



Six Good Reasons **WHY IT PAYS**

To Do Your "BACK TO SCHOOL" Shopping

In Salida

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1. Travel costs time and money and often results in dissatisfaction with your out-of-town purchase.
2. Salida Merchants know you and your needs. They will try to satisfy those needs. They know you'll be here tomorrow. They will be fair.
3. Adjustments on articles bought can be more easily made in your own home town. There will be less confusion, less effort.
4. Salida offers you a complete selection of every manner of goods and services you may desire or need. Salida is a complete shopping center.
5. Your money spent in Salida provides jobs for people who work in Salida. It helps provide for you and yours a better town, better streets, better schools.
6. Salida merchants have gone all out in their effort to bring you a complete assortment of BACK-TO-SCHOOL necessities. Also necessities in every other line. They are ready to serve you—bring them your patronage.

Help Yourself and Your Community By Doing ALL YOUR Buying In SALIDA

Shirts Not Old Sacking, Match Face With Collar

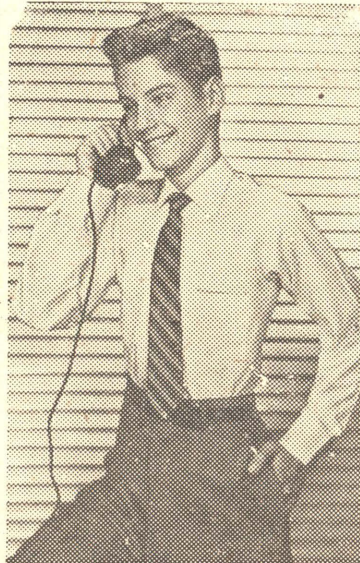
GONE ARE THE DAYS when the kids aren't style conscious. Mom can walk into her favorite store and buy Junior's back-to-school shirts by simply quoting the size and color to the clerk. Times have changed and so have the styles.

Shirt collars for boys in grade and high schools, for instance, now have variety so the shopper can find a suitable shirt for various face types. And don't think

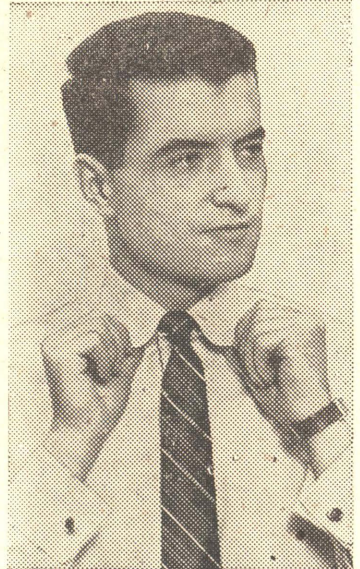
Today, shirt collars are shorter. The long tabbed collar is virtually a thing of the past, and even casual shirts for sportswear are made with medium-length and shorter collar points. Also, collars are cut shallower and at a greater angle up from the point.

Take the round tab collar which was introduced for older

men several seasons ago. It's now shown in several versions for the grade and high school boy. Some are miniature versions of the Eton collar, others barely hang below the neck band.



GROWING boys will fit right into this "Bi-Way" shirt. Collar may be worn open or with a tie.



COLLAR styles are set on the campus. This Flexo-tab shirt is comfortable, has trim appearance.

The new short, pointed collars have a brisk formality that makes them best for dressy wear. And the pink shirt, which was a college fad several seasons ago, is now standard for high school and grade students. The new idea is that the suit furnishes a background for the colored shirt and tie, where formerly the shirt was worn as "linen," with no color contribution to the total effect.

Also, the casual wool sports shirt maintains an important place for day-to-day casual and sports wear. Soft wool long-sleeved shirts in a bright plaid herringbone pattern or solid colors should be worn with a suit or sports coat as well as by itself.

Besides, these heavier shirts provide extra protection from colds. And, just as important to a young man who is forming his taste in clothes, they add a rugged rich color that will go well for any type of campus activity.



NEW look at college for classroom and sportswear are new seamless, knee-high nylons with elastic tops.



RAINY DAY protection at a moment's notice is provided by vinyl film raincoat that folds into tiny space in a handbag.

Knowing Road Signs By Shape Step In Preventing Accidents

"Know traffic signs by shape. They are designed to Heed them on sight!"

That is the advice given motorists today by State Patrol Chief Gilbert Carrel. Traffic signs, signals and pavement markings, he said, the signs of life.

"They are not there just to annoy drivers, as some people seem to think," he said, "or to give an officer an excuse to write a ticket. Their locations are determined by careful engineering

ample, he should get ready to stop. The four other sign shapes also should have meaning for the driver.

The rectangular sign in regulatory and informational, and advises of speed limits, no passing zones, etc. The round sign always warns of a grade crossing 300 to 500 feet ahead. Diamond-shaped signs carry warnings that call for reduced speed and extra caution, such as curve, narrow bridge, winding road or cross roads. The crossbuck marks the intersection of highway and railway.

"Forming the habit of observing all traffic signs and signals,



Hi Kids!

Here's the first Test of the School Year!

Can You Pass It?

Q. How do you arrive at the sum of the prettiest hairdo you've ever had?

A. Add a soft permanent to a good haircut.

Q. What does a hairdo designed just for you spell?

A. Glamour.

If you feel the need of cramming a bit, give us a ring. We'll be glad to help you pass the most important exam of the year... The test in back-to-school beauty.

School-Girl Permanents - Special Price

Salida Beauty Shop

GLORIA DE GRAZIO

110 East 2nd

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Have Those Back-To-School Cars Repaired and Ready To Drive Back to School Now. Our Modern Equipped Service Shop Is Your Best Insurance For A Safe School Car.

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- Brake Relining and Repairing
- Wheel Balancing
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A GOOD SELECTION OF CLEAN USED CARS WE FINANCE WE GUARANTEE

ARGYS BROS. GARAGE

COME IN NOW and AVOID The RUSH



Come in for your used school books now while we have a selection.

We also have book lists for all grades so that you may select your new books.

If you will be needing a typewriter, come in and talk it over with us. We can help you.

ALLAN'S BOOK STORE



Crews-Beggs

Whether For Kindergarten or College, Reliable Brand Names Are YOUR BEST BUYS



For The School Miss—

JANTZEN MIX-MATCH
Sweaters & Skirts
8.95 up

GLAMOUR
Sweaters 2.95
In Nylon and Orlon. Assorted Colors and Necklines

School clothes, regardless of the age of the wearer, need to be of the best to stand the normal school wear and always look well. That's why it pays to buy brand names you can depend upon for style, quality and service. Let Crews-Beggs, your family department store, help you get your children ready for a well-dressed school year—you'll save in the long run.

For The Lad—

TOM SAWYER
Sport Shirts 1.69 up
All Sizes

TOM SAWYER
Slacks 3.50 up
Tweeds, Cords and Gabardines

MUNSINGWEAR
Underwear 69c
Shirts and Shorts



JUST RECEIVED — MUNSINGWEAR

Nylon Stretch Anklets 89c

JUST RECEIVED — MUNSINGWEAR

Boys' Nylon Stretch Sox 89c

For The Little Girl—

JUST RECEIVED—
Little Girls' Munsingwear
Stretch Sox 89c



Corduroy Skirts and Jackets

Plaid Cotton Dresses

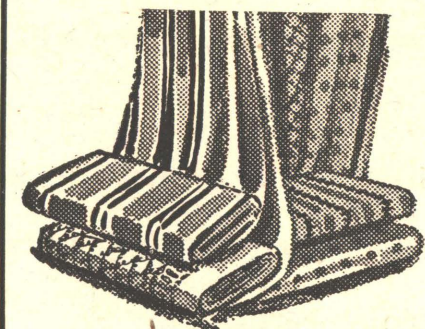
Plaid Wool Skirts

Munsingwear Slips & Panties

Sew & Save—Visit Our Complete FABRIC Department

For A Fine Selection of New—

- Rayon Gabardine
- Rayon Scotch plaids
- Washable Avondale Corduroy
- Denims—plains and Fancies



CREWS-BEGGS

Reopening Of School Brings Gladness, Sadness, Mist Of Memories

THIS STORY is very old. In many ways it is sad—the way a dream is sad because it is beautiful and so quickly over and recalled only now and then in brief vignettes.

This story is about school days. And you will not understand it unless you can remember the smell of paste and colored paper. Or the feel of the smooth black letters on the coarse cover of the spelling book. Or the sweet taste of a dark red winesap in an October afternoon.

This story is about the schoolhouse and the little

children meandering down the long lane and into the tall world that every commencement speaker tells



them will someday be theirs. And this story is flecked with the tears of mothers who watch their young—as their mothers watched them—let go the apron strings to the distant bell. And finally, this story is illuminated by this year's class, and the

classes yet to come who will cry at graduation as they cried at night for one more drink of water before the light was put out.

But what do the schools themselves look like?

According to a report by the National Education Association, and based on a survey of 1200 colleges and universities that prepare teachers, today's schoolhouse is in crisis.

There are, the survey reveals, only 867 teachers qualified to teach physics and chemistry who have been graduated this year. Besides,

the supply of teachers of any science has dropped 56.3 per cent since 1950.

