

# Thursday, Friday and Saturday

### 3 Days to Do Your Easter Shopping

## With New Shipments of Spring Merchandise We Intend to Make the Last 3 Days of Before Easter Sale the Best Yet

**SILKS OF QUALITY AND STYLE.**  
The New Spring shades in all materials are on sale for Before Easter—New Crepes, Flat Crepes, Taffetas, etc. at Prices that cannot be equalled anywhere.

#### NEW SPRING OXFORDS AND STRAPS FOR OAESTER

Never have we shown such a Wonderful Selection of Spring Footwear—and at prices during this Sale that are exceptionally low. All the new combinations of grey, beige, tan, suede, also new satins in black and brown for your Easter footwear. It is to your advantage to see our line.

#### New Collars and Cuffs

To add charm and beauty to 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

#### 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

3 Days Till

Easter

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

#### The Newest in Ladies Sport Oxford 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

#### CANTON CREPES AND FLAT CREPES FOR BEFORE EASTER SALE

\$4.50 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

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 ..... \$2.99  
\$3.00 Printed Crepe for Dresses and Blouses, per yard ..... \$2.48 and \$2.69

Made of all newest materials such as Poret Twill with paisley trim, Tweeds, Jerseys and Tricotines. 100 Jersey Tweed Suits bought especially for this sale in all colors and styles. Special

\$9.95

All Wool Tweed Suits for Sport and Dress wear in leading shades and styles, Sale Price

\$12.50 and \$19.95

The New Three-Piece Suits of Tricotine, etc., we are offering before Easter at

\$22.50 to \$32.50

#### NEW SPRING COATS FOR EASTER

Just in from New York's foremost coat manufacturers—a special lot for our Easter sale in Polo cloth

\$8.95 to \$14.95

#### HOSIERY FOR THE LAST DAYS OF BEFORE EASTER SALE

Newwomen is the new color just in in shades to match the new oxfords and strap oxfords—for your Easter Hosiery visit our Hosiery Department.

#### Ralston Oxfords for Men

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

\$7.95

They will not be cheaper.

#### Our Line of Easter Bonnets and Sport Hats

ARE THE PRETTIEST WE HAVE SHOWN IN MANY SEASONS

The greatest selection of colors and styles that we have ever shown before for the Ladies', Misses' and Children's—Hats. The Newest in Pattern Hats, made by New York's exclusive hat manufacturers, which assure you of getting only that which is new style.

#### Hats For Sport Wear

In the New Shade of Almond, Copen, Red, Ceramic Blue, etc. All kinds material. Sale

\$2.98

A Beautiful Assortment of Ladies' and Misses' New Spring Hats, bought especially for this sale

\$2.98 to \$4.98

\$7.00 Value Nemo Hats for Ladies. We are offering during this sale special at

\$5.00 each

Something New Every Day

# PARKS - BELK COMPANY

## Noted Builder is Heard By Large Audience Here

John R. Todd, One of America's Most Famous Civic Builders, Speaks on Methods of Attaining Success.—Guest of Rev. J. C. Rowan While Here.

"Gee, Ain't It Great to Be a Boss." was the subject of a fine address delivered in Central Grade School here Monday night by John R. Todd, of New York City. Mr. Todd spoke here under the auspices of the Rotary and Kiwanis Clubs, and while here was the guest of Rev. Jesse C. Rowan, pastor of the First Presbyterian Church. He was accompanied to Concord by Mrs. Todd, and they came here from Camden, S. C., where they spent several weeks.

Mr. Todd is recognized as one of the greatest civic builders in the United States and he devoted his fine address to an outline of the qualities and characteristics which a young man needs if he would become a success in the business world. The address was prepared especially for undergraduates, to be delivered in one of the great universities, but as all men are but boys grown up, Mr. Todd expressed the hope that his address would be of interest to all. It is the duty of everyone, he pointed out, to be interested in the youth of today, for tomorrow they are the men who control things.

Mr. Todd devoted the greater part of his address to a discussion of the characteristics that make success, but he also touched on college life and some of the apparent evils of present college courses. He showed an insight into college conditions that was as keen as his touch upon things pertaining to the business world, in which he has been a marked success.

