

Mount Airy,
N. C.

Parks-Belk Co.

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Big Fall and Winter opening of better merchandise for less money. Every department now complete and overflowing with fall and winter merchandise for all the family. Big specials and unusual values all over our store. Do your trading here and save money. For months our buyers have been to and fro to the New York markets and have spent every effort to have everything for old and young for this big fall opening. They have secured the best merchandise at the lowest prices than ever before and our stocks are now complete to take care of every need. You may be assured, when trading here, that you are getting the most value out of your dollars. Our sales force, with years of experience, will be glad to help you in selecting your fall clothing and you will make no mistake in visiting our big store, comparing the quality and price, and behind it all—for 30 years of successful dealing—**"WE SELL FOR LESS."**

Ladies' Ready-to-Wear Department

- Ladies' Cotton Rayon Bloomers, with fancy ruffles. **48c.**
- Ladies' good quality outing gowns, well made. **98c.**
- Ladies' silk Rayon bloomers, all colors. **\$1.98**
- Ladies' knit union suits, all sizes. **79c.**
- Ladies' fancy rain coats, all colors and styles. **\$2.98**
- Ladies' and children's knit toboggans, all kinds. **29c. and 48c.**
- Ladies' sweaters, new fancy styles. **\$1.98 to \$4.45**
- Ladies' fancy brassieres, all kinds. **48c. to 98c.**
- Ladies' good princess slippers in knit and jersey and satin. **89c. up to \$2.98**
- One group of ladies' coats in all the new fall colors, all well made and fur trimmed. **\$5.95**
- One group of ladies' coats in beautiful materials of broadcloth, oxford tweeds, velour, camels hair and molette. **\$14.95**
- One group of ladies' fine coats at a price you can't afford to miss. **\$9.95**
- One big group of ladies' coats in bell shaped sleeves flare effects, travel coats and dressy coats. **\$24.50**
- One lot of L. Simons fine coats for ladies. These are coats the well dressed women will wear, special. **\$42.50**
- Ladies' new satin dresses in pretty bright colors, all sizes, 16 to 44. **\$4.95**
- Ladies' Rayon and jersey dresses, all colors and styles, special. **\$3.98**
- One lot of Ladies' silk jersey and flannel dresses to go at, **\$5.95**
- Dresses that slenderize the figure in crepe de chine, jersey, one and two piece effects in all the fall colors, **\$9.95**
- Stunning styles in this special dress sale, in satin crepe de chine, also georgette, all sizes, 16 to 44. **\$14.95**
- Ladies' house dresses in gingham, prints and cotton plaids, all with long sleeves, special. **\$1.95**

Stylish Clothing for Men and Boys

- Young men's fancy mixed wool suits, with two pair pants, **\$19.95**
- Men's fine quality Blue Serge suits, price, **\$24.50**
- Young men's college suits with two pair pants, price **\$14.95**
- One lot young men's suits with one pair pants, special, **\$9.95**
- One lot of men's suits in broken sizes, to go at **\$4.98**
- Good school suits for boys with one pair long pants, price, **\$3.98**
- Boys' school suits in blue and fancy mixed, with two pair pants, **\$4.95 and \$5.95**
- Boys' fine suits for dress wear, two pair pants, **\$9.95**
- Men's new fall felt hats, fancy band **\$1.98**
- One lot men's fall hats, special **\$1.48**
- Boys' new fall caps, price **48c, 98c and \$1.48**
- Men's white and fancy dress shirts, special, **65c.**
- Men's fast color broadcloth shirts, special, **\$1.25**
- Men's genuine white broadcloth shirts, with collar attached, **\$1.98**
- Men's fine silk ties for fall, price **89c.**