In addition, the supply of



potential teachers in industrial arts, social science, mathematics, agriculture and health education has dropped more than 50 per cent in the past four years.

This is part of a grimmer picture. At least 50,000 new high school teachers will be needed to man school posts

in the coming year. But the facts show that only 50,000 potential teachers will be graduated—many of whom will never seek or accept teaching positions.

To round out the crisis, 85,000 elementary school teachers are needed to replace re-



tired teachers or those who have died or left the field. But only 35,000 trained ele-

mentary school teachers are being graduated this year.

The crisis in the schoolhouse comes at the precise moment when the bumper crop of children born after the war moves into the junior high school classroom.

And the result of the gap between education and school is most clearly pointed out by a survey conducted within the armed forces where one-sixth of the nation's potential fighting manpower is lost because of poor education.

The figures run from 1.3 per cent of Minnesota's school graduates unfit for service

because of inadequate schooling to South Carolina's 56 per cent.

The problem is largely one of teachers' salaries and a high tax burden on most citizens. But if you can remember that sharp, dry sound of chalk on the blackboard and



the still, small voices in recitation, you will know that it is a problem that must be solved.

Hankies Make Cute Blouses

HEY GIRLS, need a unique blouse to go in your back-to-school wardrobe? You can make it yourself in no time.

Here's how: Three polka dotted handkerchiefs form the yoke of this smart linen blouse. Two sewn together along one edge form the yoke itself and are fitted into a deep round cut-out both in front and in the back of the blouse, the joining seam starts at center back, stops at the neckline.

The two hankie corners, already hemmed, serve as a pointed collar. A third handkerchief is cut diagonally and makes a perky bow.

This design is made of pure linen hand-rolled coin dot handkerchiefs, but would be as effective in a striped or any over-all design. Any ordinary scoop neck blouse pattern could be used for this, or you could alter one of your own, either with or without sleeves.

Only in a few western states, notably Montana and Nevada, are silver dollars still in common



PRETTY AND PRACTICAL shirt dress requires a minimum of care, ranks high on back-to-school wardrobe lists. This one has slim, straight cut and is quickly home-made by even a sewing novice in easily washed combed broadcloth.

Skunk Tangles With Glass Jar and Loses

LEBANON, N. H. (UP) — More and more motorists halted their vehicles on Route 4 near the Enfield-Lebanon boundary to watch as a skunk, its head caught in a glass jar, crossed and recrossed the highway.

None of the audience got too close. Three intrepid highway department workers failed in attempts to get close enough to break the jar.

After almost an hour had passed and traffic was getting hopelessly tied up. Police Chief Francis LaBounty of Enfield reluctantly shot the skunk.

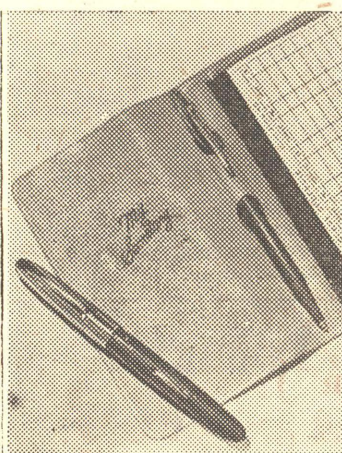
And did traffic at the spot move briskly for hours afterward!

Ancient Steamroller Gives Up Ghost

HONGKONG (UP) — An old-fashioned, tall-chimneyed steamroller made its final appearance June 4, after having served faithfully for more than half a century in Hongkong's road construction.

Thousands lined the road on which "Old Faithful" was making its final run to bid adieu to the veteran road machine as Hongkong's governor, Sir Alexander Grantham, honored it by delivering it personally to wreckers from the Public Works Department who were to scrap it.

The colony now has a fleet of 24 post-war model diesel engine rollers.



SECRETARY for classroom work is leather-type case, pen and notebook with class schedule on top.



DRESSY and still informal, capeskin leather with knitted wool gloves look well everywhere.

... WITH THE CAMPUS TOUCH

Your choice may be a luxurious flannel . . . a rich tweed . . . or a smart check, but whatever your preference you'll find Capps Full Measure Suits are built in the natural lines a school man likes. Come in and choose from our large new Fall selection now . . .

from 45.00 and up

scoop-neck cotton goes back to school **3.99**

College cotton with fashion news in the flattering scoop neck, the breezy sweep of the skirt and the pert bows on the sleeve. The tiny print design has a fashionable old-fashioned look . . . sweet nostalgia for now and for fall. Wonder-washing cotton in sizes 9 to 15.

Both casual and dress shirts in your favorite names, Arrow, Wilson Bros., Van Heusen and Manhattan. **2.95 to 4.95**

Interwoven sox in new fall shades. Have you tried the "fit-everyone" knits? **55c and up**

Capps Full Measure Sport Coats will accomplish that dressed-up casual look because they're smart and fit and feel so good. **24.50 and up**

Our new fall Capps Slacks are as comfortable as they are smart. Choose several pair to wear with your sport coat and economically extend the variety of your wardrobe. **7.95 to 19.95**

long or short-sleeve Blouses **1.99 and 2.99**

Vat dyed sanforized cottons or rayon in smart "collegiate" styles . . . whites and patterns

mixable, wearable Skirts **3.99 and 4.99**

in men's cloth, tweeds, checks and plain or in heavy rayon gabardine of green, brown and blue

Flannel Frocks **7.99**

Washable blended wool and rayon—a truly blended fabric

Outing Flannel Frocks **5.99**

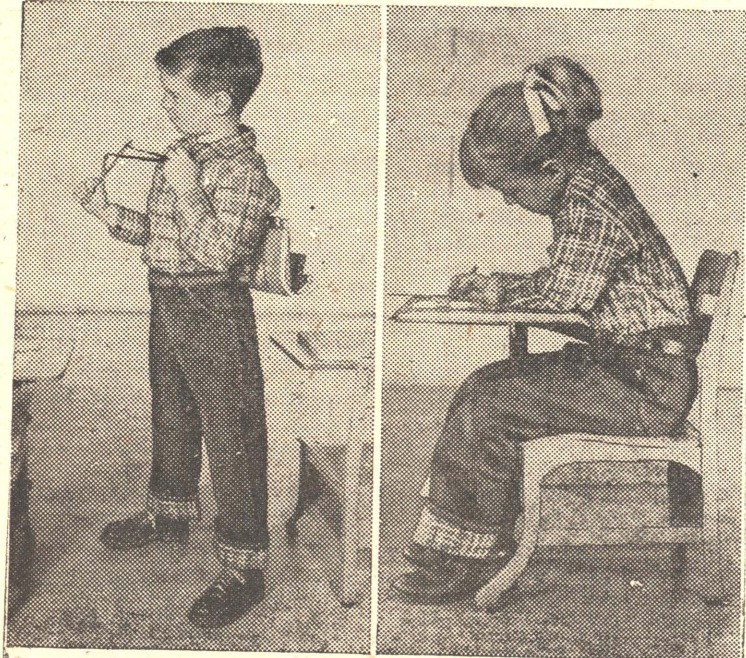
Salida's **Men's Shop**

• TAILORING • MEN'S WEAR AND APPAREL

"ONE MAN TELLS ANOTHER"

... SALIDA, COLO.

Blue Jeans Still Thing In Hit-the-Books Set



SCHOOL WORK needs work clothes, especially for the lower grade children. The boy and girl wear matching flannel shirts with their warmly lined dungarees. The pants are sturdy, hard-wearing denim sanforized by several manufacturers.



HIGH NOTES and after-school jam sessions dictate casual wear. These are the tapered-leg blue jeans that meet the needs of the boy and his gal. Make sure dungarees have plenty of pocket space and no-scratch rivets.

Brighter Shirts To Be Seen This Fall

DON'T THINK your college roommate is a crazy, mixed-up kid when he unpacks this fall and yells: "Hey dig this flame! And this cognac! Look at this bamboo! What about this pe-

can!" He'll only be giving you a sneak preview of the popular-colored sport shirts that will be seen on campuses throughout the country during the school year.



And according to Harry F. Goldman, president of Allen Knitting Mills, Inc., "don't be surprised to see more and more pink and lavender shirts in the classrooms and in the soda shops. Black will also be a very popular color."

ANOTHER STYLE BREAK the back-to-school set will get in shirts this fall is fabrics that are "shrunk-to-fit." Allen has developed such pre-shrunk knitted fabrics with an exclusive technique called the "Redman" process. McGregor, Van Heusen, Jayson, Marlboro, Vanity Blouse and other leading shirt and blouse making firms use these "Redmanized" fabrics.

"In our process no chemical is used that will wash out," says Mr. Goldman. "The non-shrink feature is put right into the fabric itself. With this process, sport shirts will not flare at the bottom or stretch out of shape. Even tumble drying will not distort them."

THE SPORT SHIRT STYLE this year will be set by these knitted fabrics such as cotton and wool

jersey and combination orlon and wool, according to Mr. Goldman. Most of the styles are available in both long and short sleeves and are suitable for year-round wear.

Also, the trend is toward the very dressy styles such as two-tones with fancy collars, fronts and pockets. And fashion experts say the demand is very definitely for shirts that are completely washable and with high colors. Easy washability is very important to the economy-minded college student, too. And with these fabrics you "simply wash-rinse and hang to dry." Prices for these shirts in both cotton and wool will run from \$2.98 to \$8.95.

