

Parks-Belk Co.

Concord, N. C.

Parks-Belk & Co.

Kannapolis, N. C.

Parks-Belk Co.

Spartanburg, S. C.

Parks-Belk Co.

Mt. Airy, N. C.

The Parks - Belk Stores' BIG SPRING OPENING AND EASTER DRIVE

Parks-Belk-Brumley Co.

Newton, N. C.

Parks-Belk-Broome Co.

Hickory, N. C.

Parks-Belk Co.

North Wilkesboro, N. C.

Belk-Parks Co.

Albemarle, N. C.

Parks-Belk Stores Managers Hold a Three-Day Session in Concord

The managers of the eight Parks-Belk Stores have just returned from a three-day session held in the committee room of the Concord store, with Mr. J. G. Parks, secretary and general manager, presiding.

The object of the meeting was to outline and make preparations for the Big Spring Opening and Easter Drive which every Store is taking part in. Two days were spent in making suggestions and exchanging ideas that would make this drive a recognized success.

During the meeting many specials were bought. Plans were made to increase our business one hundred per cent. over last year, and we are going to do this by offering the biggest values ever known to the public.

Those present were: J. G. Parks, R. W. Cline, S. T. Howell, N. T. Deaton, of Concord; S. V. Brumley, of Spartanburg; J. M. Brumley, of Newton; K. W. Broome, of Hickory; H. W. Broome, of Mt. Airy; C. P. McKinley, E. R. Simpson, of Kannapolis; G. P. Sherrill, of North Wilkesboro, and C. E. Parks, of Albemarle.

One Hundred Belk Buyers in The New York Market.

The old saying, two heads are better than one, if one is a goat head—holds true in the Belk Stores. This organization does not believe in the policy of having just one or two buyers as other chain stores do. In the last few weeks there have been one hundred buyers in the New York market selecting goods for each store. Each store in the chain is represented and selects just what he wants for his own store. Thus we are able to buy in large quantities and get a much cheaper price, but at the same time no store is overstocked with the same kind of goods.

Our 44-store buying power enables us to buy at our own prices, and automatically benefits the trading public.

We Lead—Others Follow

For the past 40 years the people of the Carolinas have looked at Belk's to set the pace. This we have done, and are still doing, can easily be seen by the way we have grown in the past forty years. No other organization can boast as successful growing as Belk's. This we attribute to our Motto: We Sell For Less.

Car Load Buyers and Discount Savers

Our buyers have recently attended the Toy Fair in New York and have bought several car loads of toys for next Christmas. Also a carload of Apples, two car loads of sugar and hundreds of thousands of dollars worth of Ready-to-wear and Millinery, Cotton and Silk Dress Goods, etc., amounting to train loads for the 44 Belk Stores.

Spring Ready-to-Wear

The markets have been scoured for values and our stocks are now complete with the new colorings and fabrics. We invite you to visit our Ready-to-Wear Department and see the wonderful values our buyers have selected. Every Dress, Coat and Hat a real Value and the Newest of New—Arriving by daily express direct from Broadway, and Fifth Avenue, where styles originate.

Speaking of Sales

We have Sales—we don't just make an attempt at putting on a sale, but we do it in good form.

When we advertise a certain kind of sale with Specified Bargains you may rest assured when you come to our store you will find exactly what we advertise. Some stores do not believe in sales, but we realize that the people look for sales and especially ours, because goods are reduced to help from carrying them over, and because we have to sacrifice lots of dollars worth of merchandise to make room for new goods.

Everyone knows what a Belk Sale is and knows that there are hundreds of bargains always in our store.

We believe in sales and we know the public does and always looks to us for the bargains at all times.

New Fashions Are Ready For a Glorious Easter and Thereafter

Never before such an array of lovely fashions as will greet your eyes this Easter. Never such grace of line, such simple perfection of treatment. And whether your selection consists of only a simple tailored suit or a complete spring wardrobe, we shall be delighted to serve you. Everything for Easter and after, in clothes for sports, daytime and festive occasions — accessories of every description — come and choose! You will find it a decided pleasure to trade with us.



One Of The 44 Belk Stores
PARKS - BELK CO.
Concord, N. C.

Our Big Before Easter and
Spring Opening Starts Friday
Morning, March 26th. All depart-
ments heavily loaded with Specials.

ABOUT YOUR SPRING HAT

Crowns are high but becomingly draped and pleated to suit the face of the wearer. The gigolo (say it so—zhee-go-lo) is quite a favorite—a high crown, pleated in the back, with a narrow brim turned down in front and up in back.

Some of the low crowns are good too, many of them are draped or have novel sectional treatment. The beret comes from the Latin Quarter, where an artist can't possibly work unless he wears a tam-o-shanter. Some of the berets, however, have progressed so far from the original tam that one hardly recognizes their ancestry.

Lots of shapes show so many influences that one can't possibly name them, but I have also seen turbans, and quite a few hats modeled upon the cowboy sombrero.

One sees every shade in the rainbow, for although the milliners stress some particular color (rose is in every shop window on at least one hat just now), smart women are wearing hats matching their dresses or coats, or emphasizing some color used as a trimming.

The straws include crocheted straw, bangkok, balli-buntl, and perle or rice straw. One woman passed me wearing a grey tailored suit, piped in red and white check. Her hat was red bangkok, with quite a large brim widening at the sides and conveniently narrow at the back. There were two pleats in the medium width crown, one in back and one in front, and passing around the crown was a red and white check grosgrain ribbon fastened at one side with a silver buckle. The hat effectively brought out the piping on the suit, and the effect was very original and striking.

The combination of straw and felt is seen on many smart hats, and the straw may form either the crown or the brim of the hat. These hats of course, are all for wear with tailored or sport costumes—they require very little trimming. However, some of them are hand painted and some have flat flowers of fabric or felt applied on.

The dressier type of straw may be a large piteure hat, with massed effects of flowers, and this type of hat is very good for Southern or resort wear. Among these dressier hats one also sees combinations of taffeta and straw, or faille and straw. The bows which one sees everywhere on dresses are repeated on hats in the large bow at one side some with drooping ends falling beneath the hat itself.

At the Ritz at luncheon, one sees the just-out debutantes, the younger married set and their mothers, as well as the screen stars on from Hollywood and the headliners for a matinee and tea afterwards are sometimes quite elaborately dressed, while those resting from a hard morning's work—shopping—are usually more simply attired, in tailored or sport clothes. What surprises me is that they seem to consider a ribbon hat (belting or grosgrain ribbon) appropriate for either type of costume, and there are a great many of them in evidence.

One of these belting hats—worn by a young matron socially prominent and an officer of the Junior League—was a draped turban, with three folds across the front—one navy blue, another white, and a third blue on top. She had the new manish bob, and the hat having no brim showed almost her entire ear. So—if you have pretty ears, you need not be reticent about showing them—it's being done.

A belting ribbon crown with a felt brim, or vice versa, to my mind, makes a very happy combination for both the ribbon and the felt are soft and can be arranged in good lines for the individual wearer.

The other fabric hats that I have seen have been largely taffeta or faille silk, with a sprinkling of satins. These, of course, are often combined with straw. It's among these hats the milliners have an opportunity to show their originality in the matter of trimming, and we have embroidered hats, quilted hats, beaded hats, and flowers in flat effects, sometimes on the brim, sometimes on the crown, and sometimes on both.

Let us congratulate ourselves—the styles are so varied that by picking and choosing we can each find a hat this Spring, becoming and fashionable.