The speaker declared a young man should early choose his vocation. A young man at 25 should be on the road to success, for at 40, after 15 short years, he will have reached the point where he will be either a success or failure. The die is cast by the time a man reaches forty, and he declared he knew of no instance in which a man who was a failure at 40, made good after that. If a young man is on the right road at 40, he has many years of success ahead of him, but if at that age he is still chasing the rainbow, he is almost certain to be a failure.

Making money is not the biggest thing in life, Mr. Todd said, but he discussed success in a material way only because his subject dwelt with it, he added.

The speaker told of a young man who started without funds or friends. He worked from morning until night, saved a part of his earnings, and kept eternally at the job. Later success came, he was able to spend several months of each year in Europe, or Florida, or some other place. He could give to his church, to missionaries, to the support of his parents and the education of his brothers and sisters.

derstand ask questions. Get the speaker's viewpoint and do not think of your reply but weigh his statements. When you do this the speaker will be ready to listen to you when he has finished. Learn to listen more and speak less.

"And above all things be a finisher. Don't be a good starter and a poor finisher. There are hundreds of the former and few of the latter. The finishers are the money men, the hope of the future, the bosses.

"Practically means nothing. We do not allow its use in our company. The man who practically completes something usually needs someone else to finish the job. Excuses and alibis do not count. Do not expect success by luck or chance. It comes only with the will to finish the job started. Why do men succeed? Because they do a little more and a little better than their competitors.

"It's great to be a boss, truly, but if you would be a boss you must stick to the job to the last. You must be a finisher."

Mr. Todd speaks tonight before the student body of Davidson College, and will deliver the same address that was heard here with so much interest by an audience that packed Central School auditorium.

#### THE STATE SUNDAY SCHOOL CONVENTION To Be Held in Winston-Salem From April 10 to 12.

Announcement is made from the office of the North Carolina Sunday School Association that four of America's most noted Sunday school specialists have been secured to take part on the program of the State Sunday School Convention in Winston-Salem, April 10, 11 and 12.

Dr. LeRoy Dakin, Brooklyn, N. Y., pastor of the Baptist Temple, and chairman of the Adult Committee of the International Sunday School Council of Religious Education, is an authority on the work of the organized adult Bible class, and will do special work along that line.

The services of Mr. E. R. Stanford, Nashville, Tenn., an expert in work with teen-age boys and girls in the Sunday school, have been secured. Mr. Stanford is superintendent of intermediate-senior department of the Sunday school board, Methodist Episcopal Church, South.

Miss, Wilhelmina Stooker, Auburn, N. Y., professor of Religious Education in Auburn School of Religious Education, Auburn Theological Seminary, will be the specialist for the work in the children's division. Miss Stooker will also give lectures on "The Daily Vocational Bible School," and the "Week-Day School of Religious Education."

As previously announced, Dr. Marion Lawrence, consulting general secretary, International Sunday school council of Religious Education, will be one of the convention speakers. Dr. Lawrence needs no introduction to Sunday school workers, as his name is a household word throughout the Sunday school world.

Besides the four out-of-state speakers, it is announced that 56 of the best Sunday school workers in North

Carolina will take part in different sessions of the convention. These workers will come from many parts of the state, and will represent practically every denomination in the state.

Delegates to the convention will be entertained free for lodging and breakfast in private homes of Winston-Salem. It has been announced by the Committee on Arrangements that it is not necessary for the names of the delegates to be sent in advance, as homes will not be assigned until the delegates arrive.

The railroads have granted a round trip rate of one and one-half fares, certificate plan, for the convention, provided as many as 250 people travel to the convention over the railroads, and present certificates for validation in Winston-Salem.

State Superintendent, D. W. Sims, reports that a number of counties are endeavoring to work up large delegations to the convention. It is expected that this will be the largest and most representative Sunday school convention held in North Carolina in recent years.