FOR THE STYLE-CONSCIOUS COEDS, wool and cotton jersey blouses will also be very popular. Because they're pre-shrunk, com-

pletely washable and come in a variety of colors and styles, these blouses will add comfort, versatility and economy to the college girl's wardrobe.

"Why, two or three years ago about the only colors the girls had to pick from were navy, red or holly green," says Mr. Goldman. "Now, they have a wide choice with the color trend running toward such shades as Van Gogh gold, Indian turquoise, mauve pink and sunburnt orange."

With such a wide range of colors and styles to pick from, the back-to-school Miss will be able to come up with many blouse and skirt combinations that will fit most any kind of school activity. These blouses—both wool and cotton—retail from \$2.98 to \$7.95.

Parents Should Help Youngster Be Prepared For First Grade

ARE YOU REALLY all set for the first grade? Sure, Johnny is starched, clean and shining-faced for the event. But how about you?

Nostalgic and slightly hazy recollections of your Elson primer days crowd the conversation. Remember how you drilled until you knew the ABC's letter-perfect? How proud you were when you first printed your name in large capital letters?

Can you recall what a pain in the neck "teacher's pet" was, always about to zip through the day's reading lesson without missing a word while you sometimes fumbled and missed and sat down in burning embarrassment?

Better tuck those recollections back in the mental mothballs and prepare yourself for modern school days. Teaching methods have changed.

THE TIP-OFF was the lengthy questionnaire you filled out when Johnny entered school. By the time you completed it, your life with Johnny from the first delivery room squeal to the latest aggressive argument with baby brother is an open book. With the record to refer to, the teacher can give more enlightened help and better understand your Johnny's reactions.

Formal learning by rote, memorizing the lesson, and dividing the three R's into separate categories have lost favor in many modern schools. Instead, every effort is made to integrate the studies, to fan the desire of kids to learn the meaning of words, numbers and letters. Even in crowded classrooms, teachers are trained to give more individual help and to encourage a child to learn at his own speed.

THE FOURTH R for Readiness looms large in first grade. Is Johnny read to read? What helps the teacher decide is an analysis of his social, emotional, physical and mental maturity.

She considers his hand preference, his visual audio discriminations. Can he distinguish between d and p for example? Does he see "no" as "on?" Basic tests help her chart his progress and group him with others who rate about the same. If he needs individual help, her analysis guides her action.

DON'T THINK you've raised an ignoramus or that the teacher is incompetent if Johnny doesn't start to read the first day of school. Teacher builds up to the big moment gradually. He'll learn how to handle a book, to turn the pages, to find a place, and to look from right to left. He'll study pictures and learn to detect small differences in detail.

Along with his classmates, he'll talk about the pictures and his experience. He'll engage in room projects, go on field trips, perhaps, dramatize his family activities. All this widens his horizon, gives him better understanding of the world and encourages him to express himself.

Once he starts to read, however, modern educators believe he'll learn more rapidly and more thoroughly and with greater comprehension. Primers encourage his reading desire. In old primer you probably used, the picture was strictly incidental to the copy.

Many of the new ones accent big, bright pictures which tell a story with humor and even a sort of a plot. The words are conversation relating to the picture and

sidestep as fast as possible the repetitive quality of older primers.

MOST EDUCATORS advise against your trying to hurry things along by teaching him to read at home. Read aloud, certainly, and listen to him read, but the advice is to let the teacher take over the formal assignment.

Later in the year, another modern concept crops up. This is the "independent word attack." This is not as you may suspect a desk-side skirmish between two embattled boys. When Johnny needs to read an unfamiliar word, he's been primed to study its structure and to "sound it out."

Here we meet our old friend, Phonetic, all done up in modern dress. Johnny's trained in consonant and vowel sounds, related to words he knows. If he knows d-o-g is dog, then he can figure f-o-g is fog.

By this time he also knows that when he sees a silent "e" on a word, the first vowel "says its name." Thus m-a-t-e must be "mate" not, "mat"

Other simple guides to phonetic pronunciation are introduced as they are needed.

Slow Down At Dusk

Slow down at dusk, advises the State Patrol. Less visibility means a narrower margin of safety between you and possible danger ahead.

How To Whip Writing Tasks

Besides the pen, pencil and notebook, one of the most important additions to the desk of any school child is his own box of stationery.

If it's got his name and address on it, it's his. And he'll take a quick—and lasting—interest in writing. Not only letters to his friends and family, but thank-you and bread-and-butter notes will come easily. It'll work wonders on his handwriting and coordination, as well as his spelling.

It's a good idea to let him pick out the kind of stationery he likes, and type of letterhead and design that appeals most to him.

One Caution: don't buy too big a supply. For once it runs out he'll be eager to try a new kind, with different type style and pattern.

The interest he takes in letter writing will teach him the social amenities faster than the most sincere lectures by his mom and dad.

Bikers, Please Ride Carefully

SCHOOL DAYS means the streets of every town and hamlet across the country will be swarming with youngsters on bicycles trying to make the first class on time. It's good transportation to the campus for the kids—but it's also hazardous.

If you're planning on a bike for your youngster be sure to get one the proper size so he can handle it under all conditions. Also, he should be instructed in all the traffic and safety rules of the community before learning or starting to ride.

For the cyclist has a mortal enemy—the motorist. Last year 500 bicycle riders—mostly kids—were killed in collisions with automobiles, about 11 per cent more than the year before.

Accidents are caused by such traffic violations as these: Failing to yield the right of way, cutting in and out of traffic, hitching onto other vehicles, riding against traffic and improper turning.

Also, other biking accidents are caused by falls on icy streets, deep ruts and sand and collisions with pedestrians or fixed objects. Falls from defective bikes are also responsible for many injuries.

Have fun with your biking chums going to school and back—but be careful!

A Drier Repose

BRIDGEPORT, Conn. (UP) — A sand barge sank in Bridgeport harbor and it was feared the skipper, Frank Meade, had gone down with his ship. As the harbor bottom was about to be searched, Meade arrived and explained he had spent the night on shore.

THIS FELLOW AND HIS SISTER...



... UNDOUBTEDLY the most important people in our community . . . they are today's YOUTH. They will be tomorrow's business men and women, teachers, doctors, merchants, farmers and civic leaders. This month they go back to school. We salute this youth . . . and the teachers who have the great responsibility of training our youth to be good American citizens. Let's give our school system and our teachers every possible help during the coming school year . . . let's take part in school activities and co-operate 100 percent. Let's show that fellow and his sister, from the little ones to the big ones, that we are interested in them and their progress.

SALIDA BUILDING & LOAN ASSOCIATION

SALIDA REALTY CO. Real Estate & Insurance



BACK TO SCHOOL



Watches ELGINS LONGINES WITTNAUR PEN and PENCIL SETS

Electric Razors REMINGTON SUNBEAM SCHICK NORELCO RONSON

SAMSONITE LUGGAGE for the Off to College Set

DONNOHUE'S

(Reprinted Upon Request)

Please . . . DON'T HURT MY LITTLE BOY AND GIRL



Dear Driver:

My children, who are seven and five, start to school Wednesday, September 1. Mary will wear a dark blue dress with white collar, and Johnny the new grey corduroy suit I purchased recently. Their shoes will be shined and they will glow with that fresh-scrubbed look. Their cocker-spaniel whose name is "Scoot" will mourn on the back porch and whine his canine disbelief in the folly of education as they wave "goodbye" and skip off to the halls of learning.

All summer we've talked about school. Mary told Johnny who is starting for the first time about her chums from last year. The little girl who sat in front of her . . . and the little boy who sat across the aisle making funny faces. She told us about her teacher who she was sure had hidden eyes in the back of her head . . . about the play grounds where all the kids have so much fun . . . about the girl who scoffed at Santa Claus. We talked about a lot of things; tremendously vital, unimportant things; we looked over last year's spelling, reading and arithmetic and then I shooped them off to bed.

They're upstairs asleep now . . . Mary with her "Princess Elizabeth" (that's her doll) and Johnny with goodness knows what. You wouldn't hurt them, would you? You see I'm their Daddy. When a finger gets cut or a head bumped or a toy broken, I'm their Mr. Fixit . . . but when they start to school; when they cross the street . . . then they're in your hands.

They're good kids and I'm mighty proud of both of them as any Dad is. They run like deer and dart around like mischievous chipmunks. They like to ride horses, swim and hike with me on Sunday afternoons. But I can't be with them all the time . . . I have to work to pay for their education and clothes. So please look out for them. Please drive carefully, please drive slowly past the schools and intersections . . . and please remember that children DO run from behind parked cars. Please don't hurt my kids, Mr. Driver.

BY THE WAY NEIGHBOR We Will Fill Your Lumber Needs As Carefully As We Ask You To Drive

FOSTER LUMBER CO.

Laurence Campton, Mgr.

Phone 46

2nd & G Streets

Steps In Buying Children's Clothes

NO MATTER HOW MUCH modern man owes to the atom, the airplane, the rocket, it's a better



MACKINAW jacket in wool is wind-resistant and warm. Tan with dark brown stripes, it has quilted lining.

