



Shop Early

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The Store With the Christmas Spirit.

# Great Before Christmas Sale

## Beginning Wednesday Morning, Continues through December 24th Great Price Reductions in Every Department

### Sheets, Counterpanes

63x90 Cabarrus Sheets \$1.39  
 72x90 Cabarrus Sheets 1.48 \$1.59 \$1.68  
 Counterpane 72x90 Special Price \$2.19 and \$2.48

### Bed Room Slippers

Greatest Bargains in Bed Room Slippers for this sale ever shown before by us or any store in this part of the country. One special lot, all colors Special Price 49c  
 Beautiful line of Slippers for Christmas gifts 75c 98c \$1.25 and \$1.48  
 Men's Pullman Slippers Priced \$1.98

### Wool and Silk Goods



\$10.00 Value Bolivia in Black for Coats and Capes \$6.48, \$7.48  
 Special \$2.89  
 \$3.50 Value 54-inch Poirer Twill, Colors: Black Navy, Brown and tan, special \$1.98  
 44-inch Poirer Twill, Special Sale Price \$1.79  
 \$2.25 Value All Wool Canton, Special \$1.98  
 50-inch All Wool French Serge, Black, Navy and Brown, Special Sale Price \$1.79  
 44-inch Fine All Wool French Serge, Special \$1.79  
 75c Value Storm Serge in full line of colors 65c  
 36-inch Storm Serge, special 79c  
 \$3.00 Value Tricot in Short Lengths, mostly navy, Special \$1.98  
 \$2.00 Value French Serge, Short Lengths \$1.48

Beginning Wednesday our Greater Before Christmas Sale with great reductions in every department of our entire store. We have three great reasons for this Big Reduction Sale. First, we want to give all our customers a real Christmas present right now and know of no other better way—besides right now when there is the greatest need for good warm winter clothing. Second, we want to reduce our enormous stock before stock taking time. Third, we need the money to pay for the hundreds of thousands of dollars worth of goods we have been getting in for our Christmas selling. So the reasons are plain and the merchandise is plentiful, so come and buy your Christmas goods now at these great reductions. Great price reductions in our Silk, Wool and Cotton Goods Department. Thousands of dollars in price reductions in all the departments for our Before Christmas Sale. Do not fail to buy your Christmas needs now!

### Gift Suggestions

From All Over the Store—Prices Lower Than Ever Before (The Store With the Christmas Spirit)  
 Ladies' Fine Silk Hose in All Colors Special 48c 98c \$1.48 to \$2.48  
 Ladies' Chamosette Gloves and Gauntlets, all colors 48c 68c 98c \$1.48  
 Stationery in all size boxes and all colors. This would make a pleasing gift 10c TO \$1.98  
 Bibles, Books, Etc., all kinds on First Floor and Toy Town Store.  
 All Kinds of Toilet Articles at Prices Lower Than Before

### Sweaters for Christmas

Brushed Wool Ladies' and Misses' Sweaters, all colors \$3.45 and \$4.98  
 Children's Sweaters in Wool and Cotton 98c, \$1.48 to \$3.98

### Children's Coats

One special lot of Children's Coats in sizes 2's to 6's. Special price \$2.98  
 Coats valued to \$7.00 on sale at \$3.98 AND \$4.98  
 All Higher Priced Children's Coats 10 and 15 PER CENT. OFF

### Great Reductions In Our Ready-to-Wear Dept.



All Ladies' and Children's Higher Priced Coats, Dresses and Suits at Big Cut for this sale.  
 One special lot of \$6.00 to \$65.00 Value Ladies' Coats, latest styles, going in this sale \$45 to \$49.5c  
 \$39.95 Coats in Wide Range of Styles and Colors \$27.50 \$29.95  
 One Big Lot of \$30.00 Value Ladies' Coats go \$19.95 \$22.05  
 Beautiful Line of Ladies' Dresses in Serge and Wool Materials, worth Double our Sale Price \$4.98  
 \$5.95 \$6.95, \$7.95  
 \$39.95 to \$45.00 Value Ladies' Fine Dresses of Wool and Silk \$27.50 and \$29.95  
 One special lot of Wool and Silk Dresses, values to \$27.50 on sale at \$14.95 to \$19.95

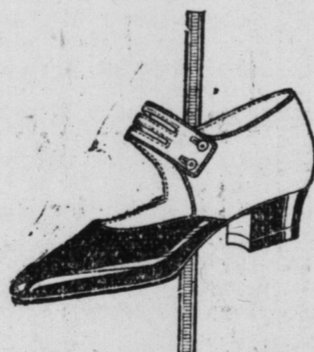
### Great Unheard of Bargains In Hosiery, Yarns, Lace Etc.

