

TO SCHOOL



OUR ARCHDALE SPORT SHIRTS

Famous Dan River gingham, cotton kammar cloth. Smart round-point saddle stitched collar, pockets. Blue, green, orange, pink, gray. S, M, L, XL.

2⁹⁸



ALL WOOL KNITS THIS LOW!

That's right, just 10.95! Heavenly accents of angora against blue grass, red, turquoise, navy. True to size for that trim look you love! Misses' 10-18.

10⁹⁵ 2-pc.

INEL SUIT

29⁹⁵

P JACKET

9⁹⁵

"ARCHDALE" PASTEL SHIRTS

Short spread collar! French cuffs! Super-lustrous high-count broadcloth in new pink, blue, mint green. Top value. Our own! 14-17 neck, 32-34 sleeve.

2⁹⁸

"Brief Magic" rayon briefs

39¢ ea. Ours alone! Elasticized waist, legs. Double crotch. Full-cut. White. 5 to 7. Stock up now!

3 For \$1.00

our own 'Rompin' girls' panties

39¢ each. Double crotch for longer wear. Elasticized leg. Cotton and rayon. Sizes 2 to 16.

3 For \$1.00



lace-trimmed nylon panties

Dainty 40-denier nylon knit, edged with sheer and val-type lace. White only. Sizes 5-7.

heathertone boys' sport shirt

Famous Dan River Wrinkl-Shed, saddle stitched collar, pockets. Blue, pink, orange, maize. 6 to 18.

1⁹⁸



fitted clutch... two smart styles

Everything for her day at school, at her fingertips. Plaids, corduroys, calf, or vinyl plastic.



bright plaid school bag

Durable plastic trim; separate outside pocket. Extra roomy—with side gussets! 13 1/4" overall.

1⁰⁰

paisley print quilt duster

Sweep back, deep pockets! Machine-washable! Red or blue on white ground. 12 to 20.

3⁹⁵

misses' corduroy washable duster

Firemen red! Deep turquoise! Petal pink! Full cut; deep hold-everything pockets. 12-20.

5⁹⁵

adjustable shoulder bag

With coin-wallet, comb, mirror; center zip section. Navy, red, panama, ginger, avocado plastic.

1⁹⁸



men's sanforized broadcloth pj's

Famous "B & L" quality! 3-way adjustable gripper front; full-length waist. Six-pipes, solids. A-D.

2⁹⁸



sanforized* "grow" slip

Elasticized underarm sections for better fit! Snip thread at waist to lengthen. Sizes 3-6X; 8-14.

1⁰⁰



men's gripper & boxer shorts

Double-stitched crotch, bar-tacked for better wear! Stripes, solids. Sanforized! Sizes 28-44.

69¢



Burmil's Nylotriquetri slips

Lacy styles! Dainty net trims! Form-fitting four-gore cut. Adjustable straps. White. 32-40 regular.

2⁹⁸



lined jacket

Wool sheen gabardine; elastic sides, adj. cuffs. Brown, gray. Sizes 8-18.

7⁹⁵



boys' western-style denims

Turned-up cuffs, orange stitching, bar-tacked for strength. 10 oz. Sanforized* denim. Sizes 6 to 16.

1⁰⁰



boys' all wool flannel slacks

Sizes 8-18 Hollywood waistband. Charcoal gray, brown, blue, gray, tan 4-10-4.98.

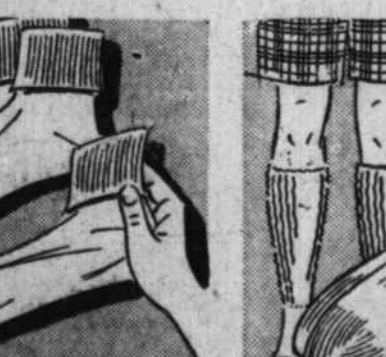
6⁹⁵



girls' Helanca stretch socks

Reg. 59¢ value! Dark, pastels, white! Snug-fitting 1 x 1 rib knit. S (6-8 1/2), M (7 1/2-9), L (9-11).

3⁹⁵



genuine morpul bobby socks

Super-soft cotton sweater knit with elastic yarns in cuff for better fit! White. 8 1/2 to 11.

48¢

ONE STOP SHOPPING FOR BACK-TO-SCHOOL

Belk-Hudson



Home of Better Values



MOTHER MAKES FOOT COMFORT CERTAIN for Junior by taking him downtown for a shoe fitting now, before classes start and the rush is on, so that the fit may be perfect. Junior selects a pair of all-leather tasseled moccasins and a gored slip model in brown leather.



FASHION CONSCIOUS little girls will like, left to right: 2 in 1 strap in navy blue leather with pinked throatline; taffy colored moccasin with side buckles; and part shoe in black suede.



DURABLE FOOTWEAR for little boy scholars come in sturdy all leather models offering plenty of support for young feet. Left to right, above, black crushed grain moccasin toe, and U-Wing model.



DESIGNED FOR RUGGED wear are the new boys shoes with scuff proof leather tip extended down both sides.

Welted Shoe Recommended For Strength And Comfort

How to tell a good shoe from a poor one is a problem that faces most parents when they go back-to-school shopping. Price—as in most things—is some indication, but it's not always the whole story.

A good way to judge how well a shoe is likely to wear is to check whether it is constructed with a leather welt. According to a survey by a national consumer group, shoes with welt construction stand up better and are better for the child's foot than non-welted shoes.

The leather welt is actually the backbone of the whole shoe—and, very important, determines its ability to be resoled. The welt holds the upper and sole together firmly, and permits a new sole to be easily attached when the original sole wears out.

Of course, the welt is a part of the shoe that most of us never knew existed. The visible part of the welt is the upper surface of

the sole edge which carries the stitches.

In welted shoes, the sole edge is usually fairly narrow. In non-welted shoes, it is wider and carries very heavy rows of stitching.

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However, the salesman will be able to tell you which shoes are welted. Do not hesitate to ask for his advice.

ABOUT CHILDREN

Children are to be seen, not hurt, is a principle car drivers should keep in mind.

The slimmed-down suit with narrow lapels and flap pockets is featured for boys who love to look like Dad. Shirts, ties, sweaters and sport jackets are following the grown-up trend to make color and greater coordination.



THE BACK-TO-SCHOOL PARADE WILL SOON BEGIN... AND NOW WOULD BE A GOOD TIME TO MAKE YOUR MONEY SMART TOO!

YOUR SMARTEST MONEY IS THE MONEY YOU DEPOSIT IN YOUR SAVINGS ACCOUNT EVERY PAYDAY. BY SAVING REGULARLY YOU ARE BANKING A HAPPY AND MORE SECURE LIFE FOR YOU AND YOUR FAMILY.

OPEN A SAVINGS ACCOUNT TODAY

The First National Bank

Organized 1902

Member Federal Deposit Insurance Corporation

Member Federal Reserve System