

BELK'S Sells It For Less

Parks - Belk Co.

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Biggest and Best Store In Our Town, Concord, North Carolina

We wish to call your attention to several of our big specials which we list below. These are prices that you can compare with 10c cotton. We have bought these goods direct from the mills by the car load and can save you money on anything you need. So make our big store headquarters when you come up street or come to town, as we always have a good steam-heated building and electric elevator. We make it comfortable for all our customers as our customers are our closest friends.

Don't forget we have the Right Merchandise at the right price, and at the Right Time. When you trade with us you can rest with ease you are getting the Right Goods at the Right Price. Parks-Belk Co. is known throughout the whole country to sell better Merchandise at Lower price. We only mention a few of our thousands of specials as our space is limited if we mentioned all our specials it would take the whole paper, so come see for yourself that we can sell you "same goods for less Money" "better goods for the same money" "we always sell it for less." Our merchandise is cheaper in price now than it was back in the summer.

Look! Look!
220 Weight Men's White Back Denim Overalls. Sizes 32 to 44. High and Low Back, tripple stitched, all for **95c**

Men's Underwear in Shirts and Drawers and Union suits. Men's Shirts and Drawers each **75c** Men's Union suits **89c** Mayo Best **89c** Men's Union Suits regular \$1.75, now **\$1.25 and \$1.45**

Hanes at a big saving. Men's Driving Gloves **\$1.25 \$1.48 \$1.98** Men's Leather Palm Work Gloves Special **48c and 98c** Men's Suits Special for This Opening. With one and two pair pants. Priced **\$9.95 to \$29.95**

OVERCOATS
We have a large stock to select from. Priced from **\$4.98 to \$29.95** Special—Man's Sure Fit Caps, Regular \$1.48 Caps going for **98c** Men's Work Pants in Khaki, Mole Skin and Dress Pants Priced from **\$1.48 to \$4.98**

Men's Dress Hats just the thing you want **98c to \$2.98** Priced Young Men's Hats Striped Bands and Plain Bands **\$3.45 and \$3.95** Special

Sweaters
Every Style and Kind of Sweater you want. We have it. Priced **79c** and up. \$1.00 value Men's Chambray Shirts All Sizes going at **69c**

EXTRA SPECIAL!
Look Here Men
220 Weight White Back Denim Overalls. Sizes 32 to 56 waist. Regular \$2.00 value. **\$1.29** Our Price

A special purchase of 500 dozen English Broadcloth Shirts in colors: Blue, white and tan, collar attached. Regular \$2.00 value. Special for this opening **98c \$1.25 \$1.48** One Big Table Men's Dress Shirts, Special **79c** Men's **10c 15c 18c 25c** Socks Blue Chambray Work Shirts. Regular 85c Shirts **48c and 59c** Special

Boys Overalls and Jackets
220 Weight. Sizes 2 to 16. High and Low Backs **79c** Special

Headquarters for all kinds of Boy's School Clothes. See our big stock before you buy. Boys' Corduroy Caps, all prices. Boys' Dress Caps **25c 48c 68c 79c and 98c** Boys' Suits with one long and one short and vest, all for— **\$7.95 9.95** Big rack Boys' one and two pants Suits Special **\$2.98 \$4.98** Boys' Sweaters at a big saving— **79 89 98 c to \$2.98** Boys' Odd Long Pants Real Good values **\$1.48 \$1.98 \$2.98**

Sizes 4 to 16 Boys Blue Shirts **48c 79c** Boys' Khaki Shirts **98c** Boys' Unionsuits (Mayo) **85c** Headquarters for all kinds of Underwear. See our big stock before you buy.

Better Merchandise For Less Money at our Big Store

FROM PARKS-BELK CO.

Concord, N. C.

Box Holder

R. F. D.

1-2 Paid Permit No. 3 Concord, N. C.

It's Always For Less at Parks-Belk Co.

Some Real Values ON OUR FIRST FLOOR IN COTTON PIECE GOODS

23c and 29c value Outings, 27 and 36 inches wide. Special for— **19c and 23c** Unbleached Canton Flannel Priced— **19c 23c 29c** Bleached Canton Flannel only— **19c and 25c**

Misses' Fleece Undershirts, Sizes 2 to 16 years. Special **39c 48c and 59c** Misses' Union Suits, values up to \$1.25. Sizes 2 years to 16 years, only **79c 89c and 98c**

Big Line of Ladies' Knit Vests, Sizes 34 to 46. Priced— **45c 48c 59c 79c 89c up to \$2.25** Ladies' Union Suits, the very thing for Winter. Sizes 34 to 44. Prices from **79c up to \$2.98**

32-inch Fast Color Knicker Cloth, the very thing for Boys' Wash Suits, Shirts and Dresses **25c** per yard, only Exceptional Values in Ladies' Silk Hosiery for This Season.

