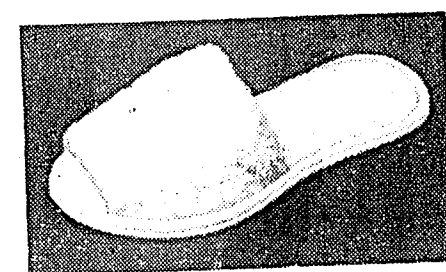


Belk

Your Happy Shopping Store

BACK TO SCHOOL SALE

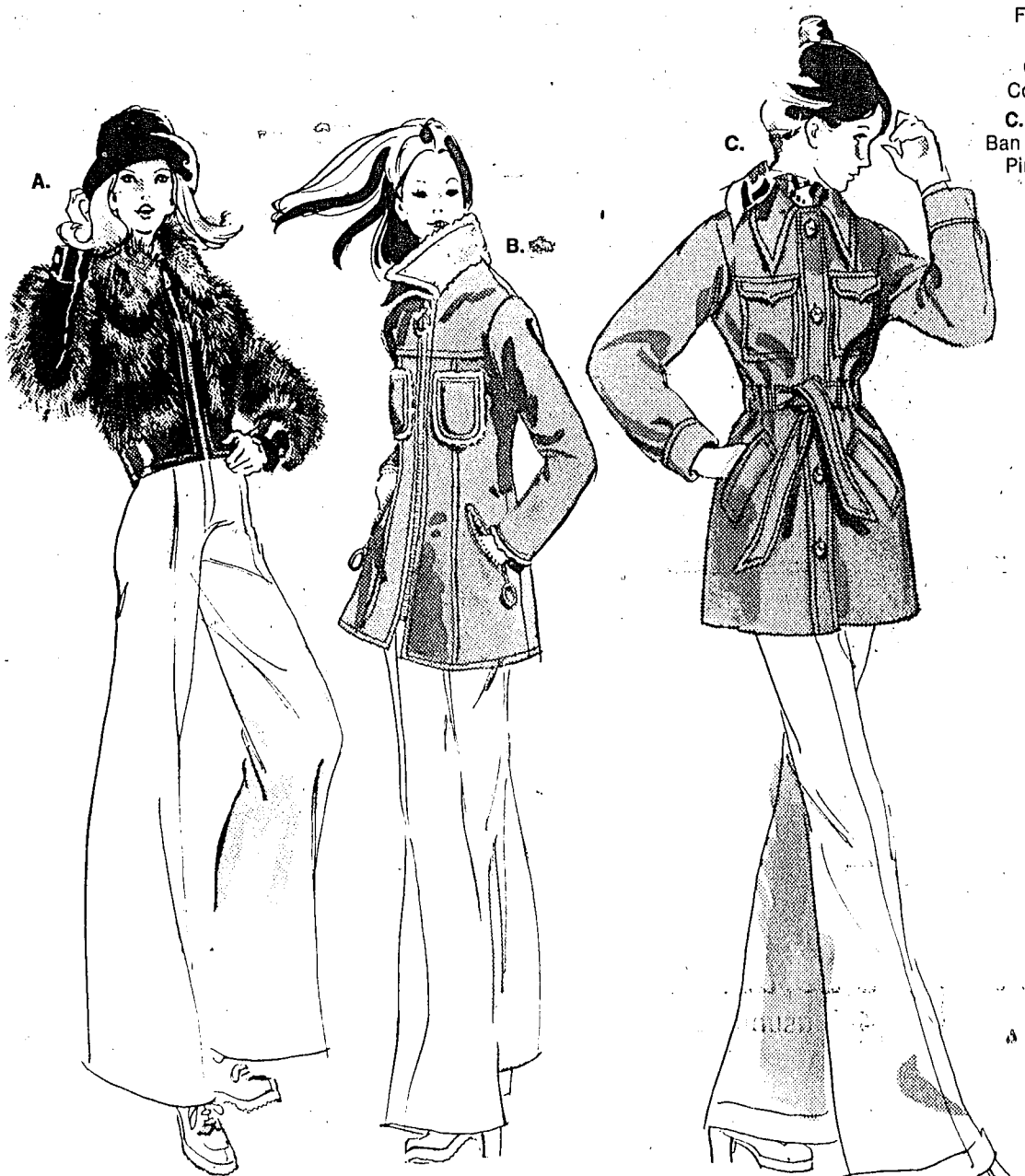


Scuffs: Cotton terry in assorted colors. Usually \$2, 1.44



soft shag shoulder bag
6.88

Take the soft road to Fall fashion with shag leather shoulder bags in deep shades of black, brown, rust, navy or dark green. Casual and dressy styles, non-slip straps. Lightweight and harder than suede.



warm pant toppers, fuzzy 'n smooth

A. Raccoon-look 'Verel' modacrylic bicycle jacket, polyurethane leather-look trim. Brown. Sizes 5 to 15. Usually \$32, 26.88
B. Cotton suede pant coat, sherpa trim, quilt lined. Brown, navy or rust. Sizes 6 to 16. Usually \$36, \$29.88
C. Wool and nylon plush pant coat, shirred tunnel tie belt. Camel. Sizes 5 to 15. Usually \$56, 49.88



cables 'n plaids...terrific for jrs.

A. All-wool cable-stitch V-neck pullover. Heather blue, grey, rose, \$11
Shirt of polyester & rayon. White, blue, beige, pink. Usually \$6, 4.88
Flare legs, deep-cuffed pants, brushed cotton plaid. Usually \$12, 7.88
B. Acrylic fisherman-knit pullover, cable yoke. Ivory, \$11
