



Silk Dresses \$1.98 to \$2.95

Smart new Silk Dresses for your Easter parade . . . And you can bet the price will more than make up the difference for the extra thing you will be needing. They come in prints and plain and the styles are the smartest.

(BARGAIN BASEMENT)

Belk's Department Store

EASTER HATS

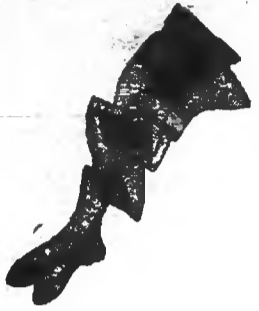
98c \$1.98 \$2.95

Distinctive new models galore . . . Over 1,000 Hats to glorify every type of smart Easter costume. Come and choose the style most flattering to you . . . whether it's straw cloth, straw or what-not. All colors.

(BALCONY)



Headliners In Style and Value For Easter



Silk Hosiery

FOR EASTER

All pure Silk Hose in every wanted shade for Spring and Easter . . . They are perfect of course and a lovely quality.

Chiffon . . . 98c

CHIFFON AND
Service . . . 69c



Gloves

TO COMPLETE THE COSTUME

Smart new clever models in both Kid . . . Mesh and Silk. The newest stitchings and effects.

Kid Gloves \$1.98

Mesh 79c

Silk 98c



Lovely Blouses

They come in smart Satins . . . Organdie and other Cotton Fabrics . . . with plenty of ruffles and jabots . . . All popular colors as well as Prints.

Silk Blouses. \$1.98

Cotton . 59c to 98c



YOU'LL WANT A New Bag

These are every one the smartest that have been shown this spring and come in dark as well as light colors . . . Select one for every costume.

98c to \$1.95



Smart Easter Frocks

\$4.95 \$7.95 \$12.50

You will marvel at the superb quality and the lovely fabrics and the styles are sparkling with their newness. You will surely find in this selection just the frock you will want to wear on Easter morning.

Children's Silk Dresses

\$1.98 \$2.48

SIZES 7 TO 14

And clever little frocks they are too . . . just like mother's, and the colors are bright and cheerful. Washable silk, of course.

Swagger Suits for Easter

\$7.95 \$9.75 \$16.50

Every wardrobe needs a Swagger Suit to complete the Spring ensemble that you will want. These are very smart and new and the prices are very low for the quality. All popular tweed mixtures and all Spring colors.

Bell Hop Sport Suits

\$4.95 and \$5.85

Here's a suit that every smart miss will want for sport wear. White flannel skirt with colored coats. Short, of course, with button fronts. They are new.



Men's No-Name Hats \$3.48

Finest Felt Hats made by the countries best known manufacturer and in new Spring colors and shapes.

Emerson Hats

\$2.95

These well known Hats come in the new shades and colors . . . They are made of fine fur felt.



MEN'S GENUINE

Broadcloth Shirts

79c, 98c, \$1.48

No man can buy a better shirt at any price than the values offered by Belk's and we give you the largest selection of patterns in the city . . . They are all made of fine quality long staple cotton and made right . . . Full sizes and perfect fitting collars.

Evening and Dance Frocks

\$6.85 to \$12.50

The Easter holidays call for a new Evening Dress or something new for the dances. These are in all the new silks that are popular for Spring and plenty of ruffles and frills.

LACE TRIMMED SILK SLIPS

98c \$1.48 \$1.98

Beautiful silk Slips with ecru lace trimming. All cut on Princess lines that fit and wear well. Unusual values.



Easter Footwear

\$2.95 to \$4.95

Whether it's for sport or dress you will want a new pair of Oxfords or Pumps. These are quite the newest thing with plenty of open-work, stitching and other embellishments that go to make your Footwear smart. Black and white, brown and white, plain colors for Spring.

LOVELY SPRING COATS

\$7.95 \$9.75 \$14.75 \$16.50

You will find your shopping at an end when you see the smart collection of new Spring Coats we are showing. And every style and color is represented. Select yours early so that you will not be disappointed.

ALL-WOOL SPORT SKIRTS

Absolutely all-wool Sport Skirts in colors to please everyone. They are smart to wear with either cotton or silk blouses. Novelty styles \$1.98

SILK—WOOLENS—COTTONS

ALL-SILK KRINKLE SPORT SILKS

And it's absolutely the newest thing shown so far this Spring. It comes in white, blue, navy, orange, black and green. Yard \$1.39

MOSS CREPE

40-inch genuine Moss Crepe, in all-silk weave, with small corded effects. Excellent for suits or dresses. In all the new Spring colors. Yd. 98c

ALL-SILK
Sport Crepes . . . 98c

These are smart and new for Spring sport outfits or combinations. Plaids, checks, stripes in lovely color combinations. 39 inches wide.

Seersucker 79c

Here's the smartest in new cotton fabrics. Lovely smooth quality Seersucker in plaids, stripes, checks for sport wear. They are washable of course.

New ABC Prints 25c

All the most popular patterns for both women's and children's frocks and every yard is guaranteed to be fast color. 36 inches wide.



Sport Crepes . . 48c

Fast color Sport Crepes in stripes, checks and plaids as well as floral designs. They are in lovely quality and for both women's and children's wear.

Printed Fabrics 48c

Waffle cloth in plain colors. Printed La-cire Crepe, all are fast colors and new for Spring wear.

Dress Fabrics

Suiting, coating in smart wool mixtures. Full 54 inches wide. Lovely colors that are absolutely new for Spring wear.

\$1.29, \$1.48, \$1.98



Men's Easter Suits

\$12.95 to \$19.45

Men, here is the Suit you will want to wear for Easter and Spring and they are in sport models . . . conservative models and models for the short . . . the slim . . . the stout and the regular. All popular fabrics and colors . . . light and dark. See these we are featuring at these low prices.

YOUNG MEN'S

Cheviot Trousers

A special group of all-wool cheviots in navy and oxford greys. They are smart with sport sweaters, or they will easily match any coat for dress wear. A very special price \$2.95

ALL-WOOL SLEEVELESS

SWEATERS

Smart sport wool sleeveless Sweaters for both men and boys. Popular light and dark colors 98c

TOM SAWYER

WASH SUITS

The genuine Tom Sawyer Suit that is absolutely guaranteed fast colors. They wear and wash like wool \$1.00



Smart New Ties

25c, 48c, 79c

All Silk in the smartest and newest designs and weaves . . . open ends . . . no wrinkling and full length . . . See this marvelous collection.



Shirts and Shorts

25c each

Genuine Broadcloth Short and Swiss Ribbed Shirts . . . well made . . . cut full and perfect sizes. Hanes Shirts and Shorts 35c each