

SHOP EARLY

Beginning Tuesday Morning the Sale of the Year

The Christmas Store

SEASONABLE GOODS AT A BIG REDUCTION FOR THIS CLOTHING SALE.

Right now when the season sale are on a boom we have cut the prices and are offering Great Values at prices 50 per cent. below today's market. Our buyers have made a special trip to New York and bought Clothing at prices extremely low and by buying in quantities we are now able to pass them on to you at these low prices. Prices based on 22c cotton.

PARKS-BELK CO.

12 Years of Better Values

Tuesday morning we begin the Greatest Sale of Rugs ever initiated at this store before. The Belk store buyers attended the Alexander Smith & Sons' \$7,000,000 Auction Sale of Rugs and made purchases amounting to \$30,000 at prices 25 to 50 per cent. below regular market prices, all first quality and regular run, newest patterns in large and small sizes to match. We sell rugs for cash only and by buying in such immense quantities is the reason why our prices are so extremely low. Satisfactory rugs must be pleasing in appearance and give long service and you may choose the design and colors to meet your requirements from the many we are showing and we guarantee you satisfaction with the service you receive from your purchase. Both domestic and foreign weaves from which to select and sizes to fit most every room.

Gigantic Sale of 6,000 pair Pants Shoes, Clothing Commencing TUESDAY MORNING and Continuing for Six Days

6,000 PAIRS MEN'S PANTS GO ON SALE TUESDAY MORNING AT ABOUT HALF PRICE.

We have just made a purchase of 6,000 pairs of Men's Pants, all colors, sizes and stripes, these Pants we bought at about one-fourth the original price as they are slightly smoke damaged, but we guarantee every pair not to be damaged by fire. 6,000 pairs of men's all wool Pants consisting of the famous Dutchess Trousers and many other famous brands of Pants values we guarantee to be double what we ask, go on sale **\$1.95 \$2.45 \$2.95 to \$4.95** Tuesday

OVERCOAT SALE.

That Has Not Been Equalled Before

One special lot of men's German army Overcoats. All sizes and strictly first grade, **\$3.95** go on sale

Men's Redyed and Khaki color Overcoats on sale **\$4.95** One special lot of Men's Belted and Plain Model Overcoats priced at about one-half the regular values. All lined and partially lined **\$8.95 and \$11.95** priced

Young Men's Belted Back, Half Back and Plain Back models in all the pretty new shades. Latest out, models in all the pretty **\$16.50 \$19.95** new shades. Latest out.

All Men's Overcoats, priced \$25.00 up for sale **10 TO 25 PER CENT OFF**



MEN'S HATS SPECIAL FOR CLOTHING SALE

\$2.50 value, one special lot of Men's Hats **\$1.48** just in. All colors and Blacks. Special

SALE OF SHOES BEGINNING TUESDAY MORNING.

\$100,000 Stock of Shoes at prices 25 per cent. below market prices. Special prices in every department. One big counter of ladies' high top shoes, all leathers and values that sold as high as \$8.00 a pair, go in and values that sold as high as \$8.00 a **\$1.00** pair, go in sale at per pair

500 Pairs of Ladies Felt Bed Room Slippers in all



colors. A regular \$1.00 value. Slightly damaged. Priced per pair **49c**
One Big Counter of men's re-cleaned Army Hobnails, all sizes, on counter while they last **98c** per pair

One special lot of \$3.50 value Men's Heavy Work Shoes. All leathers. Special price **\$1.98** per pair

MEN'S SUITS ALL AT EXTREMELY LOW PRICES DURING CLOTHING SALE

200 Men's and Young Men's Wool Suits in browns, blues and mixed weaves, all sizes. Values to \$15.00. blues and mixed weaves, **\$9.95 and \$11.95** all sizes. Values to \$15.00. Priced for Sale

MEN'S TWO PANTS SUITS

One special lot of men's, young men's and conservative style suits, all two pants wood suits, every size in many new colors and weaves, while they last **\$19.95**

Approximately 300 men's wool suits in grey and brown. These suits are made in the latest models from redyed all wool army cloth. All sizes in slims, stouts, stubs and regulars sizes up to 54's. Values \$30. stouts, stubs and regular sizes up to **\$19.95** 54's. Values \$30. Priced for sale

Men's Corduroy Suits. Belted Norfolk Coats and the best grade corduroy in browns only. These suits are recommended for rough wear and satisfaction. \$15.00 values. Priced for sale **\$9.95**

We carry the famous guaranteed line of Keller-Hermann-Thompson and Kirschbaum line of men's high grade clothing. All go in this sale. Priced \$25.00 up **10 TO 25 PER CENT OFF**



LADIES' DRESS OXFORDS

Now selling one special lot of ladies' fine dress Oxfords and strap Slippers in black, brown, values \$5.00. These are the famous Belk **\$2.98, \$3.98** Shoes. Priced

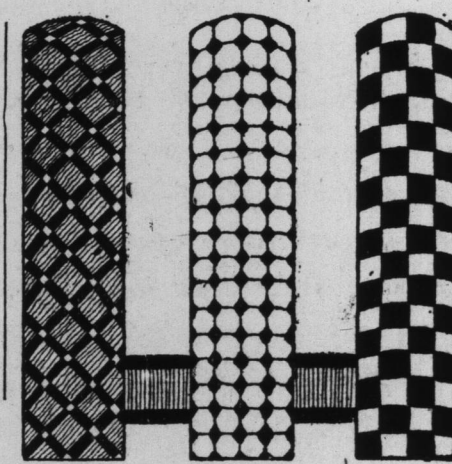
Our Part of \$7,000,000 Auction Sale of Alexander Smith and Sons Rug Sale go on Sale Tuesday

The Belk buyers attended Alexander Smith & Sons' Big \$7,000,000 and bought Rugs 50 Per Cent. below today's market. These Rugs will go on sale \$5 to \$15 under today's market price. If you are interested in Rugs be sure and come in and let us show you the beautiful patterns: Do not miss this chance to have 50 per cent. on Floor Coverings. Nothing makes a better Christmas Present than a Rug.