Cotton plaid, button-front shirt. Navy, hunter, berry. Usually \$7, 5.88
Cotton denim western jeans, 5 pockets. Navy/orange. Usually \$10, 7.88
C. Two-button blazer jacket. Plaids & other patterns. Usually \$18, 15.88
Ban Lon® rib-knit turtleneck slip-on. Navy, white, red, brown. Usually \$6, 4.88
Pinwaile cotton corduroy pants. Navy, grey, green, rust. Usually \$12, 7.88

REGISTER FOR
\$100⁰⁰

BACK-TO-SCHOOL WARDROBE

(Or Credit On Your Charge Account)

TO BE GIVEN AWAY EACH
OF THE FOLLOWING
SATURDAYS...

AUG. 11, 1973

AUG. 18, 1973

AUG. 25, 1973



great values
in intimatewear

Pantyhose: 'Reigning Beauty' sheer mesh. Fall colors in 2 sizes fit all.
'Miss B' sheer, high twist, 6 colors. Sizes 7 to 14. Usually 79¢, 2 for \$1
Bodysuits: Nylon rib-knit, snap crotch. White, red, navy, pink, lt. blue, yellow. S/M, M/L. Turtleneck. Usually \$5, 3.88
Scoop neck. Usually \$4, 2.88
Dorm sleepers: Polyester & cotton, knit and woven sleepshirts, matching bikinis. S,M,L. Usually \$7, 5.88
Bikinis: Nylon satin, novelty elastic trim. Many colors. 4-7. Usually 69¢, 2 for \$1
Nylon screen prints, assorted patterns. 4-7. Usually \$1, 66¢

