

1923 = FALL OPENING SALE = 1923

Ready - to - Wear, Silk and Millinery

Beginning Thursday Morning September 20th Our Fall Opening Sale will Surpass all Previous Events of this kind

Our buyers have secured in the last few weeks the Most Wonderful Line of Merchandise that has been shown in Concord before. Thousands of dollars worth of the Newest Silks in Piece Goods and Ready Made Bought before the drastic rise in price of all silk materials. These Silks we are offering 25 to 50 per cent. below today's market. Cotton Goods have advanced since we made our great purchase and with the Belk Stores' Low System of Pricing goods we can save you money on your Fall and Winter Needs. "Our Policy" during Fall Sale is precisely carried out to the fullest extent. "We Sell For Less." Elevator Service to Second and Third Floors.

COATS

"For Sport or Dress Wear"

The selection of coats now on sale is marvelous. Styles that will become any person and our prices are Exceptionally Low. A few of the prices: A special line of New Coats for Ladies in several shades, all wool, plain cloth and plaids. These are values to \$18.00. Bought for this sale and selling **\$9.95**

Coats of Bolivia, Kit, Fox, Velour, etc. Pretty brown, tan, grey, coffee, etc., colors in the newest New York styles, and at such low prices that it will astound you **\$12.50 \$18.50 \$27.50**

Our Better Styles in Coats are unsurpassable in Quality and Style, and materials. You must see these to appreciate **\$32.50, \$52.50**

"We Specialize" on Stouts in all styles Ready-to-Wear, Coats, Coat Suits, Dresses, etc. One special Beautiful Lot of Serge and Gaberdine Coat Suits in navy and black. All wool and styles to suit only the stout ladies. Prices **\$14.95, \$19.95, \$27.50**

Beautiful Selection of Dresses in Stouts, all materials including Velour Brocade, Cantons, Crepe Back Satins, Poiret Twill and Serges, Suede trims, etc. Priced for **\$27.50 to \$52.50** this sale

SPECIAL!

One Lot of Silk Poplin Dresses in navy, black and brown. Sizes 42 1-2 to 52 1-2. Values **\$14.95** \$20.00. On sale

"MILLINERY STYLE OPENING.

Now ready—the largest and most beautiful line of Ready to Wear Millinery. This season's showing of Ready Made Hats is wonderful. The New Shades are more pleasing and the styles surpass all previous years. Every Hat shown during the Opening Sale is ready to wear. We do not trim them for they are all made by New York's best millinery manufacturers in styles that are without question the Newest and our prices are Extremely Low.

The New Pierette Hats in Sport and for Dress Wear styles. These are the season's best styles in all new shades and combinations. Absolutely styles that sell for \$10.00. Our price **\$5.00** during Opening Sale, one price, each

The Pretty New Dress Hats in the dark shades, also brown, tans, coffee, corn, sand and all combinations, etc. One look at these Beautiful Styles will convince you of their elegant styles. Priced especially for **\$5.95, \$7.95, \$12.50** this opening

New Hats for Sport wear including the newest shades of buff, corn, sand, brown, garnet, etc. Beautiful Felts, wool trims, priced **\$1.48, \$2.48 and \$3.45**

You must see the line of Beautiful Dress Hats in black with bright trims styled for matrons, also for young folks. **\$2.98, \$3.98, \$4.98** Velvet. Price

Misses' Hats in Velours, Felts, Beavers, Felts, in shades of the New Fall hues. Prices unmatched elsewhere for their **98c, \$1.48, \$3.45** Low Price

Children's Hats of Dovetine, Soft Felts, Broadcloths, Velvets, Velours, in all the light and dark shades for girls, up to 8 years. They are wonderful **98c, \$1.48, \$2.98, \$3.45** Priced

"COLD WEATHER NECESSITIES"

Specials for Cold Weather taken from all departments of the store. A few of these:

Misses' Heavy Quality Outing Gowns sizes up to 14 years. Priced **98c**

Ladies' Fine Outing Gowns in stripes and solid colors. All prices **\$1.25**

25c value Outing by the yard. 36 inches wide, in lights, darks and stripes. Bought especially for this sale. Per yard **15c, 19c**

29c Value Fruit of the Loom Bleaching, Best quality on the market. Priced for this Sale **19c** Per yard

Canton Flannels, fleeced on one side, twill back, the finest kind of cloth for winter underwear. It will be higher later. Buy now price per yard **15c, 19c, 23c, 29c, 39c**

AAA Sheeting in shorts, the heaviest Sheeting made, regular 19c value. Yard **15c**

36-inch Percales in lights and darks, fast colors. Per yard **19c, 29c**

The New Knit Underwear is now in. It will pay you to buy your needs now in this line as conditions point to higher prices.

Ladies Union Suits. Priced for this sale **98c**

Children's Knit Union Suits. Priced **48c, 98c, \$1.25**

MEN, START THE SEASON RIGHT IN ONE OF OUR NEW FALL SUITS

The largest stock of Clothing ever in this store before. We can fit the slim, stout, large, small or regular. Everything for the young men in the snappy Fall styles. We mention a few prices here, but you must see these Suits. Read these specials.

