

Genuine 12 Monmie Japanese Pongee. Opening Sale day and also Saturday. Very Special **57c**

PARKS - BELK CO.

\$1.50 value 36-inch Satin in All the Bright Spring Shades. Special for This Sale **\$1.00** at

Concord's Fastest Growing Department Store

We wish to call your attention to just a few of the many bargains which have arrived this week. We feel sure we can fit you in all your needs for Easter, as we carry the largest and most complete stock in town. Watch our big windows for specials Friday and Saturday. Trade with home folks and help build up Concord. The Silk Sale Starts Friday Morning at 9:00 O'clock.



A Phenomenal Special Purchase
10,000 Yards Bought
3,000 Our Part on Sale
Gorgeous Silks! Fresh New Merchandise—

Every yard guaranteed perfect—a chance to purchase material for your new Spring Frock at a phenomenally low price. Note prices below. See each value, then judge for yourself.

Hundreds of Exquisite Weaves Among Which Are

- Georgettes
- Heavy Crepe de Chines,
- Satin Messalines,
- Broadcloth Shirtings
- Sport Silks
- Prints of all descriptions

Silks for Every Requirement

- Charmeuses,
- Chiffon Faffetas,
- Canton Crepes,
- Jersey Shirtings,
- Satin Faced Cantons,
- Brocades of all descriptions

Fresh—new materials, 36 and 40 inches wide. Plain colors from sombre black to rosy peaches and flaming reds; prints and patterns in gay galaxy; plain whites and sport stripes. No matter what your mood or fancy, there is some silk dress material here **\$1.00** YD. you simply must have.

Two \$25 Dress Possible for \$5.00

Toilet Articles

Woodbury Soap per cake	19c
Palmolive Soap 4 Cakes for 98c.	6c
Lana Oil Soap 3 cakes for 25c.	10c
Lava Soap Per Cake	5c
Pebecco Tooth Paste Per Tube	10c and 39c
Colgate's Tooth Paste Per Tube	10c and 19c
All Kinds of Black and White Goods.	
Pluko Hair Dressing at	23c
Rouge Armand at	25c
Hinds Honey and Almond Cream Large and Small	10c and 39c
Flora Mye and Azorea Toilet Water Special	98c

Hosiery Department

Children's Sox, size 4 to 8 1-2 All colors, mercerized	25c
Children's Sox, size 4 to 8 1-2. Silk, all colors Dropstitch and plain. Special	39c
Ladies' Cotton Hose Rib Top	10c
Ladies' Outside Cotton Hose Two for 25c.	15c
Ladies' Lisle Hose, white and black Special at	25c
Ladies' Full Fashioned Lisle Hose, black cordovan and white	48c, 98c
Ladies' Silk Hose; all colors per pair	25c
Ladies' Silk Hose, all colors, panel back and Clocked. Regular \$1.00 Hose. Special \$2.00 value Ladies Full Fashioned Silk Hose, knockouts (all colors) for	69c 98c

Thousands of Great Values on Sale Here Every Day That are not Advertised and that Never Get in Our Big Show Windows



Overalls


Men's Blue Buckle Overalls and Jackets. 220 Wt. Every pair guaranteed. Sizes 32 to 56 **\$1.29** Special

SHIRTS

Men's \$1.00 value Long John and U. S. Chambray Shirts, triple stitched. Sizes 14 to 20 **69c**

Army Hats

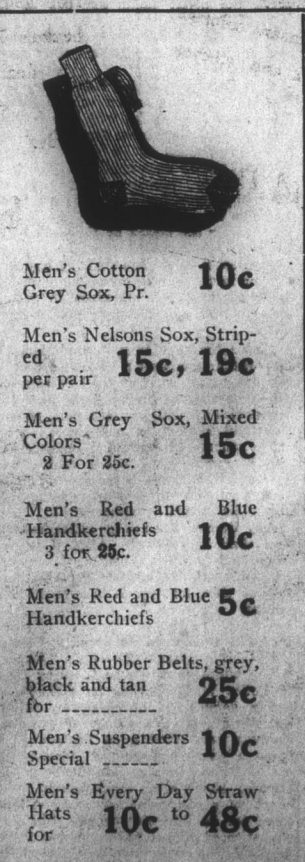
One Table Army Hats, just the thing for Spring wear. Going for **79c AND 98c**



Men's Scout Shoes, \$2.25 and \$2.50 values. Special **\$1.75, \$1.98**

Men's Tan Blucher Plow Shoes Special **\$1.79**

Men's Panco Bottom Shoe **\$2.98, \$3.45**



Men's Cotton Grey Sox, Pr. **10c**

Men's Nelsons Sox, Striped per pair **15c, 19c**

Men's Grey Sox, Mixed Colors 2 For 25c. **15c**

Men's Red and Blue Handkerchiefs 3 for 25c. **10c**

Men's Red and Blue Handkerchiefs **5c**

Men's Rubber Belts, grey, black and tan for **25c**

Men's Suspenders Special **10c**

Men's Every Day Straw Hats for **10c to 48c**

MEN'S WORK CLOTHES

Specials In Work Pants

Men's Hard Finish Pants Good Pin Stripes. Regular **\$1.98** \$3.00 Special, pair

Men's Mole Skin Pants Hard Finish **\$2.75**

Other Men's Pants **\$2.98** up at

Men's Khaki Pants, all sizes from 28 to 52 Special **\$1.98**

And Sizes from 28 to 41 at **\$1.48**



LOOK HERE BOYS

Tennis Pumps and Shoes. Priced **50c to \$1.98**

Watch Our Advertisements and Watch Our Windows Folks But Don't Fail to Come in and Look

WANTED
 25 Sales Girls and Boys for Saturday.