Short Jacket Fad With Boys

THE SCHOOL UNIFORMS of not too many decades ago may be dead, but there is a uniform for grade and high school boys that parents can't ignore. The "uniform" consists of a hip-length outer jacket, slacks and an open-throated shirt, and is worn throughout the country. "All the boys" are wearing this type of outfit, parents will discover, if they try to get their sons into a longer coat for daily school wear. If you can't fight 'em, join 'em, as the saying goes, but it's important to see that this outfit is warm and wind-resistant.

In choosing one of the many short jackets that you'll run across in the stores, keep in mind that some of the jackets may have wind resistance but not the necessary warmth.

THE MACKINAW TYPE of jacket in the typical mackinaw fleecy wool fabric has both qualities. It is sold in two main styles—classic double-breasted, with slash pockets and belt, and jackets which close by zippers.

There are also handsome zipper or button-closing jackets in the windbreaker cut—in soft tweeds and worsted gabardine. Each fabric wears well and guards the wearer's health.

Both mackinaw and windbreaker jackets are available with strong wool linings—a good additional protection against the danger of cold.

High School Auto Course Saving Lives

MORE THAN 425 LIVES have been saved, 14,910 traffic injuries were prevented, and \$42,600,000 of property damage was avoided by driver education in American high schools during the last school year, the American Automobile Association estimated.

During the 1953-54 school year, over 330,000 boys and girls received complete driver education courses, including behind-the-wheel training—the largest number to get this training in a single year since the program was first introduced over 20 years ago.

At the end of the school term approximately 6500 high schools—about one-quarter of the U. S. total—had a complete driver education course as part of the curriculum, and several thousand more schools offered classroom instruction without actual training behind the wheel.

THE PRINCIPAL obstacles to establishing more courses are money and classroom space, and in some cases qualified teachers are not readily available. These may soon be overcome, however, as the public comes to realize that the cost of training one student to drive is less than the cost of repairing a single crumpled fender—about \$34 per student.

Driver education is not just a matter of teaching a student how to manipulate the controls of a car, the AAA points out. Attitudes toward other drivers, pedestrians and the traffic law enforcement authorities are heavily stressed in a modern course on "how" to drive.

A typical driver education course includes 34 hours of classroom work, eight hours of actual driving practice with an instructor and another 24 hours of observation of other students driving.

Speed kills, says the state patrol. Don't get caught with your throttle down.

than even bet that future historians will term this hurried era as The Age of Lists.

Take a look at anybody's bureau-top, stove-top, front hall table. And on little bits of paper bags, grocery bills, newspaper margins you'll see items like: "Write Aunt Agnes; call cleaner; pick up shoes; get to bed early."

Forgetful America has learned how to itemize. But only the things it is afraid it will forget. HOWEVER, WHERE A LIST is at its most effective—as a money and time saver—most people haven't learned the trick, according to professional shoppers, store owners, fashion experts.

Especially true of the back-to-school shopping trip is the before-hand list that wipes out the harrowing morning and afternoon of taking junior by the hand through the stores that he'd rather not see.

HOW DO YOU SHOP with children? According to the Wool Bureau, one of the nation's largest manufacturers' and buyers' associations, there are three steps.

ONE—Make a tentative list of what your child needs.

TWO—Make an advance shopping trip without the children to see what the stores offer and where your list misses.

THREE—Revamp your list, adding the store names, and take the kids with you to try on the clothes.

There is one danger in buying clothes that most parents are unconsciously prey to. They tend to confuse the need for buying clothes that can be worn when the child grows with more adult clothes, the Bureau says.

The result is that children are dressed "beyond their years" and look too adult. However, conservatism is what is needed when the fabric of the garment is considered. The safest rule is to choose material which has stood the test of time and gives the wearer reliable protection in winter weather.

CHOOSE SUITS CAREFULLY for their fabric as well as for fit. There are many handsome new patterns in worsted flannels, colorful wool tweeds and hard-finished worsteds. The dark blue suit which is a perennial favorite has a new spark of interest this year, for small threads of lighter blue enliven the fabric.

Tweed suit fabrics are exceptionally handsome this fall, for the distinctive background colors are enhanced with lighter shades in the pattern and with some rich accent colors.

One important thing to keep in mind is that the habit of dressing with care must be acquired early. Good clothing habits for boys and girls arise from the suits for Sunday, party sports coat and topcoat for the date at the movies. When looking for suits, remember that the suit with the square-cut, three-button coat looks best on boys size 12 and under.

Two-button coats tend to look unkempt on small boys because of their activeness. For the junior high and high school boy, the suit with two-button coat will be the general favorite, but check which looks best at the store. The three-button suit coat is the favorite in the Eastern section of the country.

TOPCOATS WITH ZIP-OUT linings have been found by many parents to have extra convenience, and the styles shown this year are exceptionally handsome as well as practical. The coats are cut with squared shoulders, the buttons, show, rather than being concealed by a flap, and the shorter balmacaan collar is

strongly favored.

The softer tweeds, combining three or more colors, look particularly well in this cut. The more formally cut single-breasted coat with notch collar and flapped pockets is shown in gray and dark blue fleecy wool velour, and the belt-in-the-back polo coat in natural tan wool velour remains in style.

A muffler is needed with the more formally cut coats. If the boy who is to wear the coat won't wear a muffler, choose a coat with a balmacaan collar which fastens high against the neck.

MANY BOYS WEAR sports shirts and slacks under a short outer coat during milder winter weather. Make sure that the shirt is warm by buying him sports shirts with long sleeves. Three will be the minimum needed to keep him going through the week and allow for washing or dry cleaning.

Children need enough underwear, shirts and socks for 10 changes. This will allow a week's wear and enough changes to cover the period when the clothes are being washed. A prime concern for the school term is that the children are warmly clothed.

Wool socks are recommended for this reason, and when choosing boys' undershirts, it's better to have the T-shirt type than the less protective sleeveless singlets.

Speeders Often Lose Race

Motorists, remember this advice from the State Patrol: speeders often lose control of their cars; lose the race with time, and lose their lives. Slow down and live.

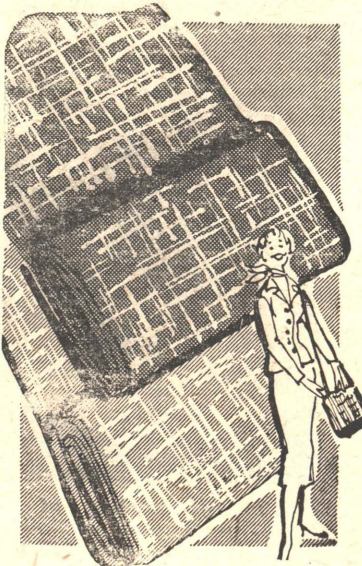
Take Time, Enjoy Scenery

If you are traveling in Colorado to enjoy its scenic beauty, the State Patrol advises you to take time to enjoy the trip. You can't do it traveling at high speeds.

McDONALD'S
SCHOOL VALUES
... extra-value ways to stretch your school budget!

FABRICS

worthy of your skill!



Stay-neat suiting!

New, nubby rayon and acetate drapes well!

What a buy! **59c**

Rayon for strength, dull-lustre, acetate for soft drape, beauty. Shrinkage controlled for lasting fit. Fall's most important colors. See how you save!

Gay woven ginghams!

Lustrous, silky-soft Sanforized cottons!

Colorfast! **59c**

Wear-defiant ginghams can't shrink out of fit or fade. Woven checks or plaids in hosts of appealing colors. Come choose yours today!



FINE WALE CORDUROY

Woven to lead a long, useful life! Compare!

Pretty, practical corduroy looks smart, wears well... gives you so much for your money. Fall's most important colors. Thrift!

98c

SEE HOW YOU SAVE!

All-new Quadriga cottons!

Easy to sew! Light-hearted prints or solids!

Their "needleized finish" makes sewing easier. Quadriga cottons have the Good Housekeeping Seal of Approval.

49c

Stay-neat Guada gabardine!

Rayon and acetate suiting in rich colors!

Firmly-woven rayon and acetate sheen gabardine that lends itself well to fine tailoring. Glowing solid colors.

98c

SPECIAL PURCHASE

ASSORTED COTTONS

2400 YARDS FOR BACK TO SCHOOL SEWING

1c PER INCH

McDONALD'S
SCHOOL VALUES
... extra-value ways to stretch your school budget!

Saucy cotton frocks stretch your budget

Won't shrink out of fit or fade!

2⁹⁸ 3⁹⁸

Come choose from hosts of flower-fresh cotton dresses. These suds-loving beauties have strong seams, wide hems with room for growing. Many miracle-finish cottons that shed creases and soil. Shrinkage controlled for lasting fit. Dozens of exciting, tubfast prints in fall's top-fashion colors. Sizes 7 to 14.