- We have a full line of men's work clothes, overalls, work shirts, work pants, gloves, socks and underwear. Men's good quality knit union suits, special, **95c.**
- Men's knit undershirts, special, **69c.**
- Men's good coat sweaters, price **98c. to \$4.98**
- Boys' good quality lumber jacks, all fancy patterns, **79c. to \$1.25**
- Men's fancy lumber jacks, all sizes, **\$1.98 to \$3.98**
- Men's and boys' sweaters, all kinds and styles, **98c. to \$4.95**
- One lot of little boys' wool mixed, one piece suits, special **\$1.98**
- Men's and boys' knit unionsuits to go at **79c.**
- Men's \$5.00 Perry felt hats, all new styles, plain and fancy bands, **\$3.98**
- Men's and boys' new patterns in fall ties at **48c.**
- Men's good warm outing pajamas, all colors, special, **79c. to \$1.98**
- Boys' unionsuits at a very special price, **48c.**
- Men's good heavy weight overalls, special, **98c.**
- Men's good blue chambray work shirts, full cut, **69c.**
- Men's heavy work socks for hard wear, **10c.**
- Men's flannel work shirts, part wool, plain and fancy plaids, **98c., \$1.48, \$1.98**
- Men's good work pants, for hard wear, **\$1.98, \$2.98, \$3.98**
- Men's and boys' yellow rain coats, a new shipment, **\$2.98 to \$3.50**
- Men's combination coat for rain or cold weather, felt lined, a real bargain, **\$4.95**
- Men's good warm overcoats, all sizes and colors, **\$14.95 to \$24.50**

Cotton Piece Goods!

- Fast color play cloth in stripes, checks and solid colors, per yd., **15c.**
- 25c. fast color gingham in stripes, pin checks and solid colors, yard, **19c.**
- Yard wide prints and percales, light and dark patterns, yard, **19c.**
- Yard wide good quality fast color prints, in light, medium and dark shades, per yard, **25c.**
- Genuine white English broadcloth, yard wide, soft finish, per yard, **25c.**
- Yard wide fine quality blue chambray for everyday shirts, per yard, **15c.**
- Satine remnants in any color wanted, yard, **25c.**
- Good apron gingham in black, blue and tan checks, per yard, **5c.**
- Good quality outing in all colors and stripes, special, per yard, **15c.**
- Yard wide good quality bleaching, special, per yard, **10c.**
- Yard wide fancy curtain materials, special, per yard, **10c.**
- Short lengths in cotton and wool mixed serge, all colors, **19c.**
- Wool mixed dress plaids, short lengths, special, **25c.**
- Wool and cotton mixed dress plaids in full pieces, special, **39c.**
- Pretty colors in dress suitings, checks, solid and plain, **48c.**
- Good quality outing in dark colors, special, **10c.**
- Fine outing in solid colors, white, blue and pink, special, **15c.**
- 10-4 double width unbleached sheeting, this is a real value, **35c.**
- One big table of gingham prints, chambray, percales, **10c.**
- J. and P. Coats spool cotton, 3 spools for **10c.**
- Large size Octagon soap, special. **6c.**
- Small size Octagon soap, special, **4c.**
- Swift's pride washing powders, special, **2 1/2c.**
- A special sale of Palmolive soap. **6c.**
- Good hard water toilet soap, special, **4c.**
- Good quality house brooms, special **29c.**
- Already sanitary pads, 1 doz. in package, **33c.**
- Fine quality laundry bags in fancy colors, special, **29c.**
- Large turkish bath towels, special. **19c.**
- 63 x 80 single blankets, made in Germany, special. **59c.**
- 72 x 80 good bed spreads in seconds, **69c.**
- 68 x 80 good warm double blankets, fancy stripes and plaids. **\$1.48**
- 66 x 80 Fine wool mixed Lorane double blankets, special, **\$3.45**
- 68 x 80 Belk special wool mixed blankets in any color wanted. **\$3.69**
- Belk's household wool double blankets, special, **\$5.95**
- 81 x 90 Belk's beauty sheets, special **98c.**
- 48 x 36 good quality pillow cases, **15c.**
- 81 x 90 Mohawk sheets, special, **\$1.39**

Shoes! Shoes!!

