

PARKS - BELK COMPANY

Great Annual July Clearance Sale

Of Ready-to-Wear, Millinery and House Furnishings will Begin our our Big Second Floor

Friday Morning, July 21st, at 8:30 O'clock

and continue 9 days, through Monday, July 31st. Everything on our big second floor will be tagged, re-marked and Reduced to the Limit.

\$3.98 value Ladies' Fine Voile Dresses, sale price .98c, \$1.48

\$2.00 value Ladies' Trimmed Hats, all the newest shapes and colors for this sale only 98c.

It will pay you to come miles to this sale as prices may be higher.

Be sure and keep in your mind that every thing in our big store will be tagged and greatly reduced for this great sale almost half.

DRY GOODS DEPARTMENT EXTRA SPECIALS

- Mergerized Table Damask ----- 39c, 49c, 59c
- Pongee Silk reduced to ----- 49c, 68c, 89c
- Colored Silk Pongee in rose, pink, light blue, orange, black and white reduced to ----- \$1.29
- Cotton Pongee Remnants in white and tan 23c
- White Mercerized Oxford Cloth, short lengths, reduced to ----- 15c
- 36-inch Dotted Swiss ----- 69c
- 33-inch Imported Dotted Swiss in brown with white dot and open with red dot ----- 69c
- Big lot of Printed Batists for Summer Dresses, 50c value, 40 inches wide ----- 29c
- 40c value new lot of Printed Kerchief Linen Lawn ----- 29c
- 33-inch Silk Stripe adras ----- 59c
- Colored Organdy --- 19c, 23c, 29c, 39c, 49c, 69c
- Fancy Plaid Silk Skirtings in white, tan, silver, tomato, orange and jade ----- \$2.98
- 40-inch Georgette in black, white navy -- 98c
- \$1.98 value 36-inch black Duchess Satin, white edge ----- \$1.29
- Good Heavy Colored Taffeta, full line colors at only ----- \$1.39
- Marvel Tissue Gingham ----- 49c
- 36-inch Silk Poplin, full line of colors ---- 69c
- 40-inch Crepe de Chine in full line of colors, also black and white, per yard ----- \$1.19
- 36-inch Colored Taffeta in almost full line of colors, per yard ----- 98c
- \$1.50 value 36-inch Black Taffeta (limited supply) special per yard ----- 79c
- \$1.50 value 36-inch black Messaline, yard. 79c
- Juillard 36-inch Crepe de Chine, good heavy quality, all colors, per yard ----- \$1.29

JULY CLEARANCE ON DRESSES 3,000 Our Part of Them Just In

300 Dresses just received that will be thrown out at July Clearance Prices. Gingham, Voile, Dotted Swiss and Organdy. Dainty as summer frocks can be. Coll as a breeze. Special— \$1.25, \$1.48, \$1.98, \$2.98, \$3.98, \$4.98, \$5.95. These have sold for double these prices. One rack Children's, Misses and Ladies' Organdy Dresses must be moved to make room for Fall Merchandise. Prices slashed to the core. Look for the yellow tags. Everything marked in plain figures.

Three Racks of Silk Dresses—Canton Crepe, Crepe de Chine, Taffeta, essaline, Foulard, Georgette, July Clearance Sale Prices:

- \$6.95 reduced to \$4.98 \$8.95 reduced to \$5.95
 - \$9.95 to \$7.95 \$12.50 to \$8.95
 - \$14.95 to 9.95 \$18.50 to \$12.50
 - \$24.95 to \$18.50 \$32.50 and \$35 to \$27.50
- All Ladies' Shirt Waists reduced for July Clearance. Voile, lawn, crepe de-chine, georgette, Clearance prices 79c, 89c, 98c, \$1.25, \$1.39, \$1.48, \$1.79, \$1.98, \$2.48, \$2.98, \$3.98, \$4.45, \$4.98.

MUSLIN UNDERWEAR

Clean Sweep on All Muslin Underwear. Corset Covers, Gowns, Teddies, Combination Suits at Big Reduction. All Silk Underwear will go in this Great Clearance Sale.

All Spring and Summer Millinery at July Clearance Prices. Must make space for Fall Millinery. Big lot hats \$2.00 value, sale ----- 98c

All Spring and Summer hats above \$6.95 going at half price. Buy yourself a new hat to finish out the summer.

Big lot Plaid and Stripe Skirts going in this Great July Clearance Sale special \$2.98, \$3.98, \$4.98. Big values. See these.

Big Table No. 1 of Middy Blouses, at almost half price. Some slightly soiled going for 98c Others at ----- \$1.48, \$1.89, \$1.98

LOT NO. 3.

Big Counter Little Boys' Wash Suits "The famous Slip Over Brand" you see these advertised everywhere. Look for the yellow tags. All will be reduced. Price range -- 79c, 98c, \$1.25, \$1.48 (Second Floor).

LOT NO. 4 SECOND FLOOR

Big table of Ladies House Dresses, values up to \$2.00. July Clearance Price ----- 98c

Be sure and visit our Corset and Brassiere Department on second floor. Clearance prices on these. Come, buy yourself a new corset at the Clearance Prices. They fit. They wear. They wash. Guaranteed not to rust. Warner Rust Proof. Famous the world over.

RACK NO. 4.

Big lot Children's and Misses' Gingham Dresses that will be thrown out at Clearance Prices 48c, 89c, 98c, \$1.25, \$1.48, \$1.98

BATHING SUITS! BATHING SUITS!