Subteens' cottons

Growing-up styles in glowing colors

5⁹⁵

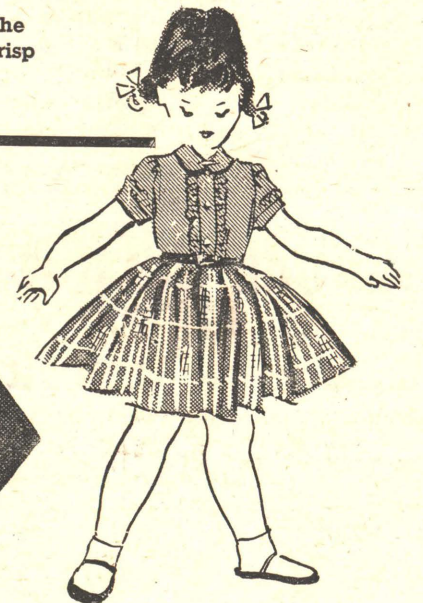
Smart frocks designed with the junior high crowd in mind. Crisp Sanforized cotton frocks in sizes 10 to 14. Thrift-priced!

Picture-pretty cotton dresses for long wear

Wash and iron as easily as hankies!

1⁹⁸ 2⁹⁸

Delightfully-styled cottons to please all little girls... and their mothes. They've deep hems, strong seams. Shrinkage controlled. Many colorfast prints in sizes 3 to 6X.



TOP VALUE Saddle Shoes

Made for growing girls' feet... action-built black & white elk...

white rubber soles & heels. Sizes 4 to 10.

4⁹⁸

Girls' Nylon Reinforced KNIT ANKLETS, Triple Rolled **49c**

Girls' Rayon CAMPUS PANTIES, Sizes 2 to 14 **29c**

Girls' Cotton Plisse SLIPS, Teen Sizes 10 to 14 **2.98**

"Let-R-Grow" Girls' SLIPS, Elasticized Sides, 2-14 **1.98**

Children's Crepe Soled LOAFERS, Sizes 8 1/2 to 3 **3.98**

For Active Boys

Trim, Tubfast, Woven Gingham Sport Shirts

Made for long wear... pre-shrunk for lasting fit! These beauties are expertly made from woven plaid mercerized ginghams that won't shrink out of fit, its bright colors won't fade. They've extra-value features like lined collars and cuffs, double yokes, and double-stitched seams. Boys' sizes 6-16.

1.49

Extra-Sturdy, 11-ounce McDonald's Cowpuncher Jeans

Extra sturdy, sanforized! Reinforced and copper riveted. Boys' graduated sizes. Triple-stitched jeans made from rugged 11-ounce blue denim; copper rivets or bar tacks at strain-points, zipper flies. Sizes 6-16.

2.29

Boys' "Black Hawk" Loafers **4.98**

Goodyear Welt Construction—Neolite Soles **1.00**

Boys' Nylon Reinforced Sox **1.00**

Sizes 7 to 10 1/2 5 pair **49c**

Boys' Wear-Well Briefs **49c**

Sizes 6 to 16 **69c**

Boys' Donfield White T-Shirts **69c**

Nylon Reinforced Neck—Sizes S-M-L



REPAIR NOW!

SHOES MADE LIKE NEW

It's time to bring those school shoes in for needed repairs.

Salida Shoe Service

Ned, the shoe doctor
233 F STREET

Sweaters Again Dot Campus

Garments Now Standard Garb In Co-ed Group

WHETHER CLASSIC cardigan and slipon or one of the many new novelty styles, the practical knitted sweater will again be a major item in the back-to-school wardrobes of schoolgirls. You might even call it a "Must."

Fine-gauge wool cashmere, such specialty fibers as zephyr and lamb's wool and combinations of nylon-Vcaira are all destined for increased popularity. There is also a big call seen for sweaters of nylon and Orlon.

ON THE OTHER SIDE of the fiber and fashion scale are the bulky, coarse-gauge knits in wool or synthetic blend fibers, many executed in the baby shaker or shaker stitch.

These latter sweaters, particularly, in solid colors of white, navy, jockey red or black, are expected to again be campus and career favorites, and are also styled into leisure jackets and full or three-quarter length coats.

Ski sweaters come into the coarse-gauge category. In the ladies' field, they are expected to reflect chest, yoke and shoulder interest which has prevailed in the men's wear field for several seasons. Necklines, for the most part, will include turtle and baby turtleneck styles, high double V's, cowl and broad artist smock styles. Colors and stylings take on a European flavor.

SWEATER SETS, not only in the traditional matching colors but with the cardigan of one shade of the slipon in the trim color of the cardigan, and with complimentary neckline shapes, are also expected as fall and winter wardrobe favorites.

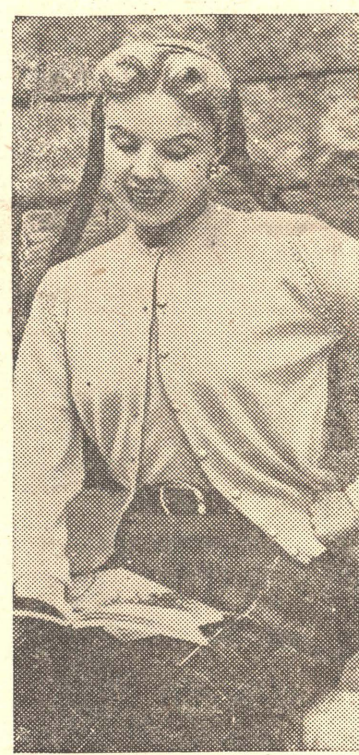
Sets also are being constructed with a tweedy look, in thin



SWEATER SETS like this imported wool "Cuddledown" are fine for campus and classroom wear.



FULL-FASHIONED shoulder-lines of this "Shetlander" sports cardigan give extra luxury, good looks.



WOOL SWEATER combinations are perfect for study sessions or "meeting the gang" for a soda.

stripes and in contrasting light and dark patterns that blend and mix-match with skirts, Bermuda shorts and slacks in the active sportswear wardrobe.

As for novelty sweaters—the sky's the limit. They are versatile; they are a combination of 101 new and different styles; they are colorful and much desired.

EMPHASIS IS ON collar, neck-line and sleeve treatment. Many lines reflect European style trends. Others are novel by virtue of their angora, bead or embroidery trim.

However, there is a trend noted toward self-embroidery and one-color effects rather than the glitter and gleam of a few seasons past.

Evening sweaters are still offered in butter-soft Orlon, luxury cashmere, lamb's wool and angora. They have scoop necklines, high collars, little or no sleeves—but they all go well with any party or dancing date because they are beautiful as well as practical. They're also geared for at-home dress-up clothes.

Sheepskin Still Pays Dividends

A college education is still paying good dividends on the job market. For U.S. employers have been hustling to hire college grads with as much, if not more, vigor than last year, according to a survey by the Family Economics Bureau of Northwestern Life Insurance Co.

And they are offering salaries \$10 to \$25 over levels of last spring. However, the report said that employers are definitely more selective this year.

A Labor Department analysis also bears out good news for diploma armed job hunters. Here are some of the approximate starting salaries they can expect to receive:

Engineering grads will draw the largest paychecks ranging from between \$350 to \$400 a month. They're still in short supply because of the manpower demands of the Korean War.

Liberal arts men will be able to find openings paying between \$290 and \$340 a month in management training courses of big corporations and in sales, finance and public accounting.

For the girls, there's a tremendous need for elementary and grade school teachers all over the country. Salaries for teachers continue to increase. During 1953-54 they averaged \$3600 for all classroom teachers, with 17 per cent averaging \$4500 or more.

Notebooks Needn't Be Drab Colors

THE LATEST fashion trend in schools is the colorful notebook or ring binder.

Popular leathers are now available in such cheerful colors as red, blue and green, some with gold embossing.

Plastics, which are easy to wipe clean, can be had in novelty finishes and designs such as bamboo, straw, plaids and polka dots.

Fruit Center

BENTON HARBOR, Mich. (UP) —Some 120,000,000 packages of fruit valued at \$134,000,000 have been sold at Benton Harbor's Municipal Fruit Market since it was opened 25 years ago. It is the largest open air fruit market in the world. Fruit sold by growers at the market is shipped to nearly 600 cities in 28 state every day during the summer.

Balloon Tires

ST. LOUIS, Mo. (UP) — A St. Louis motorist found out why his tires went flat so often while his car was parked at home. His small son confessed he had figured out a way to inflate toy balloons from the tires.

No Loafing From Ages 2 to 5 Today; Here's How to Help Nursery-Schoolers

THE YOUNGSTER from two to five who "loafs" all day at his home may soon be classed with the dunce's cap as rare Americana.

Today he's going to nursery school, almost as soon as he talks.

A "pre-school education" is now much more than a fad. Educators and parents have both become aware that it speeds the child's development—teaching him how to share and get along with others.

Because they're so very young, however, children who go to nursery school have needs that are slightly different from those of a new first grader or even the full-fledged kindergartner.

They need a touch of home to help them make the adjustment—a favorite toy or blanket that eases their strange surroundings.

HERE, FROM PACIFIC MILLS, are five practical tips on how the parent can help:

1. Sheet for the nap-time cot—This should be roughly the same as those he uses at home. If his crib sheet features a print, buy another one like it and send it along to the school. Ditto for

colored blankets.
2. Face cloth and towel for washup time—The color or print used at home again will be welcomed at school. Favorite duck or puppy dog patterns serve as familiar "friends," who offer a link with the home.

3. Drinking cup—This will give better wear if made of unbreakable plastic. Pick out a style and color which the child already knows from milk cups used at home. And to make it an object of pride, paint on his name with nail polish.

