

OPENS FRIDAY, MAY 21st

PARKS - BELK CO.

CLOSES MONDAY, MAY 31st

Men's Summer Union Suits. Special— all sizes
48c

Phones 138—608

CONCORD, N. C.

Grocery Phone 138

Men's 220 Weight Blue Denim Overalls. Sizes 32 to 44. High and Low Back
85c

BIG ANNUAL MAY DRIVE

71 value 19 Momie Pongee
Special 50c
Limit: 8 yards to a customer

85c value Silk and Cotton Printed Crepe. Big Range of Patterns. Special
59c

We are going to make the last 9 Days of May the largest ever in the history of our big store and in order to do this we are making a big reduction all over our big store for these 9 days. Something you can not afford to miss. Specials every day, not just one day. If you miss one of these days you will miss a bargain. New Goods coming in every day.

We mention below a few of our Wonderful Values we are going to have for Our Big May Drive



\$4.00 value 54-inch Flat Crepe, in big range of colors special
\$2.98

\$8.00 value Heavy Printed Crepe. Big range of beautiful designs. All in our big May Drive Special
\$1.98

Belding's Wash Satin in all the bright colors, for Slips, Special during our Big May Drive
\$1.69

Dress Linen at Big Reduction

85c and \$1.00 Dress Linen. All at one price for our Big May Drive. Special.
59c

\$2.00 value 40-inch Printed Crepe. May Drive Special
\$1.48

\$1.50 value Black Messaline. May Drive price
\$1.00

\$1.25 Value Black Taffeta. Special
Price **98c**

\$2.00 value Sport Stripe Wash Silk Special
\$1.48

85c value Plain Colors Rayon Crepe special
59c

\$3.00 value all Linen Table Damask, beautiful patterns special
\$2.48

\$1.50 value Pure Linen Silver Bleached Damask special
98c

90-inch Pure Linen Sheet ing, Special for Big May ing. Special for
\$1.89

\$2.00 value 40-inch Printed Georgette
\$1.48



Men's Dress Shirts Given Free With Suits During Big May Drive

Men! Here is your opportunity to acquire one of the best Dress Shirts in our store absolutely FREE.

With each Man's Suit \$27.50 and over, choice of any \$1.50 Shirt in our Store FREE.

During this big May Drive we are offering this interesting feature for the benefit of those who wear Belk's Better Values. Don't miss this, men.

Just received a shipment of Young Men's two-pants Suits, wide trousers, in the season's selected colors and patterns—every one a real \$20.00 value. Our Special Price During this Big May Drive is
\$12.50

MOST COMPLETE BOYS' DEPARTMENT IN THE CAROLINAS LOOK BOYS

With each Boys' Knee Pants Suit \$2.98 to \$4.98 Baseball Bat FREE.

With each Boys' Knee Pants Suit \$5.00 to \$9.95, Watch and Chain FREE. All Boys' Long Pants Suits \$9.95 and up, your choice of any shirt in our Boys' Department FREE

Boys Overalls 2 to 16
79c

Boys' Overalls—2 to 16 Just Like Dad's
89c

Boys' Blue Chambray shirts Priced
39c TO 98c

Boys' Union Suits. May Drive
Price **48c to 79c**

Boys' Sure-Fit Caps—hey Fit
85c

Men's Necessity Department

Today the men have as many furnishings to complete their wardrobe as the opposite sex. To us, this is one of our leading departments. We are in position to take care of your every need in the furnishing line—and at Belk's Usual Low Prices. \$1.50 value Men's English Broadcloth and Stripes—Blue, White, and Tan. May Drive, Special
\$1.00

We have the Newest Thing in Men's Neckwear
10c TO 98c

Men's Socks, all colors
10c TO 48c

Belk's Biggest May Drive

You Take the Right Step When You Choose From This New Footwear



We are offering the biggest Specials ever offered in the History of our store, in our Shoe Department during this big Annual May Drive. Read below just a few Specials:

Ladies' Hose-Free

During Our Big May Drive with each pair of Ladies' Shoes \$1.98 to \$2.98 a pair of Ladies' 25c Hose FREE. With each pair \$3.45 to \$4.98 a pair of Ladies' 50c Hose FREE. With each pair over \$5.00 a pair of Ladies' \$1.00 value Silk and Rayon Silk Hose FREE—any color, any size.



