

BEFORE EASTER SALE

Beginning Thursday Morning

Never Have You Seen Such a Wonderful Selection of Spring Merchandise

Get the Spirit of Spring and Put on New Attire. A Visit to this Sale will Convince You That the Belk Stores Lead in Low Prices

Sale Lasts Through
Saturday 31st



The Newest in Ladies Sport Oxfords and Straps for the Before Easter Sale

\$3.50 value Sport Oxfords, Sale Price **\$2.98**
\$6.00 Value Sport Oxfords in Tan and Grey, Black and Grey Combinations. Sale Price **\$3.98 and \$4.98**



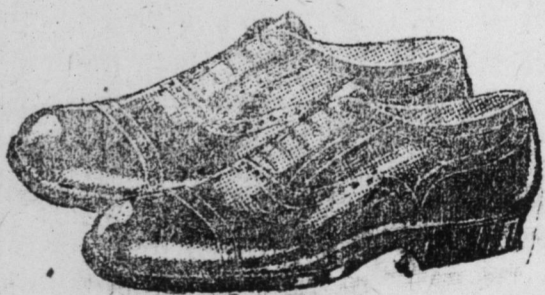
The New Strap Oxfords

\$5.00 value Black and Brown one and two-strap Oxfords **\$2.98 and \$3.98**

The Belk Brand Shoe For Women

These Shoes are especially made for the Belk stores. On sale before Easter in combinations, Straps, Oxfords and Sport Oxfords, Sale Price

\$3.98, \$4.98 and \$5.95



Men Dress up in a Pair of our New Oxfords

Belk Oxfords in Black and Brown. We are offering during the Sale at the Extremely Low Prices of

\$3.95, \$4.48, \$4.98

Ralston Oxfords for Men

The famous Ralston Oxford in all styles, Black and Brown. Sale Price

\$7.95

They will not be cheaper.

Something New
Every Day

Easter Novelties For the Kids

Add to the joys of Easter time with these Rabbit Toys, Egg Toys, Baskets, etc. See our window display of these.

New House Furnishing Items That We Have Added to This Department. Lowest Prices Guaranteed

All kinds of Baskets.
White Enamel Ware
Aluminum Ware
Bath Room Mirrors and Stools
Pantry and Kitchen Sets
Wash Boilers
Oil Cloth Table Sets, multi colors
Oil Cloth Tea Sets, multi colors
Fry Oven Glass Ware for cooking use
Electric Grills and Toasters, \$1.19.
Ice Cream Freezers
China Ware
36-inch Color Fast Carpet, per yard 69c

The new Tweeds and Homespun, 56 inches wide, in solid colors **\$2.25** per yard
56-inch Stripe and Check Skirtings, the newest out, during our Sale **\$2.48** at

New Gingham and Crepes to Meet the Demands of Early Spring Shoppers

The New Tissue Gingham in all Leading Shades, per yard **48c and 59c.**

Imported Crepes for Dresses in Newest Shades, **29c and 48c yd.**

Skirt Plaids and Sport Skirting for the Before Easter Sale



The newest in stripes for spring sport wear are being shown for Easter Sale. A few prices on the newest materials, plain and striped 56-inch all wood Skirtings in dark colors **\$1.98**

The new Tweeds and Homespun, 56 inches wide, in solid colors **\$2.25** per yard
56-inch Stripe and Check Skirtings, the newest out, during our Sale **\$2.48** at

A Growing Demand for the New Hosiery Sold by This Store



For Our Before Easter Sale We are offering some wonderful values in our Hosiery department. The new panel back, open embroidery cloak in new shades of peccan, brown, cinnamon, etc. Never before have you seen such wonderful values.

Building bigger and better so we can give better service. It is the Belk store policy to give its customers the very best service that can possibly be rendered them. With the arrangement of our new store it will be much easier and more convenient for you to do your shopping—everything is arranged to give comfort, service and satisfaction to our customers.

Two electric elevators for your comfort.

The second and third floors are as easy to get to as the main floor. With our new electric elevators you have no stairs to climb. Everything for your convenience. Take the elevators for the bargains in the Ready-to-Wear, Millinery and House Furnishing departments.

CANTON CREPES AND FLAT CREPES FOR BEFORE EASTER SALE

\$1.50 value Flat Crepe **\$3.45**
\$3.50 value Extra heavy Canton Crepe **\$2.98**
Good Heavy Canton Crepe in black, brown, and navy, sale **\$2.69**
\$2.00 value 40-inch Crepe de Chine in all colors **\$1.48**
\$1.75 value 40-inch Crepe de Chine **\$1.48**

Never before have we had such a demand for Silks—the new Flat Crepes, Heather Dew Silk Crepes, Printed Crepes, Puppy Skin Taffetas in the New Spring Shades would be lovely for your Easter Frocks. A few prices:

We are offering some Wonderful Values in Silk for our Before Easter Sale, and it will be easy to make your decision when you see these new silks.

\$1.75 value Black Satin, per yard **\$1.48**
36-inch Shantung Silk in full line of colors, at per yard **98c**
\$2.00 Heavy Duchess Satin "white selvage," per yard **\$1.69**
Beautiful assortment of changeable Taffetas for evening dresses, per yard **\$1.98**
\$5.00 value Heatherdew Silk Crepe, yard **\$2.95**
\$3.00 value Genuine Puppy Skin Taffeta **\$2.39**
\$3.00 Printed Crepe for Dresses and Blouses, per yard **\$2.48 and \$2.69**

That Snappy Dresser

Will find just what he is looking for in New Clothes for Easter. Dress up for Spring in one of our New Connet Hats—the Hat with a reputation of lasting. Prices

\$4.48 and \$4.98

Men's and Young Men's Suits for Before Easter Sale

Take off those Winter Clothes and change into one of our New Spring Two-Pants Suits, at the Low Prices of

\$22.50 and \$24.95

Belted Backs, Plain and Pinch Back Young Men's Suits of Tweeds, Worsteds, etc., in greys, tans, stripes and solids. Priced for our Before Easter Sale

\$16.50 and \$19.95

Styles that please in Men's and Young Men's Suits of Serge and Worsted. We are offering before Easter at the Low Prices of

\$14.95 and \$17.50

New Collars and Cuffs

To add charm and beauty to your your Easter Frock. The new Bertha Collars, Panel Back Collars, of Baby Irish, Embroidery and Lace, priced

98c to \$2.98

Linen Collar Sets, Swiss Embroidery Collar Sets and Linene Crash Sets in white and cream

38c, 48c, 59c

Bandana Kerchiefs in Paisley and Oriental designs for the New Silk Dresses

98c to \$2.98

PARKS - BELK COMPANY

Everything
New