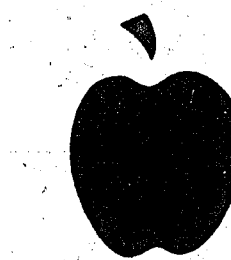
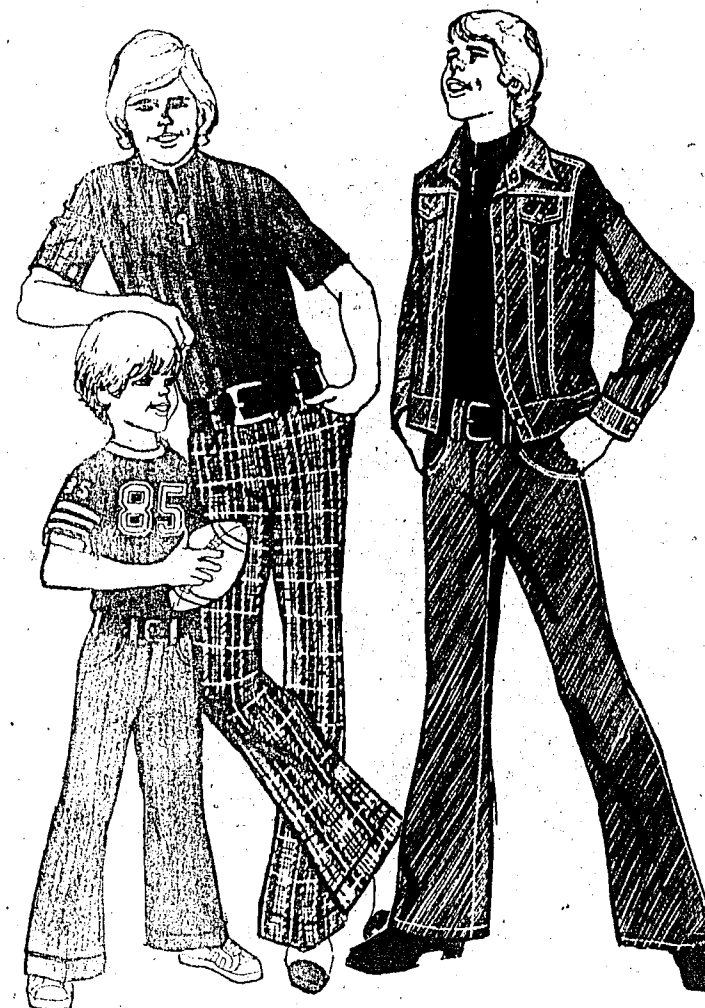
great 'go togethers'

Flashing the latest style message for the size 7 to 14 set...

A. Jacket has smocked waistband and cuffs. In polyester and silk blend tweed. Usually \$9, 7.88
Boy-cut pants to match. Usually \$9, 7.88
B. Fashion revives puffed sleeves and peplums. Cuffed pants, of course. Polyester & cotton. Usually \$14, 12.88
C. Set has tunnel-waist top of polyester & cotton; brushed cotton heather jacquard pants. Usually \$14, 12.88
D. For the layered look: Polyester & cotton blouse with polyester surplice vest. 6-gore skirt. Usually \$12, 10.88
E. 100% polyester jumper with inverted pleat, ribbed banding. Usually \$9, 7.88
Newspaper polyester & cotton blend shirt completes the picture. Usually \$5, 4.88