With each pair of Men's Shoes priced from \$1.98 to \$2.98, 25c pair of Socks FREE. From \$3.45 to \$4.98, 50c pair of Sox FREE. \$5.00 up, choice of Sox FREE. \$5.00 up, choice of any pair of Sox in our Store.



THE FRIENDLY FIVE



Friendly Five Come in and Ask to See These Shoes

Whether you want to buy now or later. Bal and Blucher cut, in either black or light tan. Never before have we ever offered such a value in our Shoe Department. Step in and call for them by name—the Friendly Five
\$4.90

Bargain Basement

Bargains That Have No Equal During Our Big May Drive.

Extra big counter of Curtain Scrim, Sheet ing, and Dress and Apron Gingham, values up to 8 1-2c yard. Special Our Annual May Drive (Limit 25 yards), per yard
3 1/2c

One special lot of Ladies' Silk Hose, all colors. Values up to 25c a pair. Limit 2 pair to customer
15c A PAIR

Belk's Annual May Drive

Big Lot Ladies' Bed Room Slippers, values up to 75c a pair. Belk's May Drive Price per pair
25c

Ladies' and Children's Hats at
48c to \$2.98

Ladies' summer Dresses in Voile, Tissue Gingham and Rayon. May Drive—
98c UP TO \$4.98

Special Lot of Winona Sating, solid colors for annual May Drive, per yard
17c



BARGAIN BASEMENT DRESS AND MILLINERY DEPARTMENT

Ladies' summer Dresses in Voile, Tissue Gingham and Rayon. May Drive—
98c UP TO \$4.98

Special Lot of Winona Sating, solid colors for annual May Drive, per yard
17c

PARKS - BELK CO.

"SELL IT FOR LESS"

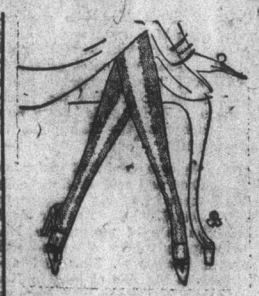
DRY GOODS AND HOSIERY DEPARTMENT



Also Pointed Heel in irregular Silk Hose special per pair
\$1

Special lot Armand and Melba \$1 size compacts, discontinued number. For our Annual May Drive Priced only
39c

\$1.50 Size Melba Double Nickel and Single Blue-bird painted. May Drive price only
59c



HOSIERY DEPARTMENT

\$2.00 value Imperial Lehigh Full Fashioned Silk Hose. Annual May Drive Price pair
\$1.50

\$1.50 value Ladies' Chiffon, slightly irregular. Belk's Annual May Drive as long as they last per pair
\$1.00

ANNUAL MAY DRIVE SPECIALS IN OUR DRY GOODS DEPARTMENT

One special lot of 25c First Quality Full Bolt Fruit of the Loom Bleaching will be put out at 9 o'clock opening morning and another lot at 3 o'clock opening afternoon at Belk's Annual May Drive price per yard
10c Same hour Saturday, May 22nd. (Limit: 10 yds. to customer).

\$1.19 value 81x90 High Grade Bleached Sheets, Belk's Annual May Drive price only
85c

Big Table Scout Dress Prints, fast colors, 25c values, latest patterns. Annual May Drive per yard
17c

One special lot of Underwear Crepe, 23c value, solid and figured. Annual May Drive per yard
17c

Grocery Department

This is a Department Everybody Should Visit

As we carry the most complete line of Canned Goods in Concord and guarantee we can save you money. We also carry the best lines of Flour that can be had. Watch for Big Specials every Friday and Saturday. Phone 138. We deliver.