

# PARKS - BELK COMPANY

## \$300,000.00 BIRTHDAY EVENT

We announce the celebration of our 13th Birthday. Just thirteen years ago this month we leased our first store room in Concord. In building next to the Pearl Drug Co., recently vacated by the Concord Furniture Co. We opened our store in one room 40 feet wide and 100 feet long. We now occupy our own building 210 feet long by 54 feet wide, four stories and two stories high, a total of 36,000 square feet of floor space. Besides our store here we have opened branch stores from our store here in Kannapolis, Albemarle, Hickory and Newton, N. C., and Spartanburg, S. C. We also own stock in the Belk Stores at Raleigh, N. C., York, S. C., and Greenville, S. C.

You, our customers, by your loyal patronage for these Thirteen Years, made all the above possible. Therefore as a small token of our appreciation of what your, our friends and customers have helped us accomplish, we are going to offer our \$300,000 stock of merchandise at and below cost for Thirteen Days, beginning Friday, June 20th and continuing through Saturday, July 5th.

Our store will be closed all day Thursday, June 19th in order to give us time to mark every dollars' worth of goods in our store down to Cost and Below. We will not reserve one thing in our store—everything will be sold At Cost and Below.

## SPECIAL NOTICE!

We want you to take notice that this not one of the so-called Sales that you see, read about and hear of here of late, where there are a few special things put out at a give away price to get people to come out and then charge the same profit or more on all other merchandise. This is not a Sale at all, but a Birthday Celebration and a timely help to all our friends and loyal customers that are out of work most of the time on account of the mills not running but part time and all other kind of work such as building and so on being stopped.

Every article of merchandise in our store will be tagged and marked down in plain figures at and Below cost. This event will cost us a lot in profits but we are glad to share our profits with you our friends and customers in this time of need.

We only mention a few prices as we want you to come and see for yourself that our prices, all over our store are Below any prices in any store in the country. We also want you to remember that goods offered during this Birthday Event are our regular goods, not seconds and damaged goods, bought to throw out as a bait, but all High Class Goods just the same as we sell all the time.

We have made up our minds to give our friends and customers who have been fed up on so many so-called Sales a real Merchandise Value Giving Event in order to show you that there are still some straight merchants and merchandising in this county.

During this our Birthday Celebration we do not want you to buy a thing you do not need. But as Vacation Time is here, you can save almost half the Price on whatever you need on your vacation trip. Note prices on the other page. We just mention a few prices to give you an idea of the give away prices we will put on all goods for this Birthday Celebration.

### WE GIVE BELOW THE PLANS AND RULES OF THE BIG BIRTHDAY EVENT

As all Merchandise in our store will be reduced to cost and below for this event. As we will sell all goods during this Birthday Event at and below cost we will not deliver any goods. Also will not fill any phone or mail orders. There will be no goods laid back nor reserved for anyone. You had better come the first day of the sale. Store will be opened Friday, June 20th, at 9 o'clock.

All goods will be put out and tagged, therefore you will not have any trouble to find what you want. Sale starts Friday morning, June 20th, at 8:30 o'clock sharp and continues through July 5th.

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