4. Smock for painting and crafts—Dad's discarded shirt, or

one of Mother's blouses, will make an excellent "cover-up" smock with only a sleeve adjustment. It will guard the youngster's clothing from splatters of paint and paste. And the fact that an adult wore it helps to get him to feel that he's now growing up via school.

5. A favorite toy from home—Choose a durable toy which the child has shown he prefers and have him leave it at school. Besides making school more familiar, this very personal possession, now used for play in a group, is a first and important step in learning to share with others.



School Work Can Be Done More Effectively In A Room Of Their Own

The importance of a room of their own for growing children cannot be stressed too strongly . . . for the study environment plays a large part in the child's success or failure in the allotted school tasks. There is still time to make those needed improvements for your child's room. A room of their own will also insure adequate rest and development of their own personality.

Snell Lumber Co.

WALTER COSSLETT, Mgr.

348 G STREET

PHONE 495

SCHOOL OPENING SPECIALS

2 and 3 ring
PLASTIC ZIPPER BINDERS
Regular 2.49 Special 1.98
Not Subject To Federal Tax

2 and 3 ring
PLASTIC ZIPPER CARRYING CASES
Regular 3.49 Special 2.98
Not Subject To Federal Tax

2 and 3 ring
LEATHER ZIPPER BINDERS
Regular 3.49 Special 2.98
Plus Federal Tax

USE OUR CONVENIENT LAYAWAY PLAN

F. W. Woolworth Co.

Take A Lesson From The Teacher

IT'S AS SIMPLE AS
A B C

Doveton's Offer MORE At BETTER Prices

Yes, DOVETON'S, for many, many years, have been helping Salida parents outfit their children for school at savings. When you shop our store you'll find our "Walk across First Street and Save the Difference" is more than a slogan—IT'S A FACT!!!

HERE ARE BUT A FEW OF OUR SAVING PRICES:

Children's Shoes For As Little As \$1.95 and \$3.95
Boys' Shirts \$1.00 and \$1.95 Children's Jeans \$1.50 and \$2.95

... And We Have Many Other Fine Buys At—

F. J. DOVETON'S

110 LOWER F STREET
PHONE 594-R



BACK-TO-SCHOOL SPECIALS

SALE



Shoes For Boys & Girls

Your child's feet have grown considerably over the summer! So bring him in and let us fit him for the school year ahead. Sturdy reinforced for extra wear.

Reg. 4.98 3.98
Reg. 3.98 2.98
Reg. 2.98 1.98



Girls' Cotton Dresses

Sizes 6 to 14
Sanforized
2.98
(Mitzi)



Girls' Sweaters

All Wool and Orlon,
Completely Washable
2.98

Girls' Slips Regular 98c Sizes 4 to 16 SALE 66c

Anklets Nylon toe and heel, unconditionally guaranteed and wash fast 4 pr. 1.00

Girls' Mitzi Dresses finest quality Reg. 3.98 to 4.98 SALE 2.98

Sweater Sets Sizes 30 to 40 Girls' cardigan & slipover both 2.98

Girls' Skirts Assorted colors only 2.49

Girls' Blouses Assorted colors only 98c

Boys' Shorts Reg. 69c SALE 49c

Boys' Polo Shirts Reg. 69c to 79c SALE 55c

Boys' Jeans LEES 2.15 WASHINGTON 1.89

Boys' Shirts Prints Reg. 1.20 Sale 89c Western 2.98

Luggage 3 Piece Set per set Reg. 39.50 Sale 25.50

SEW FOR SCHOOL

New materials just arrived—flannels, sail cloth, gingham, prints & shirting

Sale 49c yd.

EVERYBODY'S STORE

Schools Opening In Salida On September First

Buildings All Polished And Teachers Are Hired

With three new teachers on the faculty and the buildings shined and polished and some major improvements made, the Salida schools are about in readiness for an anticipated thousand youngsters to start to work on the afternoon of Wednesday, Sept. 1. Teachers' meetings will start at 9 o'clock that day and last most of the morning.

Principals will meet with the superintendent for a short planning session at 7:30 p. m. on Monday evening, Aug. 30, Dr. L. A. Barrett, announces.

Ralph Redman, who recently became a civilian after seven years in the Air Force in which he was a captain and was teaching electronics, will be the new science teacher at the high school to succeed Alan Hampshire, who has resigned to go into business for himself. Redman is a graduate of Western State college and has been in school there since Christmas working on his masters degree which he has almost finished.

Redman is married and has two children. His wife is a former Salida girl. He will teach physics, chemistry and general science this year.

Mrs. Doris Brown is being moved from the elementary school library work to the senior high where she will be librarian-study hall teacher. North Central association requirements have jumped this year and now schools of Salida's size must have a librarian with at least fifteen hours of library science. Only six was required last year. Mrs. Brown is in library school again this summer.

In the elementary schools, Mrs. Stratton, who resigned to go to Japan to teach in an Army school, is being succeeded by Mrs. Reva Holman, who took kindergarten work in Western State not long ago and took still more kindergarten work in California this summer. Mrs. Holman also visited a number of kindergartens while visiting in the West recently.

Mrs. Veta Thorne, who has been teaching in the primary department of one of Pueblo's best schools, comes here to succeed Miss Rosa Bailey at Longfellow following the latter's marriage. Mrs. Thorne has her degree from Adams State and has had work in other colleges.

The third of the new teachers has substituted repeatedly in the Salida schools and is actually coming back home as she is a graduate of Salida high. She is Mrs. Ida Miller who will teach the third grade at Longfellow to succeed Mrs. Holman. Mrs. Miller taught in the Valley last year.

Mrs. Winifred Ford, who substituted two months to fill out the year for Mrs. Dorian Smith at Longfellow will take the fourth grade permanently this year. Mrs. Gertrude Peebles, who took over Miss Holtorf's work upon her retirement three months before the end of the school last year, will take the fifth grade permanently this year at McCray.

The office of the high school principal will open for the fall term Aug. 25 to take care of new enrollments and changes in schedules. Advance enrollments won't be necessary in the grade schools.

Again this year, Salida schools are using the plan that pupils who will have their fifth birthday on or before Dec 31. may start to kindergarten. If they have their sixth birthday on or before Dec. 31 they are eligible to start to the first grade. There is no dividing line in town for elementary school pupils. Patrons may send pupils either to Longfellow or McCray as they choose. An attempt will be made to keep the two schools about the same size, however.

Pupils who are new to the system this year will be asked to bring birth certificates to verify their ages.

Few changes are noted in the senior high schedule. Both Spanish I and Spanish II are being offered this year and advanced math that was a casualty last year is back in the schedule this year. The art classes will include work in ceramics which will be possible now that the art department has its own kiln.

Major remodeling was done in the senior high this summer adding a new principal's office with glassed-in quarters for the principal and the assistant principal, the study hall had acoustical tile added to the walls and ceilings, the main hall was sanded, a new swinging door was added to the front of the gym and the junior high halls upstairs and down were sound-conditioned. New plumbing fixtures were added in some of the schools to replace antiquated fixtures. A new stage curtain is being installed at Longfellow identical to the one added at McCray last summer.

Gallons and gallons of varnish shined up the floors and desks in all the rooms and seats were changed in some of the rooms as part of a long range project to modernize seating. The boiler at the senior high required a major overhaul and the science department at the high school also was completely renovated.

Present plans call for two sections of kindergarten, two of first grade and two of second grade in each of the elementary schools. Divisions in the upper grades in the elementary schools will be worked out shortly.

In order that no sixth grade youngster who might have failed, will have to repeat under the same sixth grade teacher, the sections in the sixth grade are all being moved a notch, otherwise no changes are noted in the junior high.

Charles Melien will teach English and again serve as assistant principal and have charge of guidance work in the high school. Mrs. Doris Brown is to be librarian and study hall teacher. Don Custer will have English, art and Spanish. Tony Delmonico again will be head coach and have gym classes and biology. Clifton Ellis will teach American History while Robert Ford and E. C. Gruenler will have shop classes. John E. Held will again have vocal and John R. Jacobs the instrumental music. Miss Edna Ruth McConnell is expected to return to teach home making while Ralph Redman will teach science. Dean F. Rouse will teach commerce and Joe Soles, the math classes. Bill Webb teaches English and social science.

In the junior high, Mrs. Kelso will teach English; Frank Morelli, social studies; Miss Ruby Mc-

Kenna, math and home economics; Mrs. Frances Rouse, arithmetic and physical education with Mrs. Esther Starbuck, Mrs. Victoria Benjovsky and Miss Eva Clifton having the sixth grade sections that again will be part of the junior high this year.

Mrs. Reva Holman, Mrs. Veta Thorne, Mrs. Beatrice Bird, Miss Iva Beck, Mrs. Elenita Prunty, Mrs. Ida Miller, Mrs. Winifred Ford and Mrs. Lova Ramey have been assigned to Longfellow with Mrs. Joyce Gunselman and Mrs. Luella McGrath being assigned half day each.

At McCray school will be found Mrs. Genevieve Jacobs, Miss Helen Bloomberg, Mrs. Bette Cable, Miss Ruth Huddle, Mrs. Ruby Phillips, Mrs. Frances Hayden, Mrs. Imamay Warren, and Mrs. Gertrude Peebles with Mrs. Gunselman and Mrs. McGrath, half day each.