Buy now. Everybody is trying to get in the pools these hot days. You can afford to miss the cooling of the pool by not having a bathing suit. Price slashed must clear them out— 98c, \$1.25, \$1.48, \$1.79, \$1.98 up.

Big lot of Fancy Ribbon Out on Table at Half Price.

VISIT HOUSE FURNISHING DEPARTMENT ON SECOND FLOOR

All kinds Rugs, Tapestry, Velvet, Axminster, Wilton's, at prices 25 per cent. below other's prices.

Tapestry	Velvet	Axminster
Size	Size	Size
27x54	27x54	27x54
6x9	36x72	36x63
7 1-2x9	6x9	6x9
8x10	8x10	8x10
9x12	9x12	9x12

Grass Rugs, all sizes, from m18x36 to 9x12. Prices range from ----- 39c up

Window Shades ----- 48c up

Feather Pillows ----- 89c up

72x90 Seamless Sheets, \$1.50 value, sale ----- 89c

81x90 Seamless Sheets, \$1.68 value, sale ----- 98c

Guard Floortex Linoleum, running yard ----- 75c

Floortex Linoleum, running yard ----- 98c

Congoleum, running yard ----- \$1.19

Swift & Co.'s famous Wool Soap, 10c everywhere, July Clearance Price, per cake ----- 5c

(Second Floor) set

(Second Floor)—House Furnishing Department)

Limit 20 cakes to customer.

200 27x54 Beacon Tapestry Rug, to go on sale at ----- 89c

\$1.50 value.

The Gould and Kirsh Flat Curtain Rod, single 50c value sale 29c, double 75c value sale 48c. Other Rods 10c, 15c each.

Oil Cloth, special First Quality white and colors, 35c value ----- 25c and 29c yard

Seconds for ----- 19c yard

One lot 63x72 Counterpanes, \$1.50 value, sale price ----- \$1.19

See them for value.

TOILET COUNTER.

Visit This Department.

Hot Weather calls for plenty of Soap and Powder. All of these articles reduced:

All 10c Soap ----- 8c; 2 for 15c

Colgates Talcum Powder ----- 10c can

Mavis Talcum Powder ----- 19c

Colgates Large Tooth Paste ----- 21c

Colgates Small Tooth Paste ----- 8c

Big lot Soap for Toilet Uses 5c cake, 6 for 25c

Woodbury's Facial Soap, 30c cake for ----- 19c

HOSIERY DEPARTMENT.

Silk, Lisle, Cotton, Big Special \$2.00 value Full Fashioned 12 Strid Silk. Opening morning special 98c pair. 8:30 to 10 o'clock. Limit 2 pair to a customer.

10c value Hose ----- 5c

15c value Hose ----- 10c

19c Value Hose ----- 15c

29c value Hose ----- 20c

35c value Hose ----- 25c

50c value Hose ----- 30c

All Children's Socks greatly reduced. See these for value. Buy the Kiddies new Socks now.

Visit our Notion department the 1st 3 sections center of main floor stock up for winter sewing at July Clearance Price. All 10c Clucker Threads ----- 8c

O. N. T. Star Brand and other. All other notions reduced for July Clearance.

Car load lot of Cannon Huck and Turkish Towels. Job lot of Huck and Terry End Towels 5c, 10c, 15c.

Big values in Others at 19c, 25c, 29c, 35c, 45c. Now is the time to replenish on Towels.

Stationery Department. People do more writing in winter than summer so buy your supply now at July Clearance Prices.

All kinds of writing materials, chalks, pencils, tablets, erasers, Inks.

EXTRA SPECIAL! Ladies' Waists

Small lot from 8:30 to 10 o'clock opening morning we will sell ladies' voile waists \$1.50 value for only ----- 48c

Two to a customer. No phone or mail orders.

CLOTHING AND MEN'S FURNISHINGS DEPARTMENT

All light weight Palm Beach, Mohair, Gabardine Suits placed in our July Clearance Sale at a Big Reduction.

Men's Genuine Palm Beach Suits, all colors, \$15.00 value, sale ----- \$8.95

\$10.00 to \$20.00 value Snellingburg Keep Cool Cloth Suits reduced to ----- \$12.50 and \$14.95

Gabardine Suits, \$30.00 value ----- \$19.50

All Straw Hats above \$2.98 at One-Half Price. It is most unusual to get reductions like this so early in season. There's bound to be big demand, so it will pay you to come early.

All men's summer underwear slashed for July Clearance. Big special \$1. value dimity union suit for ----- 48c

Other ----- 68c, 79c, 89c

Great. Watch these they will go out in a hurry.

10c size Octagon Soap Powder opening morning 8:30 to 9:30 and afternoon 2:30 to 3:30 during sale, 12 cakes for ----- 50c

Small size soap and powder, 12 cakes ----- 35c. (On sale second floor) Come to this sale and buy two dollars' worth of goods for \$1.00.

You lose money if you do not come to this sale as we have cut our prices to the quick in order to reduce our stock as we must reduce our stock in order to make room for some changes in our store during the next six months. All we ask is for you to come and see our prices.

\$1.98 to \$2.08 value value ladies and children's Sailors and trimmed hats for this sale 25c, 48c and 79c

PARKS - BELK COMPANY

Concord, N. C.

Prices all over our store cut in two and fired at both ends for this sale.