

# 1923 FALL OPENING SALE 1923

## Beginning Thursday Morning September 20th. 10 Big Days

"Now Ready" \$150,000 worth of the Newest Fall Merchandise direct from New York and Paris. Our buyers are just back from the northern markets and every freight and express for the past two weeks has brought great shipments of the Newest Merchandise to this store. It took weeks of careful planning and buying in quantities (as the Belk Stores do) to amass such a great quantity of merchandise in this store at a price that we can pass them on to you at such Low Prices. We bought direct from the manufacturers (no middle man's profits for you to pay) and for cash and in such tremendous quantities that goods were purchased 25 to 33 1-3 per cent. under today's prices. Now the Fall lines of goods are on display and await your approval.

### PRETTY NEW GINGHAMS AND COTTON DRESS GOODS FOR OUR FALL OPENING SALE.

Quantity buying, direct from manufacturers and selections by our competent buyers enables us to sell at these prices. Several cases of Pretty New Gibson Dress Gingham just in, many new patterns, and solid colors and fast colors, now selling **19c, 25c** per yard. 32-inch Jeannette Dress Gingham in wide range of patterns and colors, fast colors now selling per yard **15c**.

#### 10 CENTS A YARD

Never before have you seen such a wide range of patterns and Quality Cloth on one big 10c counter. Percales, Aprin Gingham, Calico, Bleachings, Cambrics, etc., now selling per yard **10c**. SHEETINGS, BED TICKINGS, OUTFINGS, SHIRTINGS AND OVERALL DENIMS. Thousands of dollars worth of these goods bought at lowest prices this year and bought at such low prices that we can save you a lot if you buy now—just in for Opening Sale. Summit Brand Good Quality Straw Ticking, a regular 18c value, for fall sale **12 1/2c** per yard.

25c Value Marathon Heavy Twill Ticking for leathers or straw, now selling at **19c** per yard. Extra Quality AA Brand Feather Ticking, guaranteed leather proof, 35c value, now selling, per yard **29c**. 10-inch Fine Finish Sheetings, smooth finish, per yard **10c**. Sea Island Sheetting, 36 inches wide, extra fine quality, now selling **12 1/2c and 15c** per yard. Double Fleece Extra Heavy Outing, light and dark patterns, just in and **15c, 19c, 23c** priced now at **19c** per yard. 27-inch h220 weight Overall Denims, blue, in short lengths, 30c value, now selling at **19c** per yard. Don't fail to see our Big counter of Curtain Materials, short lengths and sheeting prices **5c** per yard.

### HOSIERY VALUES THAT SHOW THE REAL VALUES OF THIS SALE

All the new shades and styles for Fall are now on display. 100 dozen pairs pure silk full fashioned ladies' Lehigh Hose in all styles, colors and sizes, just in. Bought at a price 75 per cent. under today's market by the Belk Stores. Worth double what we ask **98c, \$1.48, \$1.79, \$1.95** pair. Ladies' Silk Hose in black, brown, nude, grey, sand, white and cordovan, first quality, all sizes **48c** now selling, per pair. \$1.25 value Panel Back and Dropstitch and Plain seam Hose in colors and blacks, now **89c** selling, per pair. Boys' and Girls' Heavy and Light Rib Hose in black and brown, the kind that will wear, now selling for **10c, 15, 25c** per pair. Children's English Rib 3-4 Length Socks in black and brown, all sizes **19c, 25c, 39c** each.

### BELTS AND BEADED BAGS TO MATCH THE NEW FALL DRESSES AND COATS

New shipment of Kid Belts in all colors and white,

many styles to select **15c 19c 25c 48c** from. All sizes. Price. Right from our Paris office—100 new beaded draw string bags. The right style for now. See these. Values absolutely to \$3.50 **\$1.39** while they last, each.

#### SHOES AND OXFORDS.

Thousands of pairs of the Newest in Oxfords, Straps and Shoes for women and men for early fall and winter wear now on sale. Our buyers spent weeks making selections and in getting the very best values and styles possible at the lowest prices. and now we pass them on to you at prices that defy all competition. We say the season's newest creations in footwear at 25 per cent. below today's market. A look at the quality and styles will convince you. A few of the new ones: \$5.00 value Ladies' Fancy and Staple Oxfords and Straps, black and tan, solid leather, all the new heels. Goodyear welts, now selling at **\$3.98** per pair. \$6.50 Value Ladies' Fancy Oxfords and Straps, all combinations, black, grey, beige, etc. **\$4.98** solid leather. 50 cases of Ladies' Fine Dress and Sport Wear Oxfords and Straps in Solids, Combinations, etc., all style heels. Opening Sale, now selling **\$5.95** Value \$8.00.