Roy W. McGrath will again serve as principal for McCray and Longfellow with George Eichman being principal for the junior high and L. E. King, principal at the senior high. L. A. Barrett serves as superintendent and purchasing agent for the district for the year.

Miss Helen Baird will serve as secretary to the superintendent while G. E. Lines is secretary and William Baird, treasurer, for the school board that consists of William S. Rush, president; Joe Stewart, vice president; with Walter Burleson, Dudley Crawford and Dr. Ed Budd as members.

The Salida schools are a first class district, being one of 46 in the entire state in that category.

Student Needs Electric Iron

FAREWELL TO "Sloppy Joe." Farewell and a large good riddance!

From Ivy League campus shops



MAKE-UP KIT is a part of every girl's social success through high school and college. The case is a good addition to notebook and travel bag. It should be large enough to hold usual cosmetics plus small bottle of fragrance.

comes word that is long overdue: the species known as the college boy is changing its habits of dress. The unpressed Bohemian look is rapidly getting the gate.

Trousers of baggy tweed, long a campus standard, are giving way more and more to good-looking, well-pressed flannels. Oxford and Cambridge grays are showing a definite rise.

In the shirt department, it's the dacron and orlon combinations that are easy to "wash and wear" which now get the major play.

The new look of freshness and crispness is harder by far to maintain. But today's dress-con-

scious freshman is not averse to serving as his own valet if he has the proper equipment.

LEARNING TO CARE for his clothes is a valuable, lasting lesson. And a mother who's practical and wise will help him along the way by providing a trusty iron.

An automatic folding iron—handy, light and compact—will prove to be worth the investment. It will do all the work of

a larger type and last for several years.

One model, made by Durabilt, weighs only 40 ounces and folds up for easy storage in crowded suitcase or closet. It has a large 22-inch ironing surface and its finger-tip dial setting, assuring exact temperatures for every type of fabric, is practical scorch-insurance for inexperienced hands.

A Goal Achieved

MILWAUKEE (UP) — Joe Silver hawked newspapers and novelties 20 years on a downtown corner to put his son through school. The son, Marvin Silver, made a dream come true when he was graduated from Wisconsin State College this year.



Back To School Fashions

SWEATERS

Cardigan and Slipover styles in Orlon, Wool, and Nylon and Vicara Blend.

\$3.95 to \$5.95

BLOUSES...

Ship'n Shore Cottons Sizes 30 to 38

\$2.98 to \$3.98

SKIRTS...

wools, corduroys and washable Rayon Acrilan—Pleat-retaining also crease resistant rayon and acetate

\$4.95 to \$8.95

Gilbert's Dress Shop

216 F STREET

SALIDA, COLO.

Sharpe's Style Shop

Glamour for the Campus Bound...



WONDERFUL

Skippies by FORMFIT

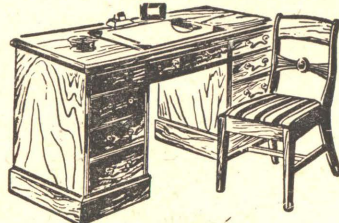
Whisper-light—but, oh—how they whittle down your waist, hips and tummy! Freedom-giving Skippies slim you without bones, bulk or bind... keep you trim with the gentlest touch. So comfortable to wear you'll love them every minute of your busy day. So perfect with today's collegiate fashions you'll want several—to complement your stem-slim skirts, your princess-style date dresses—to put all your class and date-going clothes at their best. Come in, be fitted in Skippies today. Start the Fall term looking your loveliest!

Life Bra shown No. 506, cotton broadcloth with overall stitched cup, self straps, 32A to 38C, \$2.00. Other styles from \$1.25.

Skippies Pantie No. 846, elastic net, ribbon sheer front panel, satin elastic back panel, 2 1/2" waistband, \$6.50.



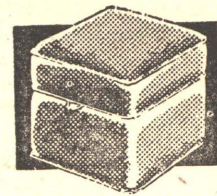
on furniture accessories that will make the dormitory room more home-like... or if your student is in High School, dress up his room and watch his home work improve!



DESKS

for his room or in the living room or den. He'll use it wherever you place it.

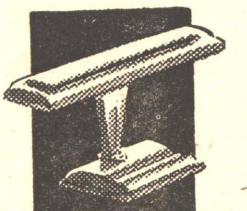
\$59.50



HASSOCKS

comfortable seats of fine plastic... open it up and there's oodles of space for records, books and what-not

\$3.95 and up



LAMPS

wide choice of styles... better lighting means better grades,

from \$2.95 and up

Maple Double-Deck Beds

Complete with innerspring mattress

89.50

Philco Electric Range

was \$269.50

now only 199.50

Famous Deepfreeze

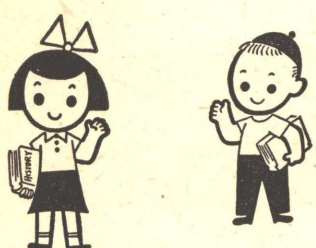
14.6 cu. feet freezer — only

299.50

STEEL CABINETS

Built in type... on sale at reduced prices while stock lasts

GREENBERG'S



So What!

Back to school ain't so tough after all!

Especially when they are outfitted from the B & C Dry Goods.

Girls' Dresses

Sizes 7 to 14, Teenagers and Juniors

\$1.98 to \$4.98

Girls' Panties

25c up to 69c

Shoes

for both boys and girls

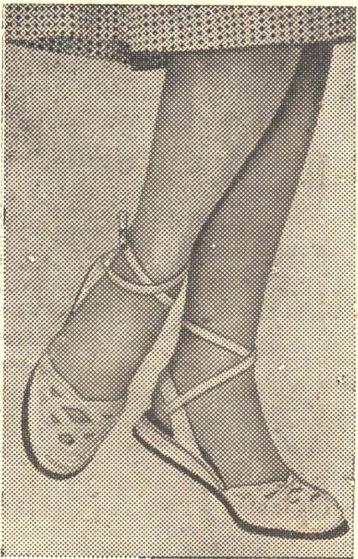
2.98 to 4.98

Also: Jeans for both boys and girls

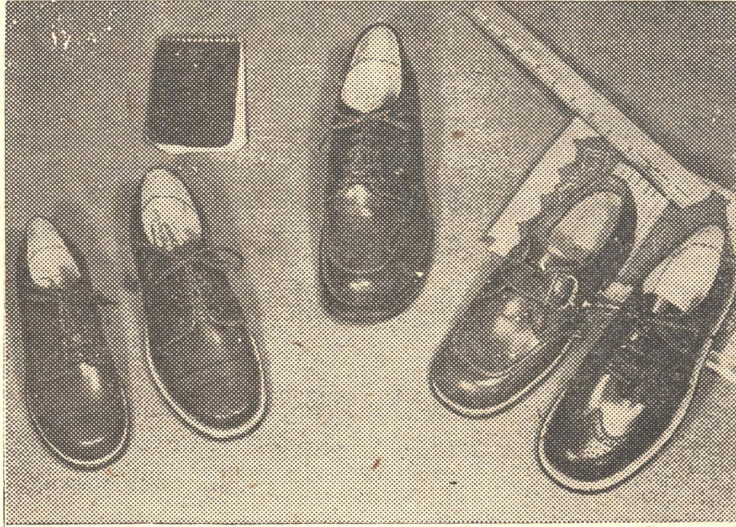
- Anklets
- Shirts
- Blouses
- Slips
- Sweaters
- Slacks
- Caps
- T-Shirts
- Jackets
- Suspenders

B & C Dry Goods

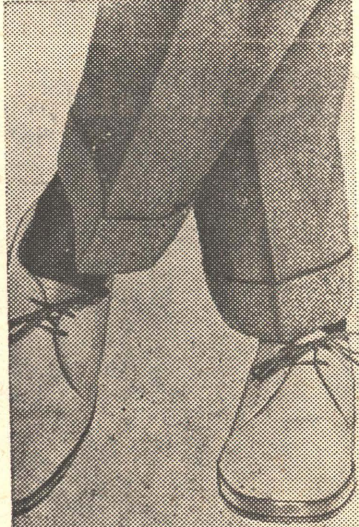
Popular Trends In School Footwear



SANDAL-TYPE leather flat has criss-cross ankle straps, thin flexible sole.



JUNIOR'S SCHOOL shoes are just like Dad's this year. The new styles from left to right: Plain-toe U-wing by Red Goose; straight toe by Gerberich-Payne; moccasin toe by Dr. Posner; U-wing by Stride Rite; wing tip vamp by Simplex Flexies.



CAMPUS leader for fall will be white elk leather blucher with brown welt.

