

PARKS - BELK COMPANY

All the big weather prophets have predicted from early fall that we are going to have the most severe winter we have had in 186 years. With that in view we went early and laid in a big supply of fall and winter merchandise to meet the demand of every purse. To begin with we bought 5,500 ladies', misses' and children's coats, direct from the manufacturer. You can easily see why we are able to sell these coats at the prices we offer our customers. In buying quantities it makes very little difference to us, we take the lot at a price. To do this it takes time and good judgment and it has always been our motto to let each and everyone of our customers share in our bargains.

While we are always optimistic we anticipated that there might be a drop in cotton prices. So we bought this merchandise to be able to sell on the basis of 12 1-2c to 15c cotton prices. Just to give you an idea, we have ladies' coats priced from \$3.98 and up, Misses' Coats \$2.98 and up, children's coats \$1.48 up. Sweaters from 79c up. Ladies' Hats from 50c up. By these prices you can see that we are the friend of the needy.

Big special lot of Ladies', Misses' and Children's Hats, all styles and colors. Worth over double the price
Belk's Special Price **98c**



BIGGEST SPECIALS EVER OFFERED IN OUR MILLINERY DEPT.

Hats of all kind and plenty of them. All the newest styles, colors and material such as velvet, felt, velour and satin, metallic trim, etc. These are at prices that will suit any purse
Priced **\$1.98 to \$9.95**



Wonderful Savings In Coats

We have in our stock here the biggest line of coats ever shown in this store. You can find what you want as we have all colors, styles, sizes and material for ladies, misses and children. See us before you buy, as we have purchased these coats at the right price and we are going to give you the benefit of it. Big range of colors and styles of ladies' fur trimmed and self trimmed coats at from—

\$4.95 \$5.95 \$6.95 \$7.95
\$8.95 \$9.95 \$11.95
\$12.50 \$14.95 \$18.50
\$19.95 \$22.50 \$24.95
\$27.50 \$29.95 up to \$79.95



BABY!



We have one of the most up-to-date Infant Departments in the state. You can get everything for the baby from birth up to six years in this department. We carry all the best line of Infant wear such as Vanta and Tiny Tot Vest, Bands and all kinds of knit garments. Be sure to visit this department when in town, because we save you money.

Exceptional values For Fall in Our Bargain Basement

We closed out about 50,000 yards of Outings at very Low Prices and we are giving our customers the advantage of these prices as they are cheaper right now than usually after the season is over. We also have other values in this big department and are only listing a few of these below:
18c value white, pink, blue, pink and blue **12 1/2c**
Checked and dark Outings Special per yard
Special lot of Outings in pink, blue, white and dark patterns only, per yard **10c**
Good heavy quality of 36-inch Unbleached Sheet ing, 12 1-2 c value, only, per yard **10c**
Extra Special 36-inch Grey Outings, napped one side. The very thing for quilt linings and underwear short lengths, per yard **12 1/2c**

Big values in Straw Bed Ticking **10c, 15c 19c**
big variety of patterns, per yard

Special as long as it lasts, 27-inch Ginghams, Chambray Remnants and Curtain Remnants **5c**
All on one counter, per yard

Good heavy quality Solid Color Stripes and Mot- tled Outing, 19c value, special per yard **15c**

QUILT ROLLS! QUILT ROLLS!

The Best for Less Goods valued up to 25c a yard. As- sorted in bundles **48c, 95c \$1.39**
per double

36-inch Bombay Linings and Globe Ginghams. Also 32- inch 19c solid Dress Chambrays, all on one big counter for Fall Special **12 1/2c**
per yard

Ladies' Beed Room Slippers at Prices that cannot be beat **48c 59c 69c and 79c**
per pair

One Special lot of Ladies' Cotton Hose, 10c quality, as long as they last, per pair (Limit 5 pair to a Customer) **5c**

Ladies' Fleece Lined Hose ribbed top for only per pair **19c**

Ladies' Cotton Hose, real knockout values in Bargain basement **10c**; 3 pair for **25c**—**15c** 2 for **25c**

Ladies' Silk Hose, 19c value, special 2 pair for 25c **15c**

39c value Good House Brooms in the basement only, each **25c**

Men's, Boys' and Ladies' Sweaters **89c to \$1.98**
priced as low as

Good Line of 45-inch Oil Cloth at special prices of, per yard **19c and 25c**

Knit Caps and Sweaters for Ladies, Men and Children at a Wonderful Saving.
One lot Cotton Sweaters, special price and wonderful values at **89c to \$2.98**
Sizes 36 to 46

One lot Children's Sweaters, special for our big bargain feast in all colors as red, brown **79c to \$2.98**
tan, blue, etc., priced from

We also have a nice line of Sport and College Sweaters

in Coat and Pullover, all the best colors in red, white, maroon, blue and combinations **\$3.98 to \$12.50**

Big assortment of Knit Caps for these cold frosty mornings for ladies and children and all colors to match your sweater price **25c to 98c**

ATTRACTIVE LINE OF SILK DRESSES
Wonderful Outstanding Value in all the style tendencies in Satin, Flat Crepe, Velvet Combinations and many

others. Sizes 16 to 42 **\$6.95 to \$49.50**
Special Belks Price

Big special lot ladies' check and stripe suiting cotton dresses. Special for this bargain feast **\$1.98 \$2.48 \$2.98 \$3.98**

