

PARKS-BELK COMPANY

We want you and everybody in Hickory and vicinity to come to the new Belk store and give us a fair trial. We are going to give you a modern store in every respect, contracts have already been let to change and remodel the building from top to bottom, and as some of the building materials are hard to secure at once we are just going ahead and intend to sell goods from now on regardless of our fixtures etc.

Some of the first arrivals in our shoe department, and we are selling them every day.

- \$12.00 Value Ladies Pat. Leather Pumps, Louis heel \$10.00
- \$12.00 Ladies Pat. Leather Oxfords, Louis heel \$10.00
- \$10.50 Ladies Pat. Leather Pumps, Louis heel \$9.00
- \$11.00 Kid Pumps, Louise heel \$9.50
- \$10.50 Ladies Kid Pumps, Louis heel \$9.00
- \$12.00 Ladies Kid Oxfords, Louis heel \$10.00
- \$6.00 Grey Kid Oxford, Louis heel \$4.00
- \$10.50 Ladies Pat. Pump, Military heel \$9.00
- \$8.00 Ladies Pat. Oxfords, Military heel \$6.50
- \$4.00 Ladies Pat. Oxford, Military heel \$3.50
- \$10.00 Ladies Pat. Oxfords, Military heel \$8.50
- \$10.00 Ladies Brown Kid Oxfords, Military heel \$8.50
- \$7.00 Black Kid Pumps, Military heel \$5.00
- \$6.00 Brick Kid Pumps, Military heel \$4.95
- \$5.50 Ladies Black Kid Pumps, Military heel \$4.50
- \$7.00 Ladies Black Kid Oxfords, Military heel \$6.00
- \$6.00 Ladies Black Kid Oxford, Military heel \$4.95
- \$5.00 Ladies Black Kid Oxfords, Military heel \$6.00
- \$3.50 Ladies Black Kid Oxfords, Military heel \$3.50
- \$2.50 Brown Kid Oxfords, Cuban heel \$5.50
- \$7.00 Ladies Brown Kid Pumps, Cuban heel \$5.50
- \$6.00 Ladies Black Kid Oxfords, Military heel \$4.95
- \$5.00 Ladies Black Kid Oxfords, Military heel \$3.50

Ask those people who have already been to our store. Everybody has been pleased, and new goods are coming in every day.

- \$7.00 Ladies Black Kid Three Strap Cuban heel \$5.00
- \$7.00 Ladies Black Kid Two Strap Cuban Heel \$5.00
- \$7.00 black Kid Ankle Strap Medium Heel \$5.00
- \$6.00 Pat. Leather Dollie Ankle \$4.00

MEN'S OXFORDS

- \$15.00 value Men's Brown Kid English Oxfords \$12.00
- \$12.00 Men's Dark Tan Oxfords English Toe \$10.50
- \$10.00 Dark Tan Oxfords, English heel \$8.50
- \$9.00 Dark Tan Oxfords \$4.50
- \$11.00 Dark Tan Blucher \$9.95
- \$5.00 Dark Tan Blucher \$3.50
- \$4.00 Gun Metal English \$3.50
- \$5.00 Gun Metal Blucher \$3.50
- \$4.50 Gun Metal Blucher \$2.98
- \$4.00 Gun Metal Blucher \$2.48

BOYS OXFORDS

- \$8.00 value Boys Dark Tan English Oxfords \$6.50
- \$7.50 Dark Tan English Oxfords \$5.00
- \$5.00 Back English \$3.50
- \$4.50 Back English \$2.98

LADIES WHITE AND CANVASS OXFORDS AND PUMPS AT ALL PRICES.

- Black Silk Taffeta Dresses \$27.50
- Georgette and crepe-de-chine dresses in new shades and styles. Priced \$27.50, \$35.00, \$44.50, \$59.50.
- \$7.00 Ladies Brown Kid Pump Cuban Heel \$5.50
- \$8.50 Brown Kid Oxford Cuban heel \$6.00

Big values in Dry goods, Notions, Hosiery, etc.

Big counter of goods worth up to 35c per yd. Only 19c Yd.

One table bleached and unbleached domestics. Special 29c Yd.

Special lot of new voiles in nice dress patterns 48c yard.

Big table Dress Gingham, 50c value, 35c yd.

GEORGETTES, CREPE-DE-CHINE AND TAFFETA DRESSES

- \$35. value Silk Taffeta Dresses \$24.95
- Silk Taffeta Dresses, Georgette trimmed \$29.50, \$35.00
- MUSLIN UNDERWEAR DEPT. Underwear for Ladies, Misses and Children at very low prices. Beautiful designs in silk and chepe de chine Underwear now in.

Specials in Silks at the new Belk Store

- \$2.50 Messaline in all shades \$1.98
- \$2.75 Taffeta in a variety of colors. Special \$2.25
- \$3.00 Extra quality Black Taffeta \$2.69
- \$2.75 value black Messaline \$2.45
- \$3.50 Extra quality Black Satin \$2.96
- \$1.75 Black Taffeta. Special \$1.48

GEORGETTES AND CREPE DE CHINES AT MONEY SAVING PRICES.

We can save you money on men's and boys clothing. Come in and see.

- Big stock of Misses and Childrens Gingham dresses for summer wear in the new solid colors and plaids.
- Beautiful line of childrens dresses sizes 8 to 14 white middy suits \$3.98
- Big table of Voile Waists \$1.25 each
- Big line of voile waists at \$1.43 and 1.98 each.

"MIDDY SUITS"

- White, Copen and Rose colored mid-dy Suits, exceptionally low priced, sizes 8 to 14 with middy suits \$3.75
- Sizes 16 to 22 with middy suits \$5.45
- Suits made of the Linen Crash in Rose and Copen blue \$7.45
- Heavy twil Middy Suits, emblem on sleeve \$9.50

Our Ready to Wear Department will be located on the first balcony until the upper floor can be fitted up.

Read some of the big values below.

- \$10.99 value dark, voile Dresses \$5.95 & \$6.95
- \$14.00 value Voile Dresses made of the new dark flowered voiles \$10.00
- \$15.00 value voile dresses new dark voile patterns \$11.50 & \$12.50
- \$16.50 value voile dresses made of the new styles and dark flowered voiles. Special \$14.95
- ISILK POPLIN DRESSES FOR STYLE AND SERVICE
- \$12.50 value navy Silk Poplin Dresses Priced \$8.95 and \$9.95
- \$16.00 value silk Poplin Dresses in navy, black, Burgandy. Priced \$11.50 to \$14.95
- Beautiful Silk Poplin Dresses in navy and black Embroidered, trimmed. Special \$17.25
- SHIRTTWAISTS, SHIRTTWAISTS
- Voiles, Georgettes, Crepe-De-China and China Silks.
- \$5.00 value Georgette Shirt Waists \$1.75 & \$4.95
- Navy, White and Cotton Shades in Georgette and Crepe-de-Chine Shirt Waists, \$5.95, \$6.50, \$7.95 and \$9.95
- Beautiful line of Gingham Dresses in solid colors and plaids trimmed with white organdy just arrived. Priced \$5.95, \$6.95, \$7.95, and \$8.50
- CORSET DEPARTMENT
- On First Balcony.
- Our stock of Corsets consists of the noted W. B. and Lestelle Lines. All styles to fit all figures.

29 STORES

Phone 180

Special Size OCTAGON SOAP AND POWDER

4c

PARKS-BELK CO.
THE SHOPPING CENTER
HICKORY, N. C.

SELL IT FOR LESS

Phone 180

Men's Blue WORK SHIRTS \$1.50 value, \$1.29