

Belk
Your Happy Shopping Store

FRONTIER DAYS

GO CAMPUS

SET STARTER

Save 20% on Silhouette Totes

Samsonite

Swing free with these marvelous Samsonite Silhouette Totes. They'll never hold you back, but they'll hold what you want. Now available in all the current Silhouette colors. Choose yours today and with what you save start a set of Samsonite Silhouette.

Shoulder Tote	Reg. \$28.50	Now \$22.79
Hand-Tote	30.00	23.95
Hand Tote	20.00	16.00



EVERY MAN'S BASIC NECESSITY!
corduroy blazer
22.88

Much fashion news in the rich, deep-burnished shades. In the wide notched lapels, welt-detail pockets with heroic flaps that make their own fashion statement. From our own 'Andhurst' collection.



GO CAMPUS



official NFL® warm-up football gear...

- A. B. Official award jacket. Warm wool blend with vinyl sleeves and pocket welts. Snap front, full-quilted lining; inter-lined. Ribbed collar, cuffs and waistband. Favorite NFL emblems and colors. Sizes 4 to 7, \$14... Sizes 8 to 20, \$17.
C. Official NFL sweat shirt. Cotton & acrylic. S, M, L (4-7), 3.50... S, M, L, XL (8-20), \$4.
D. NFL official T-shirt. Authentic emblems, colors. Cotton & polyester. S, M, L... 2.69



You'll never wear a padded bra again when you try the...

NEW PLAYTEX Instead Bra
Now... get fullness without falseness. AVAILABLE IN 3 STYLES

You can throw away your old padded bra because Instead provides natural roundness without uncomfortable padding. Coolness and fit... sheer elastic back for better around-the-body comfort... soft adjustable lingerie-type strap that resists cutting and binding.

Instead makes the most of you... naturally.

Plus...when you buy a New **Instead** bra Playtex will replace your old bra **FREE**

(PLAYTEX BRAND BRAS NOT ELIGIBLE) (WITH ANY INSTEAD BRA IN THE SAME SIZE) SEE STORE FOR DETAILS. OFFER EXPIRES SEPT. 24, 1973



©1973 by International Playtex Corporation Printed in U.S.A.
STYLES 106, 126 Cups and Side/Back Nylon Back Elastic Nylon Spandex Cup Padding Polyester Exclusive of other elastic
STYLE 109 Cups, Center & Side Back Facing Acetate Nylon

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cables 'n plaids...terrific for jrs.

- A. All-wool cable-knit 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
Pinwale cotton corduroy pants. Navy, grey, green, rust. Usually \$12, 7.88



EMBOSSED SHOULDER BAG
\$6

Flower fantasy and crossed thongs, beautifully embossed on vinyl latigo. Closes with a turn of thong around button. Antiqued in redwood, sun-set or gold. Expensive looking.

REGISTER FOR
\$100⁰⁰
BACK-TO-SCHOOL
WARDROBE

(Or Credit On Your Charge Account)

TO BE GIVEN AWAY
THE FOLLOWING
SATURDAY ...

AUG. 25, 1973

WINNER

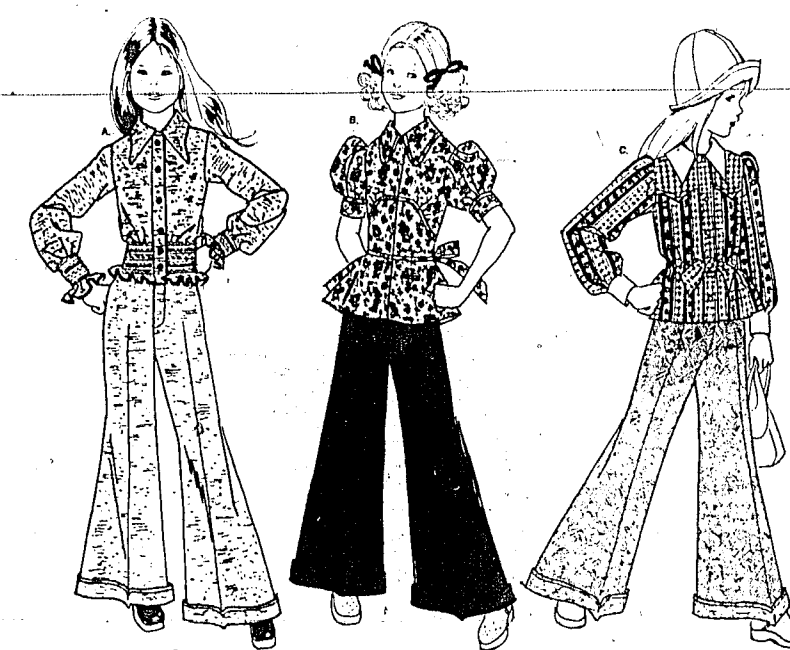
Of Our
Back-To-School Drawing
Mrs. Harry Blythe
Huntersville, N. C.



3-DAY SALE

'first edition' shirtsuits
OF 100% ENCRON®
24.88

GO CAMPUS



great 'go together's

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-out pants to match. Usually \$14, 12.88
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
Newswy polyester & cotton-blend shirt completes the picture. Usually \$5.50, 4.88



6.88 usually \$8
'Andhurst' canvas oxfords for men, boys

The versatile basketball shoe, a traditional work or play favorite. Heavy, long-wearing cotton duck uppers; molded rubber soles. Extra-strong lining, circulation air vents and bumper toe guards. White, red or navy. For men, sizes 6 1/2 to 12 and boys, sizes 2 1/2-6.



'Andhurst' campus footwear
14.88
usually \$17 and \$18

Right-on styles for the best campus looks. Comfortable, good-looking news-makers.
A. Jeans boot; lug sole, padded lining. 6 1/2-12.
B. English moccasin-style blucher. 6 1/2-12.
C. High heel oxford, platform sole. 6 1/2-12.
Also boys' sizes 3 1/2-6, usually \$10... 8.88
D. Saddle oxford. Crepe sole. 6 1/2-12.
In boys' sizes 3 1/2-6, usually \$10... 8.88