Big lot ladies' long sleeve Gingham Dresses in Regular and Extra sizes. All new styles. Worth from \$3.00 to \$4.00. Special Belk prices **\$1.98 to \$2.48**

NOW IS THE TIME TO BUY FALL DRAPERIES

Extra special Checked, Plain White Marquisette Ruffled Curtains, 89c value **50c**
special per pair (limited quantity)

Other Ruffled Curtains, Rose, Blue, **98c to \$1.98**
Gold Ruffles, per pair

Silk Stripes **98c to \$1.98**
per yard

Cretonnes **19c to 69c**
per yard

Nets, per yard **23c to \$1.48**
per yard

Visit this Department and Dress up the home for the long winter months.
Big Table Aluminum Ware, \$1.25 to \$1.50 **98c**
value. Special

(Pots, Pans and Kettles.)
Special lot Aluminum and Enamel Ware out on table. 39c to 50c values. Sale price **25c**

Water Glasses, Going special **4c**
Three for 10c.

Other Glasses **8c and 10c**
priced

Glass Bowls **15c and 19c**
priced

Glass Vases **15c to 98c**
priced

CHINA WARE DEPARTMENT

Plain White Dinner Plates **10c**
each

Plain White Cups, only **10c**
each

One Lot Fruit Saucers **5c**
each

Gold Banded Plates **\$1.25**
Six for

Blue Bird Plates **\$1.48**
Six for

Blue Willow Plates **\$2.48**
Six for

Blue Willow Cups and Saucers **\$2.98**
Six for

Bowls and Bakers **19c to 79c**
Priced from

Glass Water Sets, 6-Glasses and Pitcher (plain) special per set **98c**

ELECTRIC IRONS
\$3.50 Value, Special **\$1.98**
\$5.00 value Special **\$2.98**

EXTRA! EXTRA!
\$1.50 value Thermos Bottle Lunch Box **95c**
both for

Fine for anyone carrying lunch. Get one NOW at this price. They won't last long.

Silver Plated Ware **\$1.25 \$1.48 and \$2.25**
Big assortment

Vases, Candle Sticks, Bon-Bon, Fruit Stand, Mahogany Finish Trays. Beautiful. Be sure to see these **98c to \$3.98**

Rose, Blue, Gold Colored Stripe Bed Spreads—72x90 **\$2.48** 81x90 **\$2.98**

Krinkle Bed Spreads **\$1.48 to \$2.39**
White

SOAPS! SOAPS!
Large Size Octagon per cake **6c**

Small Size Octagon per cake **4c**
Three for 10c.

Sunbrite Cleanser per can **5c**

Cold Weather Calls For a Good Warm Bathrobe

Big shipment of Ladies' and Men's Bath Robes at real \$4.98 and \$5.95 Bath Robe **\$2.95 and \$3.98**
Special Belk Price

Sleep Warm These Cold Nights
Ladies' and Misses' Outing Gowns for the cold nights is the very thing. All sizes from the smallest to the largest Prices from **69c to \$1.48**

HOUSE FURNISHINGS DEPARTMENT (Second Floor)

Brim full of the Biggest Bargains you have ever seen. Come to see us. We can save you money.

Rug Department (second floor) offering remarkable purchases from the well known Alexander Smith & Son's "Auction Sale" of Rugs recently held in New York, in which millions of dollars worth of most wanted rugs were sold to Bidders at Big Savings!

Belks Buy in Car Load Lots. New Rugs, Perfect Rugs! Sizes 27x54 inches to 9x12 sizes.

9x12 Ardsley Axminster, \$50 value, special **\$29.50**

9x12 Carlton Axminster, \$50 value **\$39.50**

9x12 Yonkers Axminster, \$65 value, special **\$47.50**

9x12 Hudson Tapestry, \$25 value, special **\$18.50**

9x12 Manor Tapestry, \$30 value, special **\$22.50**

9x12 Nepperhan Tapestry, \$35 value, special **\$24.95**

9x12 Katonah Velvet, \$35 value, special **\$24.95**

9x12 Palisade Velvet, \$45 value, special **\$32.50**

9x12 Colonial Velvet, \$60 value, special **\$42.50**

9x12 Beacon Tapestry, \$18.50 value, special **\$12.50**

9x12 Cross Seam Tapestry, Special **\$10.95**

9x12 Grass Rugs, \$7.50 value, special **\$4.95**

8x10 Grass Rugs, \$6.50 value, special **\$3.95**

27x54 and 36x63 size Rugs **98c to \$7.95**
Special Lot Felt Base Rugs, made by Certainteed Products Co.

9x12 Floortex Rugs, \$16.50 value, special **\$12.95**

9x10 1-2 Floortex Rugs, \$15 value, special **\$10.95**

6x9 Floortex Rugs, \$8.50 value, special **\$6.45**
DURABLE BLANKETS MADE IN NORTH CAROLINA—ELKIN BRAND (WOOL MIXED)

\$6.00 value Pinchurst Special **\$4.45**
Price

Other Wool Mixed **\$5.95 to \$7.95**
Priced

All Wool Blankets **\$8.95 to \$14.95**
Priced

Cotton Blankets—Big Values
One Special Lot Cotton Blankets 60x76, \$2.50 value. Special per pair **\$1.98**

Plaids and Plain Grey, **\$2.75 to \$3.98**
Blue, Rose

Enjoy the Crisp Fall night air by getting under one of these fluffy, wooly blankets.

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"It's Always Less at Belk's"

CONCORD, N. C.

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