#### "EVERY DAY FOR CLEAN UP" Let's Make Concord One of the Cleanest Cities in the State.

Mr. Editor: The Civic Committee of the Women's Club wishes to thank you for your editorial in Saturday's Tribune, "Every Day for Clean Up." It is indeed a comforting thought to know that in the near future our trash may be removed by the city more often than once a year.

Through your paper I wish to urge the residents to take advantage of this and see that their yards and streets are kept clean.

I believe it is generally known all over the world that Americans are inclined to allow their yards to be

rather trashy. In a recent visit to America Lady Astor was disgusted with the trash and dirt which she saw had been allowed to accumulate around our homes.

What Hugh Walpole says should prompt us to wish to clean up. "I am surprised at the bits of paper and scraps that you leave lying in your streets and door yards. I do not see why people are not forced to do their part in keeping their city clean." He further states that he asked on why this condition existed and was informed that it was impossible to get labor to do this kind of work. Walpole replied that if every owner cleaned around his own house that would be sufficient.

When driving around our city one cannot fail to see the dirty sidewalks and yards. Would it not be splendid if every person would see to it that the sidewalk in front of his own home, his front and back yards were kept clean?

At this time of the year our backyards are almost always in need of a general cleanup. National Garden Week is April 22-28. Let us make a flower garden of our back yards, thus observing Garden Week. A flower will grow where a weed will grow, and there is a great deal more pleasure given one when one looks upon a flower.

Have we not enough pride to make our city the cleanest and most healthful place in the state?

CIVIC COMMITTEE.

#### High School Wins Opening Game of Season From Winecoff.

The local high school baseball team opened its season Tuesday by a victory over Winecoff on the latter's grounds, winning by an 8 to 5 score. Hamilton, the big left hander of the locals, went the whole pace and turned in a good game. He let them down

with five hits, all of which were turned into runs by the aid of two costly errors.

Umlberger pitching for Winecoff, also pitched a good game, giving up nine hits and striking out nine batters.

The scoring started in the second inning, when with two men down, Cleaver singled to right, stole second, and scored on Morgan's single to center. Morgan stole second and scored on Goodman's drive between short and third. Goodman also stole second, the catcher being very weak with his legs. Tucker then let Hamilton's roller go through him, but Tucker J. threw Goodman out trying to go in home, ending the scoring. The locals scored again in the fourth, fifth, sixth, seventh and eighth.

Winecoff scored three runs in the sixth, on two hits and two costly errors. Tucker J., the first man up, bled one to Lec, who had to run back a good bit and dropped it. Tucker stole second and scored when he covered to take Hamilton's throw to second to catch him. Whittington fanned, and Stroud grounded to Cleaver who threw him out at first. Umlberger then singled to left, and Tucker followed him with another single to center. Misenhelmer let it get by him and both scored. Warren whiffed to finish the frame. They scored again in the eighth and ninth.

## Specials for Easter Week

Officers Dress Shoes	\$8.95
Rice and Hutchins Dress Shoes	\$7.95
Red Seal Low Gaiters	\$3.50
Russia Calf Low Gaiters	\$3.35
Dress Shirts	\$1.00
Shirts With Collars	\$1.00
Pongee Shirts	\$1.00
Silk Shirts	\$2.50
Topkis Union Suits	75c
Navy Undershirts	75c
Blue Chambray Shirts	50c
Work Pants	\$1.25
Dress Pants	\$1.50
Blue Serge Pants	\$2.50
Boys' All Wool Suits	\$5.50
Men's Silk Socks	50c
Double Grip Garters	50c
Cable Traces	\$2.00
Cable Traces with Hames, pair	\$3.00
New McClellan Saddles	\$7.50
Silk Neckties	75c
Double Sets of Harness	\$15.00

## Concord Army & Navy Store

16 EAST DEPOT STREET

### FREE MOVING PICTURE

—ON—

## Growing Cotton Under Boll Weevil Conditions

—AT THE—

Star Theatre, Saturday, March 31st, 1923, at 11:00 A. M.

ADMITTANCE IS ABSOLUTELY FREE

All Farmers and Others Interested Are Urged to Attend