Two Pants Suits. Men's and Young Men's all Wool Suits, 2 pair pants to each suit. Priced especially for the opening, these are the **\$16.50** suits that give double service

Young Men's Suits made by Powers, All Wool Serge. Pin Stripes and all the new mixed materials **\$19.95 and \$22.50**

The Guaranteed Men's and Young Men's Blue Serge All Wool Suits, made by Powers Clothing Co. This is the Belk stores special serge and value worth \$40.00. Priced for opening Sale, and a guarantee with every suit **\$27.50**

Young Men's Suits. All Wool. Bought for this sale and priced to sell quick. These are absolutely all wool. See these young men's styles, only **\$12.50**

100 dozen Men's and Young Men's Separate Pants. All Wool. Special for this sale in serge, and mixed weaves **\$2.95, \$3.98, \$4.48** Prices

NEW FALL SILKS COMING IN EVERY DAY

We were very fortunate to get our orders placed for all of our Fall Silks before the great calamity that struck Japan when the greatest silk markets of the world were destroyed by the recent earthquake. All the silk houses of New York are predicting much higher prices on all kinds of Silks, so it will be very much to your advantage to buy your Fall Silks while our stock is filled with all the newest things, and before we have to buy on the higher market.

Some of the New and Most Popular Materials for Fall Are Luxcell, Crepe Marquise, Satin Canton, Roshanara Satin, Brocaded Crepe, Embossed Crepe, Crepe Back Satin, and Canton Crepe.

Brocaded Crepe in beautiful line of patterns, one of the New Materials being shown for Dresses, in navy, brown, black and tan. Opening Sale Price **\$4.48**

Brocaded Luxcell, a very soft, lustrous fabric, for Dresses and Skirts. Opening Sale Price **\$3.98**

Plain Luxcell for Capes and Dresses. Opening Sale Price **\$3.48**

Embossed Crepe, one of the New Fabrics for attractive Dresses for Fall. Opening Sale Price **\$2.48**

Genuine All Tyme Crepe, a very practical fabric for Fall Wear. Opening Sale Price **\$1.89**

\$4.00 Value All Silk Crepe Marquise in black, navy, and brown. Opening Sale Price **\$2.98**

\$3.00 Value Moire Silk in black, brown and navy. Opening Sale Price **\$2.29**

\$3.50 Value Canton Crepe in full line of colors. Opening Sale Price **\$2.98**

\$2.50 Value All Silk Canton Crepe in black, navy, brown, tan and grey. Opening Sale Price **\$1.98**

\$2.25 value 40-inch Heavy Crepe de Chine. Full line of colors. Opening Sale **\$1.98**

\$2.00 value 36-inch Black Taffeta. Opening Sale Price **\$1.79**

\$1.75 value, black taffeta. Opening Sale Price **\$1.48**

\$1.75 value Black Duchess Satin, white selvage. Opening Sale Price Special **\$1.48**
Roshanara Satin, \$4.00 value in black navy and brown. Opening Sale Price **\$3.25**
Changeable Taffeta in Big Range of Colors, for evening wear. Opening Sale **\$1.98**

WE ARE SHOWING SOME WINDERFUL VALUES IN WOOL DRESS GOODS IN OUR OPENING SALE

\$2.00 value All Wool 43-inch French Serge in all colors, special for Opening Sale **\$1.59**

\$3.00 Value All Wool Broadcloth, Sponged and shrunk. All colors. Opening Sale Price **\$2.69**

\$2.50 value All Wool Canton Crepe. Opening Sale Price **\$1.98**

54-inch Velours in black, brown and navy. Opening Sale Price **\$2.98**

36-inch Storm Serge in all the staple colors. Opening Sale Price **79c**

33-inch Storm Serge. Opening Sale Price **65c**

SPECIALS

\$1.50 value 36-inch Black Taffeta. Special for Opening Sale **98c**

\$1.50 Value Black Satin Messaline. Opening Sale Price **98c**

Black and White Check Serge Silk Worth \$1.75. Special for Opening Sale. **98c**

One lot of 38-inch All Wool Imported English Coating, worth up to \$3.00 per yard. special for Opening Sale **\$1.48**

54-inch Beautiful Quality Poiret Twill. Opening Sale Price **\$3.45**

\$3.00 value Poiret Twill. Opening Sale Price **\$2.48**

Big Lot of Plaids and Stripes for Skirts Price **\$1.98 to \$2.98**

PRETTY NEW DRESSES OF CANTON CREPE, POIRET TWILL, LORAINÉ MATERIALS

In the New Shades Are Being Shown During Our Fall Opening Sale

This season's showing of Ready-to-Wear is greater by far than before. To see the beautiful styles in a regular treat. A few prices:

Pretty new line of Poiret Twill all wool Dresses for Fall wear. These are regular \$18.00 values. Bought especially for this sale. All sizes. Opening Sale Price **\$12.50**

New Crepe de Chine Dresses in navy and brown and pretty trims. Extra quality Silk. Prices for this sale **\$9.95**

50 Dresses of the Newest Designs and Materials, including Canton Crepes, Satin Back Crepes, Brocaded Canton Crepes. All newest styles. Prices especially for this **\$19.95 and \$22.50** sale

The most wonderful line of Ladies' Dresses ever assembled in this store. All of the newest materials. Some styles you would see on Fifth Avenue—Canton Crepe, Poiret Twill, Velour, Duvetines, in sizes to fit **\$25.00 to \$52.50** Prices

PARKS - BELK COMPANY

Concord's Big Department Store

Concord

North Carolina