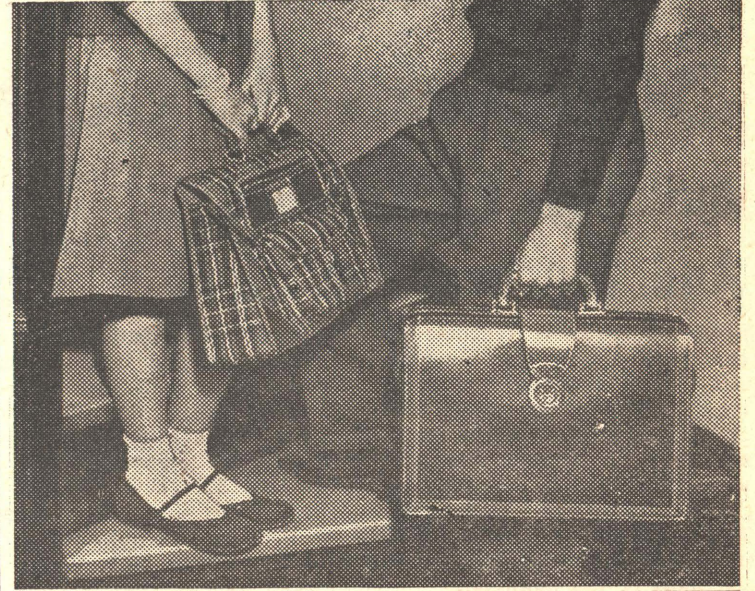
College Changes—Washings Also

A MOTHER WHO took her daughter to college last year still remembers one sharp change from her own undergraduate days. Then she sent her washing home every two weeks, in a fiber-board mailing case made for just that purpose. Now, she discovered the practice is not so general.

Instead, girls, and boys, too, are doing their own washing with equipment supplied in their living quarters and in coin-meter laundries near the campus.

The homelike atmosphere of washday continues, because the appliances are the washers, dryers and ironers in general family use.

Not to be overlooked, of course, is the practical fact that much of the wardrobe for both female and male college students, from casual to dress-up, is washable nowadays. Clothes that are quickly and easily sudsed are more than ever an economy when the youngsters of the family start away to school.



POPULAR SCHOOL BAG STYLES are sturdy as well as attractive. Hers is rayon plaid, with special outside pockets for name card, pencils and lunch. His is white-stitched cowhide—a briefcase just like Dad's.

Seven Rules For Children's Shoe Comfort

IT'S EASY TO TELL whether Junior's or Sister's new suit or dress fits, but most parents find it hard to know whether their youngster's shoes fit properly.

Since poorly fitting shoes can play hob with young feet, foot doctors recommend that you do the following when you get around to buying those back-to-school shoes:

1. Have the child's feet measured while he is standing.
2. Shoes should be one-half inch longer than the longest toe.
3. The widest part of the shoe should come at the widest part of the foot. The correct width shoe allows for a slight pinch-up of leather over the top of the shoe near the widest part just below the laces.
4. Heels should be snug fitting. The child should wear shoes

with little or no outside heels until the age of seven.

5. Check the suppleness of the shoe. Make sure that both uppers and soles are made of genuine leather, which doctors say provides the maximum amount of binding for growing feet. In addition, leather breathes, allowing foot moisture to be evaporated from active young feet.

6 Always try both shoes on your youngster to check points in fitting.

7. Test the inside of the shoe with your fingers for rough seams, crease in linings or uneven insole finish.

One of the greatest offenders of foot health is the practice of fitting children with shoes that are handed down from older brothers or sisters. Squeezing a child's feet into a pair of shoes which have already been molded in use by another youngster can and does produce foot trouble.

Use Cellophane Is Good Advice

GOOD BET for the thousand-and-one things that need repairs at schooltime; cellophane tape. This transparent adhesive strip is a good sealer, protector, binder and it's easy to use.

ONE—You can tape your child's name on his lunch box with cellophane tape and keep it easily identified no matter what kind of weather he carries the box in.

TWO—You can make index tabs for notebooks by labelling a piece of paper and taping it to key pages.

THREE—You can make weatherproof book covers by taping a plastic bag inside each school book. The bag will come to good use on rainy, snowy days.

FOUR—You can reinforce maps and charts with cellophane tape by pasting strips of tape around the edges.

FIVE—You can mount pictures by taping them across the corners.

SIX—You can make hinged covers for books reports and the like by taping two pieces of cardboard together along one side.

Children Need Good Billfolds

MANY A YOUNGSTER has gone without lunch or necessary school supplies because of a torn pocket. That's a good reason why all pupils should learn the value of carrying a billfold.

Manufacturers have come up with many new accessories with children's needs in mind as well as their preferences, including wallets with pictures of favorite cartoon or television characters.

An inexpensive plastic billfold, for example, besides being colorful will also stand the hard treatment usually given such things by children. Also, it may be cleaned easily with a damp cloth.

Understand Your Child's Work; Let Natural Art Talents Develop

IT'S A WISE parent who knows his own child—and knows how to help him develop creativity. But such parents are few and far between.

That's the word that trickles down from the art education department of Pennsylvania State University at State College, Pennsylvania. And according to to assistant professor Dr. Edward L. Mattil:

"The well-meaning father who picks up a 25-cent coloring book for Junior isn't letting his son develop whatever ability he may have."

GETTING CHILDREN coloring or copying books, Dr. Mattil says, only encourages them to depend on someone else's way of working. In the end, they can't work unless there is something around that they can copy or trace.

"Praising the child for painting a picture which isn't really his," the professor said, "is a short-sighted policy."

The long view, however, is a matter of simple steps:

1. Let the child scribble. This is a process of experimentation and lets the child develop muscular coordination.

2. Don't economize on materials. Get good, solid crayons because cheap ones twist, break and frustrate the child. Watercolors, stiff bristle brushes and absorbent easel paper are easy to work with.

3. Give the child space of his own where he is free to make a mess of things. His mother's worry about spots on the floor soon become a hindrance to him.

But above all, according to Dr. Mattil, try to understand what the child is trying to do. Judge him by his own standards, not by adult measure.

IF YOU EXPECT REALISM you just won't get it. And your child will soon understand that you

and he don't speak the same language. Children, experts find, do not paint or model what they know and how they feel about things.

But from the child's drawings, it's easy to find out what he considers important.

ONE LITTLE BOY in Mattil's art class had a pet goat which was obviously the center of his universe. No matter what the class drew—dinner scenes or brushing teeth—the goat was always in attendance.

What does free creativity mean to children?

According to Dr. Mattil: "Only a very few children are going to develop in later life into great artists. But creative experiences enrich the life of any child. It's up to parents to foster these experiences."

Games Help Child Catch Up Work

IF A CHILD MISSES school, or falls behind in school work there are many games that will not only amuse the youngster but they can also be a great help in his education.

"Go to the Head of the Class," for instance, makes competitive fun out of a variety of useful knowledge with play executed on a board that's a miniature schoolroom. There are many other games of this type on the market.

Steering Wheel—Of Chance

Your steering wheel becomes a wheel of chance when you overdrive your ability. One wrong turn; one unexpected traffic development, can mean disaster for you and your family. Don't jeopardize your vacation. Take it easy, advises the State Patrol, and enjoy Colorado's scenery.

Baubles (Bubbles) Big With Teeners

FOR THE MOST PART, there's hardly a girl in her teens who knows she's dressed to meet the day unless she's decked out with jewelry.

This year's styles run to baubles on the neckline. Golden rope chains will be worn on woolen dresses and sweaters and with tweeds. And large real-looking pearls with golden chain chokers are another popular necklace model.

Newest of all is the matinee-length pearl necklace with ball drop earrings. Coro, for example, has finished the pearls in mat, a subdued and conservative beauty.

MOST BLIND STUDENTS in the United States attend private schools. Almost 6000 pupils are registered in residential institutions while approximately 1000 go to public school classes for the blind.

Time Now For . . .



Cleaning
Oiling
Adjusting
Crystals

School bells will soon be ringing, so bring your watch in now . . . it will be ready when school starts.

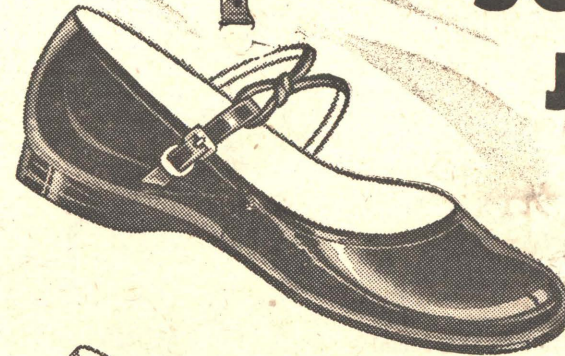
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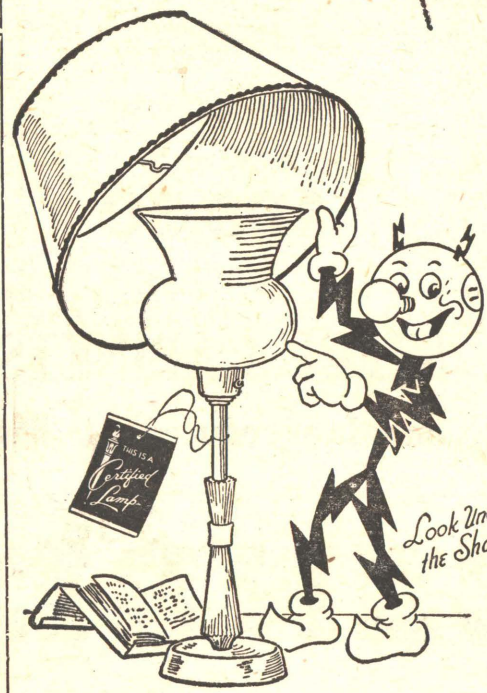
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