

Stores Of Reliable Merchandise

ELK CO'S



SPRING OPENING

Your New Suit For Easter

Our Clothing Buyers have spent some time on the northern and eastern markets, selecting and buying clothing for our 44-Belk Stores. By buying in this way we get the best materials, best workmanship and styles that can be had, with all the middleman's profits shaved off and extra discounts for quantity and cash. Men, this means a saving to you of from 15 to 35 per cent., on your clothing and furnishings. Now it is reasonable and we want you to come in and see some of these values.

A Special Buy of Young Men's and Students' two-pants Suits. Sizes 16 to 42—

\$9.95 AND \$14.95

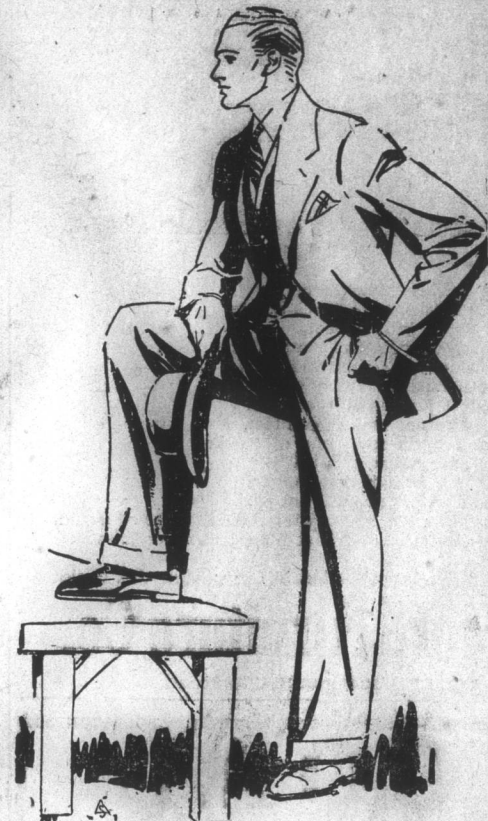
Our buyers were successful in getting a lot of young men's and conservative suits in Unfinished Worsteds, Hard Finished Worsteds, and Good Metcals. By buying a large quantity at a good price, therefore it is our policy to pass this on to our customers at a considerable saving. Men's Conservative suit in one and two pants. Plain and Young Men's Models in New Cloths and Patterns at

\$16.50 \$18.50 \$19.95

There Is A Difference

A difference in Men's Clothes as to Cloth and more especially tailoring. We want you to see our line of Men's Hand Tailored Suits in the new Spring Patterns and Cloths. We can save you from \$7.50 to \$15 on a Suit. Our prices—

\$24.50 \$29.50 \$32.50 \$35.00



Everything heavy loaded for this big drive. We will have plenty of merchandise for you to select from.

Mr. J. G. Parks, R. K. Black and Ed Sherrill made a special trip to the northern market for the Parks-Belk stores for this big drive. So everything will be in style and fresh from the northern market.

We want a 100 per cent. increase in business this Easter over last year and with all these new goods to select from there is no reason why we shouldn't go over the top as our Shoes, Clothing, Dry Goods, Silks, Ready-to-Wear and Millinery Departments are all loaded down to the last notch with new merchandise bought specially for this big drive.

SUGAR

Two Solid Carloads of Sugar for the Parks-Belk Stores—Special for Spring Opening

6c POUND

In 100 Lb. Bulk, \$5.75



MEN'S Furnishings For Easter Trade

In this department you will find all the Accessories for the well dressed man—Socks, Ties, Shirts, Collars and Underwear. We carry all sizes, regular and extras. New Shipment of Ties for Easter Trade, New Patterns and shapes priced **48c 79c AND 98c.** Socks in Cotton, Fibre and Silk, Plain and Fancy at, pair **10c 15c 19c 25c 35c**

In our Shirt stock we have all the new Patterns, neckbands and collars attached. Shirts in regular and extra sizes, percales and broadcloths in plain and fancy spring Patterns at **79c 98c \$1.39 \$1.48 \$1.98**



To Be Well Dressed

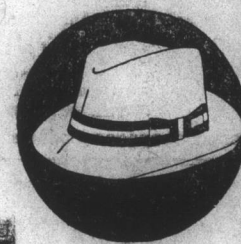
"Dress Well and Succeed"

It is essential that the young, conservative, or elderly man have a Hat and Pair of Shoes that are in keeping and good looking. Of course our shoe man has the shoes, therefore we have the hats for anybody and any price. From careful study we find that there are ten times as

many men's hats sold for \$3.50 to \$5.00 as any other price. Right here is where we are strong and the same old story, but as true as an arrow, by our 44 Belk Store buying power, we can and do give the buying public the Best Hat as to Quality, Color, Style and Workmanship For Less.

Just received new shipment of Men's Spring Hats—a hat to Suit Anyone at a Saving on each hat from \$1.00 to \$2.50. Our prices are.

\$2.48 \$2.98 \$3.45 \$3.95 \$4.98



Men's Overalls and Work Shirts

The Belk Stores are headquarters for Men's Work Clothes. This department is always full of Overalls and Work Shirts at Our Usual Low Prices. Overalls

85c \$1.25 \$1.39 \$1.48 AND \$1.75

Work Shirts at **48c 79c AND 98c**

All of This Merchandise Worth Anywhere from 15 to 20 per cent. more than we ask. We can only give these prices on Overalls and Work Shirts by placing big contracts ranging from 5,000 to 10,000 dozen orders at a time direct with the mills. Again this is where our customers save the difference.

