

# LOCK WE BEGIN OUR NIGHTING SALE

MUSIC!  
Souvenirs  
Wednesday  
Evening  
Nothing Sold  
Sale Opens  
**THURSDAY**  
Morning 8:30  
O'clock

## Get Ready For Sale

Never before in the history of Concord and Parks-Belk Co the season. We have been preparing for months for this event and merchandise at cut prices—special everywhere. With the new store modern Store possible, and to show our appreciation we have

### SPECIALS

Shades in all colors, all to on sale, each ..... 49c

### SPECIALS

25 value Ladies' and Children's Umbrellas for this sale. 79c

### SPECIALS

Men's Morotock, Anvill and Carba Special, 220 weight Overalls on sale ..... \$1.48  
Shirts ..... 48c, 59c and 79c

### SPECIALS

Men's Carhartt Overalls, on sale, pair ..... \$1.79  
Ladies' and Children's Hose, per pair ..... 5c

### Little Boys' Wash Suits

In All the New Styles cheaper than you can buy the material **98c to \$1.98**

### Bleaching Specials

Fruit of Loom Bleaching, Sale Price ..... **19c**

### Sheet Specials

81x90 Cabarrus Bleached Sheets, (First) on sale first three days as long as they last **\$1.39**  
32-inch Windsor Underwear Crepes, 35c value, on sale ..... **25c**  
Dimity Checks in Lavender and Blue for Spring Underwear, sale Price ..... **19c**

### Cotton Goods Specials

32-inch Renfrew Crepes in fast colors and all shades, sale price, 3 yards for ..... **\$1.00**  
Gibson 32-inch Knicker Cloth for Boys' Suits and girls' dresses, Sale Price per yard ..... **23c**  
50c value 32-inch Spindale and Renfrew fast color Gingham, sale price ..... **39c**

## Wonderful Line of New Silks For Opening In All the Newest Materials



Paisley Crepes, Alltym Crepe, Canton Crepe, and many others of the new weaves in our Opening Sale. Crepes are very popular for Dresses for Spring and Summer:	\$2.50 to \$3.00 value Paisley and Printed Crepe, special Opening Sale Price	<b>\$1.98</b>
\$1.00 value Flat Crepe 40-inch wide, one of the most popular fabrics for nice Dresses. Special for Opening Sale	\$2.00 value Juilliards' Crepe De Chine Opening Sale Price	<b>\$1.48</b>
\$3.00 value 36-inch Alltyme Knitted Crepe, fine for Capes, Blouses and Dresses. Special for Opening Sale Price	\$1.00 Value 48-inch Imported Swiss Brocaded Taffeta in navy and brown, special	<b>\$2.95</b>
40-inch \$2.50 value good heavy Canton Crepe, special Opening Sale Price	\$3.00 value Genuine Puppy Skin Taffeta in Navy only, Special Opening Sale Price	<b>\$2.39</b>
\$3.50 value Extra Heavy All Silk Canton Crepe, Opening Sale Price	Good range of colors in Changeable Taffeta for evening dresses	<b>\$1.98</b>
	36-inch Taffeta in Full Line of colors Opening Sale Price	<b>\$1.48</b>
	Beautiful Line of Fancy Silk Skirtings in big range of colors	<b>\$3.98</b>

## Big Line of New Cotton Goods For Opening Sale

36-inch Ratine Crepe 36 inches wide, full line of Colors	48c		
36-inch Rice Voile, beautiful range of colors, special Opening Sale Price	48c		
32-inch All-Year-Round Zephyr, guaranteed fast colors, special	48c		
40-inch Organdy, full line of colors	<b>29c, 39c, 48c, 98c</b>		
32-inch Spindale Zephyr Ginghams, made in North Carolina, a beautiful Mercerized Gingham and absolutely fast colors, special	<b>39c</b>		
32-inch Cleghorn Ginghams, fast colors, Opening Sale Price	<b>25c</b>	36-inch Sea Side Suting, nice for Skirts, Suits and Boys' Suits	<b>39c</b>
Big Line of Shirt Madras	<b>39c, 48c, and 59c</b>	\$1.00 value Imported Dotted Swiss, big range of colors, special for Opening Sale	<b>89c</b>

## Want to Save Money?

### Buy Your Toilet Articles Here Now. Prices:

Face Powder	95c	Ponds Cold Cream	28c
White Face Powder	48c	Three Flowers Vanishing Cream	48c
Blue Face Powder	48c	Mary Garden Cold Cream	43c
White Face Powders	89c	Pepsodent Tooth Paste	39c
White Kiss Face Powder	50c	Pebecco Tooth Paste	39c
White Kiss Talcum Powder	23c	Colgate's Large Tooth Paste	21c
White Compact, double and single	<b>\$1.39, \$1.48</b>	Colgate's Small Tooth Paste	8c
White Honey and Almond Cream	39c	Florient Talcum Powder with perfume	23c
White Freckle Cream	45c	And Hundreds of Other Articles not mentioned here.	

# COMPANY

### GRAND OPENING WEDNESDAY NIGHT

7:30 to 10:00 O'clock—Souvenirs  
MUSIC FLOWERS CIGARS MUSIC  
Everybody Come!