



Special EASTER Sales

Our Easter Opening Display and Sale of Millinery and Ladies Ready-to-Wear

Beginning Friday, April 7th and
Continuing Through Saturday,
April 8th, and Until Saturday
Night, April 22nd, 1916

In this Great Easter Display and Sale we will show our complete stock of early Spring and Summer Millinery. This will be the greatest display of this kind of goods shown in any store this side of New York or Washington at a very moderate price for cash.



FREE! ROGERS SILVERWARE FREE!
Any of the following articles can be secured free by mailing the requested number of cards.

| | |
|------------------------|------------------------|
| 50 Cards—Tea Spoon | 200 Cards—Sugar Shell |
| 100 Cards—Orange Spoon | 300 Cards—Fruit Knife |
| 100 Cards—Table Spoon | 200 Cards—Butter Knife |
| 100 Cards—Table Fork | 300 Cards—Table Knife |
| 100 Cards—Soup Spoon | 500 Cards—Gravy Ladle |

These tickets also accepted as payment or part payment on other silverware. Send for list. This offer good during both 1915 and 1916.

ROGERS SILVERWARE PUBLICITY BUREAU
Times Bldg., B'way & 42d St., N. Y. City.

This will be the Great and Only Fashion Event of the Season. We Extend to Every one a Cordial Invitation.
The Versatility of Style Make this Season's Opening Event of Usual Interest.
Styles This Season are Legion. Paris has decreed that Hats must be wide or tall, but not both. Large Spreading Styles with Low Crowns and Smart High Crowned Close Fitting Shapes are Unusually Favored.

PARIS MODELS.

That will be shown in this Great Opening Display more closely reflect the Historic Periods than ever. Models reflecting the Courts of Louis from 1835 with Parisian touch of originality and Refinement are exquisite.
All our Hat Models are either Imported or Creations of our own Work Room, in charge of our New York Trimmer, who has had 8 or 10 years Training in the Largest Cities in the United States.
The Sport Hat is all the Rage. We will show a big Assortment from 48c to \$3.00.

SKIRT OF BLACK TAFFETA



The separate skirt of black taffeta remains among the most convenient of all items of the wardrobe. The model pictured here includes platings and a double skirt effect, insuring the required fullness.

A Great Showing of Dresses for Street Afternoon Wear.
In Crepes And Taffeta Combinations in the leading Shades of Rose, Copenhagen, Belgian, Resids, Silver and Puritan Gray. Prices very low \$3.95 to \$24.50

We will offer on display and sale Hundreds of New Tailored Coat Suits for the first time during this sale, priced very low, from \$4.98 to \$24.50
Great Showing of Comfortable Taffeta and Serge and Poplin Combination Suits at \$12.50 to \$24.50
Big Showing of the Popular Broken Check Suits at from \$4.98 to \$20.00

Great Showing and sale of all kinds of Children's Dresses in Both White and Colored, in the very best Materials, priced from 48c to \$1.45 and \$2.95
All Kinds of New Muslin Underwear Will Go on sale for the First Time in this Sale. Everything for the Whole Family, 10c to \$3.95

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Don't fail to call for your silverware cards during this sale. Come here to buy your millinery and Coat Suits or Dresses, Underwear, Kimonos, and all and get Silverware free.

Parks-Belk Company

Concord, N. C.

Silverware Given Away Free

Ask About the Silverware Cards FREE