- If you want good shoes, buy Belk's shoes. We guarantee every pair. Boys' and girls' black and tan, button and lace shoes, **\$1.98**
- Ladies' patent strap pumps, with low and military heels, **\$2.98**
- Ladies' black patent strap pumps and fancy ties special, per pair **\$1.98**
- Ladies' fine patent cross-strap high heel pump, **\$4.95**
- Ladies' plain black one-strap high heel pump, **\$3.95**
- Ladies' black and tan fancy oxfords, special. **\$2.98**
- Men's Friendly Five dress oxfords, in black and brown, per pair, **\$4.95**
- Boys' dress and school shoes, all solid leather, **\$2.98**
- Men's all leather Elkin shoes **\$2.98 and \$3.98**
- Men's all leather Scout shoes, special, **\$1.74**
- Children's tan play oxfords, per pair, **48c.**
- One lot mens' genuine navy shoes, per pair, **\$4.95**
- Boys' and girls' Elkin solid leather shoes, **\$1.48**
- Men's Star Brand work shoes, all new stock and solid leather, **\$3.98**
- One big counter of children's school shoes, special, **\$1.48**
- One big counter ladies felt bed room slippers, special, **48c.**
- Ladies' patent pumps and oxfords, with military heels, special, **\$1.98**
- Ladies' new Star Brand oxfords in black, tan and patent, solid leather. **\$2.95**
- Children's good Star Brand shoes, for dress or school wear, **\$1.98 to \$3.98**
- Children's little Kreider dress shoes. They can't be beat for wear and good looks. **\$1.48 to \$2.48**

Millinery Department Specials!

- Ladies' fall hats in about 150 styles to choose from, special, **48c.**
- Ladies' and misses' new felt hats, all the new shades, **98c.**
- New felt hats just unpacked for women of good taste, all new shades. **\$1.98 to \$5.95**
- New satin and metallic hats for ladies that want style. **\$2.48 to \$5.95**
- One lot of children's coats bought at a price to sell for **\$1.98**
- Little girls' coats, all fur trimmed, neatly made. **\$2.48 to \$3.48**
- Little girls' and misses' fine dress coats, all pretty fur trimmed. **\$3.98 to \$5.95**
- Misses' good warm coats in any style or material wanted. **\$5.95 to \$9.95**

New Fall Silks !!

- Good quality crepe de chine in light and dark shades, at per yd, **98c.**
- Stehli's satin back crepe in every new fall shade, yard, **\$2.48**
- Stehli's flat crepe and satin back crepe, in all the new fall shades, per yard, **\$1.98**
- Fine quality georgettes in all new shades, yard, **\$1.98**
- Velveteen in black, navy, tan and green, per yard, **\$2.48**
- Washable crepe de chine, several new fall shades, yard, **\$1.59**
- New fall flannels, 56 inches wide, in about 10 different colors, yard **\$2.98**
- New fall Jersey tubing for sport dresses, several pretty colors, yard, **\$1.48**
- Guaranteed 12 mummie natural color ponges, special, yard, **49c.**
- New radium in several fall colors, special, yard, **89c.**
- New coat flannels for baby coats, in white, pink, blue and cream, per yard, **98c. and \$1.48**
- Belding's guaranteed satin in about 12 different shades, per yard, **\$1.48**
- Ladies' first quality silk hose, per pair, **\$1.25**
- Ladies' pure silk full fashion hose, per pair, **98c.**
- Ladies' Rayon silk hose, per pair, **25c.**
- Ladies' cotton hose in black and colors, per pair, **10c.**
- Children's new English rib hose in several different colors, **19c.**
- Children's good school hose, all colors and kinds, **25c.**
- Ladies' English rib hose in all the new colors, special, **48c.**
- Hose for small children, all kinds, special, **10c.**
- Arrow head hose for women and children. Call for them by name. **25c. to 48c.**

PARKS-BELK COMPANY

Mount Airy's Leading
Department Store