#### BED ROOM SLIPPERS SPECIAL

100 Cases of Bed Room Slippers just in from Southern Footwear Manufacturing Co., and we are offering these at 50 per cent. under today's market price. Note prices: \$1.00 value Ladies' Felt Bed Room Slippers, all sizes and several different colors. Special **49c** as long as they last per pair. \$1.25 value Ladies' Bed Room Slippers, kid and felt, as long as they last, pair **75c**.

#### MEN BUY YOUR NEW SHOES FOR FALL AND WINTER NOW

A Few of the New Specials in Men's Shoes Now in \$5.00 value Men's Tan English Shoes, perforated toe, also Oxfords, all leathers, **\$3.98** now selling. \$4.50 value Men's Dress Shoes and Oxfords in black and brown, now selling **\$2.98**. Men's Ralston Shoes and Oxfords, black and brown **\$5.95, \$6.95**.

#### OUR FALL OPENING OF READY-TO-WEAR AND MILLINERY

This season is an event of great importance to the Buying Public of This Section. Careful selection by our most competent buyers and our enormous buying power is the reason for such wonderful merchandise at these prices now offered. Weeks of careful buying and preparation has reached its climax with the beginning of this Fall Opening. \$5.00 value Silk Coat Sweaters, silk, in many shades and all sizes. We bought about 500 different styles and colors in these. On **\$2.98** sale, each. Beautiful line of Slip-over Sweaters in light weight and heavy all-wool. **98c, \$1.98, \$2.98** Pretty styles, on sale.

#### SPORT SKIRTS

\$12.50 Camels Hair Skirts, newest styles **\$7.95** from New York, now on sale at. Pretty Line of Plaids and Stripes in separate Skirts. All Wool. Now in and selling at **\$4.98** each.

#### FOR THE BABY

The Cool Days Clothes For the Baby Can Be Amply Supplied During this Sale. Baby Sacques and Sweaters in pink, blue and white combinations **79c, 98c, \$1.48** pretty styles.

#### CHILDREN'S SCHOOL CLOTHES OF BEST DESIGN AND QUALITY

We specialize on Girls' and Misses' Clothes for school wear. Everything ready made, ready to wear. Pretty New Gingham Dresses in plaids, solid colors and stripes in beautiful **98c to \$2.98** styles. Prices extremely low. Black Satine Bloomers in all sizes **39c to 79c** 3 to 18. Real Heavy quality. Price. Golf Style School Sweaters in Tan and Many other colors. Coat styles **\$2.98 and \$3.98**. Prices.

#### HOUSE FURNISHING DEPARTMENT

(Second Floor)

The Fall of the year is the time everybody thinks of making the home comfortable for the winter. Visit this department and you will find many articles for this purpose. Listed below are articles carried in stock: Rugs, Druggets, China Ware, Enamel Ware, Aluminum Ware, Crockery Ware, Glass Ware, Oil Cloth, Sheets, Pillow Cases, Pillows, Bed Spreads, Drapery, Towels, Curtains, Bath Mats, Floor Mats, O-Cedar Polish, Dolls and Toys, Picture Books, Bath Room and Kitchen Stools.

#### EXTRA SPECIAL ALUMINUM SALE

One lot \$1.00 value **89c**  
One lot 90c value **69c**  
Salad Bowls, \$1.00 value, sell **48c and 59c**  
Table Glasses, each **5c, 8c, 12c, 18c**  
Picture and Story Books **5c, 10c, 15c, 19c, 25c, 48c**  
Bed Spreads **\$1.48, \$1.69, \$1.98** up

#### CHINA WARE

Plain white Cups and Saucers **10c**  
Plates, set of six **79c and 98c**  
Decorated Ware, Cups and Saucers, both for **15c**  
Plates, set of six **98c**  
Bluebird and Pink Floral Design, Cups and Saucers, et of six **\$1.69**  
Dinner Plates, set of six **\$1.48**

#### Blue Willow English Ware

Six Cups and Saucers **\$2.98**  
6 Dinner Plates **\$2.98**  
6 Bread and Butter Plates, Cream, Sugar, Pitcher at **\$1.98**

