

OPENING SALE

Everybody
Come to the
NEW STORE
Wednesday
Night
18th

Grand Opening
7:30 to 10:00.

No Goods Sold!

Souvenirs
Flowers
Cigars
Music

**Begins Thursday Morning 8:30 and Continues
For Ten Days**

A Sale That Will Not Be Forgotten

Wednesday
Night
Grand
Opening of
New Store
Everybody
Invited.
No Goods Sold.
Souvenirs!
Flowers
Cigars
Music
All Goods Go
On Sale
Thursday
Morning

Now here is your chance—Never Before or probably Never Again will you have this opportunity. We are now arranged in our New Store and we are going to give you a sale that you will remember. Your loyal patronage has made this Big Modern Department Store possible, and we feel that it is our duty to open this store complete with this Big Sale, and we promise something Big for every day.

Never before in the history of Concord have you witnessed an event of this kind so great before. It has taken months of careful planning and hard work to get the Goods for this sale bought and arranged in stock. Our New York buyers and our Concord buyers have searched the northern markets for the very best merchandise that money can buy at the lowest possible prices so that we could make this opening of our New Store a sale that would not be forgotten, "and we have succeeded."

During this Opening Sale which will continue for 10 days we will offer our entire stock of merchandise which is valued at about \$300,000, at prices 25 per cent. below today's market. Cotton goods have advanced and conditions point to still higher prices, (but we are prepared) and now is your chance to buy and save. We placed contracts months ago and the goods are now arriving just in time for this Opening Sale and by buying in large quantity lots it is easy to see how we can save you money.

Store Opening a Regular New York Department Store in Concord

Wednesday evening from 7:30 to 10 o'clock, we will open our New Store to the public, just to let them get acquainted with the new arrangements. No goods will be sold but all goods that will be on sale Thursday morning will be on display. Come and visit the new departments and get acquainted. We have goods now on display that you could not get in Concord before.

\$50,000 in Store Improvements

The New Store is now complete and is modern in every respect, and "up to the minute" in service. We have tried in every way to make the new arrangement so as to be more pleasing and more convenient to our customers. Everything now is under one roof with elevator service to every floor. The New Store in length is 220 feet, which is the longest store in the Carolinas; 50 feet front, four floors and approximately 35,000 square feet of floor space, and one of the most modern cash carrying systems in use today. We appreciate your patronage and are here to serve you.

New Electric Elevators

Something new for Concord—two modern Electric elevators, the first in Cabarrus County, which are absolutely guaranteed safe. No more of worrying about climbing steps. Step on the elevator and we will take you right where you want to go. The second and third floors are as easy to shop on as the first. Take the elevator to the Millinery, Ready-to-Wear, House Furnishings and Wholesale Departments. There are hundreds of Bargains here during this sale.

New Departments

In the New Store we have arranged two new Departments—a department on the first balcony for Boys—a place where you can find just what you want for your boys and everything in that line—all at one place. On the second floor our New House Furnishing Department, this department will be of importance during this sale—a department new to Concord. Nothing like it before—a place where you can buy your Home requirements at about 1-2 the cost elsewhere. We have opened this New Department to enable you to get what you need in Rugs, Brooms, Baskets, all kinds Glass Ware, all kinds China Ware, all kinds Aluminum Ware, White Enamel Ware, Kitchen Cooking Utensils, Ironing Boards, Electric Irons, Curtains, Window Shades, Floor Coverings, Knives, Plates, Trays, in fact almost everything in the House Furnishing Line.

We thank you for your patronage that has made this store improvements possible, and we are now in position to give you Better Service and Lower Prices. Our Operating Expenses have been Lowered by the new improvements and it is possible now for our salespeople to serve you with more satisfaction, which is another thought for our customers, for we are here to serve you.

Ten Bargain Days—Be Here and Get Your Share—the Only Chance you will have to attend Store Opening Sale of Parks-Belk Co., for we are here to stay in our Own Building. Remember, TEN DAYS—ALL BARGAIN DAYS.

MUSIC
WEDNESDAY
NIGHT
7.30 TO 10:00

PARKS - BELK COMPANY

Concord, N. C.

Come Wednesday Night
And Get
Acquainted
With the
NEW STORE