\$2.00 value Ladies' Pure Thread Silk Genuine Full Fashion Silk Hose, season's newest colors. Slightly imperfect. Belk's Price **98c** per pair Newest colors in Kayser Silk Hose, Slipper Heel **\$1.48** for only Newest color in Kayser Silk Hose, Slipper Heel, and regular weight only **\$1.95**

Children's Hosiery, sizes 5 to 12, priced as low— **10c** pair up to **48c** New Line of Ladies' Umbrellas in the leading colors, priced **98c** up to **\$8.95**

Bear Cat Shoes

BEST IN TOWN

Regular \$3.50 and \$4.00 Shoes. Pano Soles will last you all winter. Special **\$2.48 \$2.98**

Ladies' Bed Room Slippers— **68c 79c 98c**

Men's Heavy Work Shoes. Just the thing for this rainy weather special **\$1.98**

BOOTS! BOOTS!

Men's Red Knee **\$4.50** Boots guaranteed Men's Black Boots— **\$2.98 and \$3.98**

Boys' Rubber Boots— **\$1.98 to \$3.98**

Men's Wrap Leggings— **39c and 48c**

Look Here!

We have all kinds of Men's, Women's and Children's Elkin Shoes at prices that will set you wild. Remember every pair guaranteed to the limit. If they don't give service

bring them back— **\$1.98 \$2.25 \$2.48 \$2.98 and \$3.95**

Men's Leather Leggings— **\$2.98 to \$3.98**

\$5.00 value men's Dress Shoes, black and light tan **\$3.98**

\$1.50 value Ladies Light Tan Patt and Patt Straps and Oxfords all for **\$2.98** only

(Get them while they are in style)

\$4.50 Value Men's Light tan Dress shoes **\$2.98** All sizes

All Kinds of Ladies and Men's Overshoes at a big saving.

We have thousands of pairs of Shoes to select from and we know we can please you. We list just a few prices below so come for miles to see us before you buy. Get our prices and compare with others.

1,000 Pair Children's Scufflers, assorted leathers sole and Pano soles. Sizes from 5 up to 2 All for **98c**

Silks and Wool Dress Goods

We have the most wonderful and complete line of Wool Goods and Silks in the staple and also fancy colorings that has ever been shown in Concord. We can give you anything from the Cheapest to the Real High Class Merchandise and at prices Very Much Below what you pay in the larger cities, where expenses are much higher. We own our building so we do not have to pay rent.

SILKS

\$5.00 value 54-inch Crepe Satin in all the good colors **\$4.48** Special

\$5.00 value 54-inch Beautiful Quality Flat Crepe in all the wanted colors **\$4.48** special

\$5.50 value 54-inch Satin Stripe Flat Crepe **\$4.69**

\$3.50 value Heavy Satin Crepe in black and good range of colors **\$2.98** Special

\$3.00 value 40-inch Satin Crepe. A wonderful value **\$2.48**

\$2.50 40-inch Black Charmeuse, Special **\$1.98**

40-inch Good Heavy Satin Crepe in all the staple colors **\$1.98** Special

\$2.00 value 38-inch Canton Crepe in a big range of colors **\$1.59** Special

\$1.50 value Heavy Black Taffeta, special **\$1.25**

\$1.50 value Navy Messaline, Good Heavy Quality, Special **\$1.25** \$2.50 value 40-inch Crepe Faille in Navy, Black, and Brown **\$1.98** Special \$2.50 value 40-inch Roshanara Crepe, Black, Brown, Navy, Tan and Henna **\$1.98**

WOOLENS

\$5.00 value 54-inch Marchan, same as Charmeen, Special **\$4.48**

54-inch beautiful quality Fine Poirer Twill, \$4.00 value, Special **\$3.69**

\$1.75 value 43 inch all Wool French Serge, all good colors **\$1.48**

36-inch All Wool Storm Serge Full Range of Colors **98c** 34-inch Half Wool Serge **48c** Special

\$1.00 value 36-inch Wool Crepe in all the staple colors **79c**

\$5.00 Value 56-inch Velour Coatings in all the good colors for Coats **\$3.98**

\$1.50 value 36-inch Silk Stripe Wool Flannel, special **\$1.35**

\$2.50 value 48-inch All Wool Flannel, Navy only, special **\$1.79**

\$2.50 value 54-inch Bordered Wool Suiting, Special **\$1.89**

54-inch Bordered Rayon Silk and Cotton Suiting **\$1.48 and \$1.98** Special \$1.50 value 36-inch Satin **\$1.00** Special

85c value 36-inch Corduroy **69c** Special \$1.90 value 36-inch Wide Wail Corduroy **89c** \$1.25 value 36-inch Fancy Corduroy in good range of colors **98c**



\$1.00 value Half Wool Checked and Striped Suiting, Special **75c** 36-inch \$1.00 value Parkray Rayon Suiting, Stripes and Checks Special **75c** 65c value Cotton Charmeuse and English Broadcloth **48c** 50c value 58-inch Table Damask **39c** \$1.00 Value 72-inch Mercerized Table Damask, Special **75c** Big Line of Colors in Handkerchief Linen, all pure linen **98c** White Handkerchief Linen **98c to \$1.98** 90-inch Good Heavey All Pure Linen Sheeting, Special white **\$1.98** it lasts Wonderful assortment of all Linen Table Napkins **\$3.98 to \$7.95** Priced Beautiful Quality Double Face All Linen Table Linen **\$2.98** Special 70-inch All Linen Damask **\$1.98** Special Big Assortment of Linen Towels and Luncheon Sets at Big Saving in Price.

Better Merchandise For Less Money At

PARKS-BELK COMPANY