27 x 54 Carlton Axminster	\$3.95
36 x 67 Carlton Axminster	\$6.95
9 x 12 Carlton Axminster	\$49.50
36 x 63 Yonkers Axminster	\$7.95
8-3 x 10-6 Yonkers Axminster	\$49.50
9 x 12 Yonkers Axminster	\$59.50
27 x 60 Wilton Axminster	\$7.45
9 x 12 Smith Wilton	\$67.50
Extra Special 100 27x53 Manor Tapestry Rug, Value \$3.00. Sale	\$1.98
Four bales Imported Axminster Rugs. Will not sweep off. 27 x 60 size, special	\$5.95
36x 72 Size, special	\$7.95
6 x 9 Arcadia Tapestry	\$9.95
9 x 9 Arcadia Tapestry	\$14.95
9 x 12 Arcadia Tapestry	\$17.50



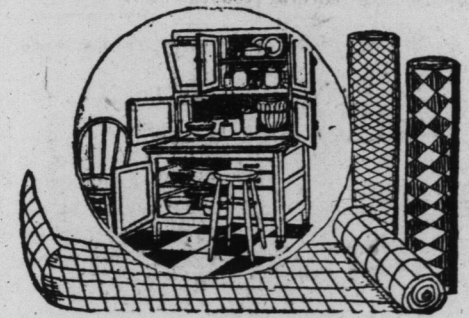
8-3 x 10-6 Hudson Tapestry	\$19.50
9 x 12 Manor Tapestry	\$24.95
8 x 1-0 Nepperhan Tapestry	\$24.95
9 x 12 Nepperhan Tapestry	\$27.50
27 x 54 Katonah Velvet	\$2.40
6 x 9 Katonah Velvet	\$15.95
27 x 54 Palisade Velvet	\$3.45
36 x 72 Palisade Velvet	\$6.45
9 x 12 Palisade Velvet	\$39.50
6 x 9 Colonial Velvet	\$27.50
9 x 12 Colonial Velvet	\$49.50
7 1-2 x 9 Alpine Axminster	\$24.95
9 x 12 Alpine Axminster	\$34.95
27 x 54 Ardsley Axminster	\$3.79
36 x 63 Ardsley Axminster	\$6.45
7 1-2 x 9 Ardsley Axminster	\$27.50
9 x 12 Ardsley Axminster	\$39.50
Kolor Fast Carpet, Special per yard	69c



EXTRA SPECIAL

One lot 9 x 12 Badger and Art Supreme Grass Rugs, \$18.50 value. Sale **\$12.95**
Only a few of these left.
9 x 15 Wool Fibre Rugs **\$11.95**

Rag Rugs Made in North Carolina, hit and miss pattern,	48c to \$11.95
Oval Thread Rugs	\$1.98 to \$3.95
Oval Rag Rugs	\$1.39 to \$5.95
Extra Special—Two Rolls Cook's A Grade Straight Line Inlaid Linoleum, Parquetry Wood Pattern (best made) \$10.00 value. Sale Price running yd.	\$5.95
Certain-teed Floortex Linoleum, special, linear yard only	\$1.25
Congoleum Tile Pattern, running yard	\$1.29
Granulated Inlaid, linear yard	\$2.98
Bird's Neponset Rugs, 6 x 9	\$5.95
Bird's Neponset Rugs, 9 x 10 1-	\$11.95
Bird's Neponset Rugs, 9 x 12	\$12.45
Cook's Linoleum Rugs, burlap back, 6x9	\$7.95
7 1-2 x 10 1-2	\$11.95
9 x 12	\$15.45



BIG LOT OF BROOMS.

We have placed an order for 1,000 dozen brooms (the reason we sell it for less) Brooms 49c, 65c, 69c, 75c, 79c, 89c, 98c.

Big Lot Feather Pillows made by Restwell 98c, **\$1.25, 66c, \$1.79, \$1.98,**

Down Pillows **\$4.45**

WINDOW SHADES

Solid Colors (water Color) **48c, 69c, 79c**
Duplex Shades **68c, 89c, 98c**
Cu-co Springless Shades **79c to \$1.48**

THE BLANKET SALE OF THE YEAR

\$10,000 worth of Blankets go on sale Tuesday at prices 25 to 50 per cent. below today's. Every blanket in stock wool or cotton, specially priced for this eight day sale.

Nashua Blankets of wide reputation in plaid double Blankets, sizes 64x76 and 66x80. Storming and Sunset. Priced per pair **\$2.98 and \$3.98**

One special lot of heavy army blankets in solid colors 200 pairs Starland Brand Double Blankets 64x76 tan imported from England. Special each **\$2.98 and \$3.45** and grey. A regular \$3.00 value special **\$2.48**

\$7.00 value Loraine Pure Wool 66x80 in plaid, assorted colors No. 0217. Call for them by the stock number. Specially priced, pair **\$5.95**



Esmond Baby Blankets in pink and blue, soft as rabbit fur **89c, 98c, \$1.25**

PARKS - BELK COMPANY

Concord's Store of Better Values

EXTRA SPECIAL
For This Sale Only
\$3.00 Value 27x54 Manor Tapestry Rugs in a wide range of colors and designs while they last **\$1.98**

EXTRA SPECIAL
Another chance to buy a \$5.00 Value Electric Iron, weight 6 1-2 pounds, with an insurance policy guarantee for one year with all attachments, sale only **\$1.98**