#### Bavaria Dinner Ware

Six Plates **\$3.98**  
Six Cups and Saucers **\$3.98**  
Six Breakfast Plates **\$2.98**  
Six Tea Plates **\$2.48**  
6 Bread and Butters **\$1.98**  
Fry Oven Glass for Cooking use **95c, \$1.25, \$1.48**  
Mixing Bowls **15c, 19c, 25c, 29c, 35c** up  
Oil Cloth **19c, 25c, 29c, 39c**  
Knives and Forks, each **10c**  
Electric Stoves and Toasters. **95c**  
Grill **\$4.95**  
Curlers **\$1.25**  
Wavette Curlers, Special **\$2.48**

#### Flower Pots

6-inch Flower Pots **19c**  
7-inch Flower Pots **25c**  
8-inch Flower Pots **35c**  
9-inch Flower Pots **45c**  
10-inch Flower Pots **59c**  
12-inch Flower Pots **98c**  
Mahogany Trays **95c and \$1.25**

Curtain Nets **19c, 25c, 29c, 35c, 39c**, to \$1.48 per yd. Lace Curtains per pair **\$1.39, \$1.48, \$1.98, \$2.45** up to **\$8.95** Pair.

#### Tapestry Rugs

27x54 **\$2.48, \$2.79, \$2.98**  
9x9 **\$14.95**  
6x9 **\$9.95**  
9x12 **\$18.50, \$19.50, \$27.50**

#### Velvet Rugs

27x54 **\$2.98**  
36x72 **\$5.95, \$6.9**  
8x10 **\$27.50**  
9x12 **\$39.50, \$67.50**  
6x9 **\$22.50**

#### Grass Rugs

6x9 **\$2.95**  
8x10 **\$3.95**  
9x12 **\$5.95 to \$14.95**

#### Neponset Rugs

6x9 **\$5.95**  
9x10 1-4 **\$11.45**  
9x12 **\$12.45**

#### Congoleum Rugs

3x4 1-2 **\$1.59**  
3x6 **\$2.19**  
6x6 **\$4.95**  
6x9 **\$6.95**  
7 1-2x9 **\$9.45**  
9x12 **\$15.45**  
Inlaid Linoleum, running yard **\$2.98**  
Printed Linoleum, running yard **98c to \$2.48**

#### SCHOOL SUPPLIES

Why not save money on these small articles—we sell them for less. A few prices. Note quantity and size of articles listed below: 40-sheet Palmer Tablets **10c, 3 for 25c**  
30 sheet Palmer Tablets **8c, 2 for 15c**  
100 Sheets Big Chief Pencil Tablets, each **5c**  
70 sheets Baseball Star Pencil Tablets, each **4c**  
40 sheet movie Star Slick Paper, each **4c**  
70 sheets Truxbury Linen Paper tablets, each **8c**  
120 Sheet Composition Books, each **10c**  
80 Sheet Stenographer's Note Tablets, each **4c**  
30 sheet Spelling Tablets, each **4c**

#### PENCILS.

Mikado, Eagle, Pilot, Old Glory, Comfort, Diagram, Mercantile, Palmer Method, all 5c pencils, our price, each **4c**  
Arrow Lead Pencils, a regular 4c quality, our price **2 for 5c**  
Transit Lead Pencils, each **2c**  
Eagle No. 140 Lead Pencils, each **1c**  
Pen Stuffs, **1c, 2c, 4c**

#### CRAYONS

Gold Medal 8 color Crayolas, box **8c**  
Craocolor Crayons, box **8c**  
Cereta Crayons, box **4c**  
Pencil Boxes in Wood, Fiber and Pasteboard, all styles **10c, 25c, 29c, 48c**

#### LUNCH BOXES

Keep the Lunches fresh and sanitary. Our boxes are the right kind. Price **19c, 25c, 29c**  
Water Colors, box **15c and 29c**  
All Colors Carter's Ink **8c**  
Book Satchels (water proof) **19c**

We carry a most complete line of every kind of school supplies, including Rules, Pencil Holders, Erasers, Scissors, Ever Handy Clips, Chalk, Palmer Writing Books, Compass, Paper Clips, Memo Books, Ledgers, etc.

NEW YORK OFFICE  
120 W. 32nd Street

# PARKS - BELK COMPANY

PARIS OFFICE  
1 Rue-de-Metz

Concord's Big Department Store