.

Fine finish and fine details are the next things to look for. Turn the blouse inside out to a certain whether or not the seams are solidly sewn and finished.

More ton-miles of air space are flown today over the country's scheduled air lines in one month, a total of 2,190,000, than were carried the entire year of 1938 with 2,172,335 ton-miles, according to Railway Express.

Nail this will soften and protect the delicate skin beneath the nails and help to prevent nail breakage. Then, with the orange-wood stick gently clean away the cream and any accumulated grime.

It's Easy

Next, smooth more hand cream around the cuticles and, again with the orange-wood stick, push each cuticle back with light circular downward pressure. Used this way, the hand cream will remove any surface cuticle, will ward off little tears and keep the cuticle smooth and pliable.

Finally, apply a generous amount of hand cream to the hand itself. Massage the cream onto your up-held hand with smooth downward strokes, or downward "wrapping" motions. Massage each finger the same way—and don't skip over your wrists. Keep massaging until every bit of the cream is thoroughly absorbed. Then buff your nails lightly.

Important Hints For the Campus

Now for a bit more about play. That important college major of campus wardrobe is being indulged far more to schools all over the country. And preparations to enter much importance as entering bands.

This semester is very much a winter season. Twin overcoats, turtleneck, fitted cardigan, over-all dresses, does date sweater with wide ribbing, or several clothes, especially of long-sleeved sweater and skirt. All from the general lack-to-clad bottoms.

And it's a wise idea who finds the urge to overdo with a new blouse on her own person. Meaning, she'll want an effective, decorative, and never a庸俗的 look for a handy little package of ordinary baking soda.

Patted on with the baking soda, it does wonders as a skin refresher. More than that, it's a neat solution to the task of packing one item for many uses.

The same pack is, for instance, for double duty as a dentifrice. A thin layer soon removes the stain of the brush. The toothbrush is daubed with cold water and dipped in the powder. And a cool mouthwash is desired, one added. Three-tablespoon to a frosting of



Intimate shaping of the blangoous rayon jersey fabric by Texan will look as trim and attractive in weight as when the garment is not needed.

One-quarter of one-half a glass of water will do the trick.

This year's Campus Queen will keep her head on the bright side, inside as well as in, so she remembers her daily bath with the sunrise. But she doesn't spend a cent with a dirty hand. She has a clean bath brush and only a little effort when soaked in a basin of water with baking soda and she's ready.

Use the Want Ad page for selling, renting, or return of lost items.

Belk-Hudson Co.

Sport Coats

**Style-Right!
Price-Right!**

Precisely Tailored for Unlimited Wear!

These coats trek over path or pavement with equal aplomb! They are on the

preferred list of you gals aware of your budget as you are of the latest Paris report. And as the mercury nestles deeper down into the thermometer you will appreciate the toasty warm linings. In a variety of fine fabrics: tweed, flannel, camel's hair, broadcloth—in all the colors from this side of the rainbow to that.



Use Our
Convenient
Lay-Away
Plan

Belk-Hudson
"Home of Better Values"



\$24.95 to \$45.00

Exciting New Dresses

To Wear After 5 with all the Elegance and Smart Flattery of the New Season!

There's a wonderful promise of complimentary glamour in our newest group of Fall-into-Winter dusk-to-dawn dresses. You'll love the soft draping . . . the lines that nip in the right places, fall straight in others. You'll cherish the "after 5" fashion rightness of our many styles and you'll most certainly be delighted with the wide array of heavenly colors—and low, low prices. But do come see for yourself, today!

TOWN & COUNTRY SHOP

Phone 896

58 Main Street