Ladies' and Children's 10c to 15c value Cotton Hose, per pair 5c, 10c  
 Ladies' Silk Hose 48c, 98c to \$2.48  
 Ladies' Wool and Cashmere Hose 69c 98c, c1.98  
 Ladies' Lisle Thread Hose 19c, 25c to 48c  
 Women's Textuff Silk and Lisle, per pair 48c  
 Special lot of Laces and Insertions 5c, 8c, 10c  
 Yarns in every color imaginable. Better Values for Less, 1 to 2 ounce balls 10c, 19c, 29c, 39c, 48c, 59c BALL

### Holiday Sale Prices on Silks

\$2.00 Value Black Duchess-Satin, white border, Special \$1.48  
 \$2.00 Value Black Taffeta \$1.48  
 \$1.50 Value Black Satin Special 98c  
 \$2.50 Value Printed Crepe in big range of colors, Special \$1.98  
 Sale Price  
 40-inch Canton Crepe in Good Range of Colors, Special \$1.89  
 Sale Price  
 \$3.50 Value Crepe Back Satin in Black, Brown and Navy, Special \$2.98  
 Sale Price  
 \$3.50 value 40-inch Satin Crepe, Special \$2.79  
 \$3.50 Value Canton Crepe in a Full Range of Colors, Special \$2.79  
 Sale Price  
 36-inch Costume Velvet in Black, Navy, Brown and Myrtle, Special \$2.79  
 Sale Price  
 \$2.50 Value 40-inch Heavy Crepe de Chine in full line of colors, Special Sale Price \$1.98  
 Big Line of Corduroy for Kimonos, Sale

### All Men's, Ladies' and Children's higher priced Shoes and low cut Shoes at Big Cut for this Sale



Ladies' Fine Queen Quality Oxfords in several styles in patent and satin, while they last, \$8.50 values special \$6.95  
 All \$8.00 Value Ladies' Shoes, Straps and Oxfords in many new styles \$6.95 AND \$7.50  
 One Special Lot of Boys' Scout Shoes, size 3 to 6 leather \$1.89



All Men's Suits, Pants and Overcoats in the Higher Prices Range at Big Cuts for This Sale—Reductions of 10 to 25 Per Cent.

Men's \$37.50 Overcoats Priced \$24.95  
 One Special Lot of Men's \$25 to \$30 Overcoats and Suits Priced \$19.95  
 Men's Pants \$7 and \$8 Values \$3.98 and \$4.98

### Holiday Sale Prices on Millinery

All Ladies Misses and Children's Millinery at a Big Saving for this Sale \$14.95 and \$18.50. Ladies' Hats reduced to only \$9.95, \$11.95  
 \$9.95 Ladies' Hats Special \$7.95  
 \$7.95 Ladies' Hats, Special \$5.95  
 One Big Special Lot of Ladies' Dress Hats, values to \$5.00 \$1.98, \$2.98  
 Misses and Children's Hats 98c  
 Ladies' and Misses' Caps and Scarf Sets \$2.98 to \$3.98  
 One special lot of Ladies Sport Hats, special 98c  
 Knit Caps 15c 19c 25c 98c



The Greatest Line of Toys in Our Toy Town ever shown before in Concord at Prices 25 to 50 Per Cent. Less than anywhere else. Be sure and see our line. Every kind of toy imaginable. Mechanical, Educational, Dolls and Electrical. Bring the Kids to see them.

### Cotton Goods Savings

Great Savings on all Cotton Domestic, Cotton Dress Goods for this sale at 22 to 25 cent Cotton Prices.  
 32 and 36-inch Outings, all colors per yard only 19c and 25c  
 Canton Flannels 19c 23c  
 Canton Flannels 25c 29c 39c  
 Shorts in Bleaching, 36 inches wide per yard 10c and 15c  
 27-inch and 32-inch Fine Dress Ginghams, Special. These are extra values. Specially Priced 19c, 29c

### Boys' Department on Balcony

All Boys' Suits and Coats in the Higher Prices at Big Cut For This Sale "Give the Boy Clothing For Christmas" One Special Lot of Boys \$15.00 value Suits Priced \$8.95, \$9.95  
 Boys' Wool Suits, all sizes \$2.98 \$3.98 \$4.98  
 Special Boys' Blouse and Shirts on sale 48c and 69c  
 Boys' Wool Hats at 39c 48c 98c



SPECIAL  
 One special lot of \$7.00 value Wool Serge Dresses in Navy Blue in many styles. Special \$3.98

# PARKS-BELK CO.

GIVE HER A FUR NECK PIECE FOR CHRISTMAS  
 Beautiful Line of Chokers and Scarfs \$1.98 \$4.98 \$19.95