Belk

Your Happy Shopping Store



BACK TO
SCHOOL
SALE

jeans and tops

SALE PRICED FOR BACK-TO-SCHOOL

6.88

ribless corduroy
8-20, usually \$8
4-7, usually 5.50, 4.44

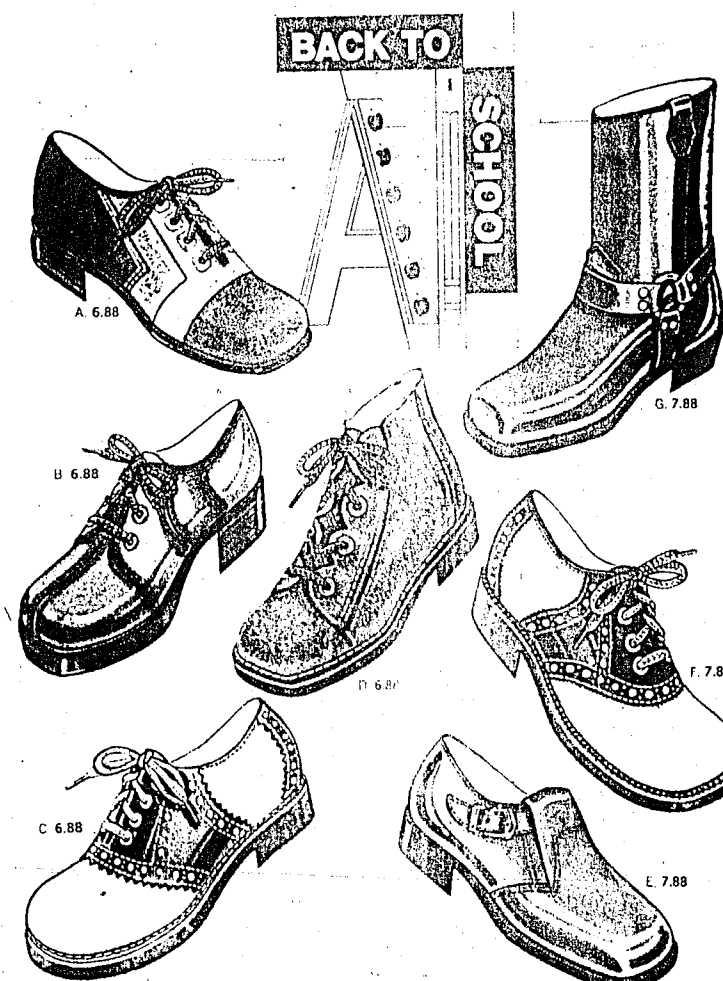
5.44

plaid gabardine
8-20, usually 6.50

3.88

navy denims
8-20, usually \$5
4-7, usually \$4, 3.44

OUR OWN 'TWISTER' jeans—all permanent press. Choose denims fortified with nylon and Dacron polyester, ribless corduroy blended of polyester and cotton, and plaids in gabardine weave. 50% polyester, 50% cotton.
PLUS TOPS: Archdale® ribbed knit polyester and cotton. Smooth zipper. Long or short sleeves. 8-18. Usually \$3, 2.44
Football jersey with stripes, stenciled numbers on front, back. 100% cotton. 4-7, 2.49... S, M, L, XL, \$3
'Twister' short jacket in navy blue cotton denim. Flap pockets, cuffs, side tabs, waistband and front all held by efficient snaps. Permanent press, plus water-repellent. 8-20, usually \$9, 7.88... 4-7, usually 7.50, 5.88
Wide leather belt. Our own 'Andhurst'. Sizes 24-32" waists... \$5



Sale! Alphabetz SPELL VALUE

GIRLS **6.88**
usually \$8 and \$9

BOYS **7.88**
usually \$9 and \$10

A. OXFORDS. Ombre suede leather; white outline stitching. Brass eyelets. 8½ to 4.
B. EYELET TIES. Antiqued multicolor. 8½ to 4.
C. SADDLES. Thick red soles. Sizes 8½ to 4.
D. CHUKKAS. Sueded and stitched in contrast. Thick cushion crepe soles. Girls' sizes 12½ to 4.

E. SLIPONS. Excitingly new tunnel belted buckle slip-on with hidden elastic gore. Boys' 8½ to 4.
F. SADDLES with all-important red soles. Boys' 8½ to 4.
G. BOOTS 'Twister' western-style in smooth harness finish; tricot-cushioned lining. Shaped heel. Sizes 8½ to 3.

SUMMER CLEARANCE

—CONTINUES—

Shop All Departments For
Summer Savings Of Up To

50%

And
More

BACK TO

SCHOOL



GO CAMPUS

sale! RUGGED LOOK JEANS'N JACKETS

THE UNCONSTRUCTED JACKET. Definitely on the fashion move. In suede-look 100% cotton. Usually \$34, 24.88

In plaids of 100% cotton ribbed corduroy. Usually \$30, 22.88

'TWISTER' WIDE-CUFF JEANS. Cotton corduroy in solid colors; fancy patterns of 50% Dacron polyester, 50% cotton. Usually \$8-8.50, 6.88

TURTLENECKS TAKE A RIBBING. 'Andhurst' version in body-hugging stretch nylon. Long sleeves. S, M, L, XL. Usually \$10, 7.88

'ANDHURST' CAMPUS SHOES—saddles with red soles, bone teamed up with brown. Lug-sole jean boots, with speed laces, cushion cuff—and rugged. Usually \$18, 14.88



Sale! 'ARCHDALE' Leisure Casuals



Men's and Boys' Canvas Oxfords
6.88
usually \$8

Women's Easy-Care Velveteen Casuals
5.88
usually \$7