

CLEARANCE SALE

Celebrating Our

16th BIRTHDAY 16th

Opens Thursday Morning July 15th, at 9 O'clock

AND CONTINUES THROUGH MONDAY, AUGUST 2nd

Our Store will be closed all Day Wednesday, July 14th, rearranging and marking down our entire stock.

A Wonderful Story of Progress

What 16 Years Have Wrought in Our Midst.—The People the Beneficiaries of Genuine and Modern Methods in Business.

The Concord Daily Tribune. (Written by one not interested at all in this Business, But as a Lover of the Truth).

It is indeed an interesting story—a truthful story, and truth is stranger than fiction—that we tell today to the good people of Cabarrus County. A city and a county are judged to a great extent by their business houses and by the men and women who are back of them. Stores are an index to the community. As they progress or retrogress so does the city. If they progress, if they are attractive, if they serve the interests of the people then all things do likewise.

The first real big store in Concord was founded by this firm. Sixteen years ago, 1911, Mr. John G. Parks, formerly a farmer boy, reared near the spot where President Andy Jackson was born, came to Concord. He had a vision of a great city here. He had faith in our people and he risked his all to establish a big business here. He started in a modest way and won success by merit and hard work and business genius. He and his faithful assistants have built up a gigantic business here that would do credit to larger cities. Today they have here 36,000 feet of floor space all loaded with the best that the market affords. Year by year this business increases. His faith in the people has been returned by their faith in his firm. His motto: "We Sell It For Cash For Less" has been proven true in thousands of ways. In these 16 years he has sold millions of dollars of merchandise to satisfied customers. Their satisfaction is proven by their continual buying of more goods each year. The people now know that every dollar back of this business is there to protect every purchase you make. Their success is made by service to you. A humbug cannot live 16 years. In Concord is the mother store under Mr. Parks' management and the children—there are seven of them—and some of the children are almost as large as their parents—are the leading stores in Kannapolis, Newton, Albemarle, Hickory, Spartanburg, North Wilkesboro and Mt. Airy.

Mr. Parks works hard. All this energy, his brains, his 40 odd years of business experience and his efforts and the efforts of his hundreds of employees are put forth to buy better goods cheaper and to sell them to you cheaper. This is the high ideal, the love-dream of his life and his dream comes true to benefit his customers. The great Belk chain of stores is also back of these seven stores. Their trained buyers are in all the world's markets, all the time working for you—getting the best there is for you for the least money.

We have talked to big business men who know who is who and what is what and they all say that John Parks gets more value for his dollars when he buys goods than any other southern buyer. And this trading gift, this valuable asset to Parks' stores, is brought direct to all who trade there.

The people are the beneficiaries of his successful methods. This fact has saved our county alone millions of dollars during the 16 years of business. They are today prepared to serve you better than ever in the past. Immense stocks of the best goods have recently been bought at less than the manufacturers' cost, in many cases. These are offered to you in this big sale with only a small profit added. They would rather sell \$100,000 of goods in a given time and make \$10,000 than sell \$10,000 worth and make \$2,500 or even \$5,000. It is the volume that counts. That is why they can sell it for less and still grow bigger and bigger. BY A SATISFIED CUSTOMER.

We are proud of the above article and you are cordially welcomed at all times to all our stores. Make each store your home when near us.

We thank you for your magnanimous support in the 16 years now gone. We promise you that we will try to honestly serve you as best we can. Come in our stores without knocking and go out the same way, is your hope. PARKS-BELK CO.

This Is Going to Be The BIGGEST SALE EVER In North Carolina BE ON TIME



Toilet Requisites at Birthday Prices

Toilet Requisites have become a necessity to keep that schoolgirl's complexion and we have decided to discontinue several lines, for we do not have the space to carry such an enormous stock as we have a large reserve stock on hand and this must be reduced during our Birthday and Clearance Sale.

Our entire stock of Toilet Articles going in this Birthday Sale and it will pay you to buy even your three or six months' supply.

Face Powders Slashed

- \$1.00 Size Azurea and Flora Maye Powder, Birthday Sale **69c**
- 50c Size Melba Bouquet Face Powder, Birthday and Clearance Sale **39c**
- 50c Size Mavis Face Powder During Birthday Sale **39c**
- 50c Size Nadine Face Powder, Birthday and Clearance Sale **39c**
- \$1.00 Size Edna Wallace Hoopere Face Powder Birthday Sale **69c**
- 25c Woodburg Facial Powder, for Birthday Sale **18c**
- 25c Size Colgates Large Size Face Powder, Birthday Sale Price **19c**
- 10c Size Colgate's Face Powder, Birthday Sale **8c**
- Djer Kiss Face Powder, Special during Birthday Sale **39c**
- \$1.00 Size Mary Garden Face Powder, this is extra special, Clearance Sale **69c**
- 25c Size Black and White Face Powder Birthday Sale **19c**
- 60c Pompeian Face Powder, Birthday Sale Price **45c**
- \$1.00 Size Coty's Face Powder, Birthday Sale **85c**
- 50c Size Luxon Face Powder, Birthday Sale **39c**
- 10c Size Pixie Face Powder **8c**

Talcum Powder Specials

- 10c and 25c Size Mavis Talcum Powder. Special for Birthday Sale **8c AND 18c**
- 25c Size Mary Garden Talcum **18c**
- 25c Size Djer Kiss Talcum Powder **18c**
- 35c Size Flora Maye Talcum Powder **18c**
- 25c Size Mennen's Talcum Powder **19c**
- Lana Borated Baby Talcum Powder **8c**
- 10c Size Pixie Talcum Powder **8c**
- 25c Size Black and White Talcum **19c**
- 25c Size Squibb's Talcum Powder **18c**



Toilet Soap For Less

- 25c Size Black and White Soap, Birthday Sale **19c**
- 25c Woodbury's Facial Soap **18c**
- Sayman's Vegetable Soap, special **10c**
- Guest Ivory Soap Birthday Sale **4c**
- Pure Olive Oil Baby Castile Soap **8c**
- Florence Castile Soap Special **4c**
- Colgates All round Soap Clearance Sale **7c**
- Resinol, Cuticura and Parker's Tar Soap, 25c size Birthday Sale **19c**

- Lana Oil Soap, Birthday Sale **8c**
- Colgate's Pine Tar Soap, special **12c**
- Colgate's Cashmere Roquefort Toilet Soap, 10c size **8c**
- Coco Roma, White Lilac and Carnation Soap **7c**
- San Remo Baby Castile Soap, Birthday Sale **8c**
- Jergens' Castolay Baby Soap **12c**
- 25c and 50c Size "Mum", Special price **19c and 39c**
- 50c Size Pepsodent Tooth Paste **35c**
- PEBECO TOOTH PASTE **29c**
- 50c Size Pebeco Tooth Paste, a special lot opening morning and evening, also Friday and Saturday. A Big Birthday Special **29c**
- Kolyons Tooth Paste during Our Birthday Sale **19c**
- ROUGES, 10c to 50c
- Complete line Rouges, all shades and qualities 23c to 69c. Special During Birthday Sale **19c TO 50c**
- Compacts
- Special Lot of Compacts in nickel and gilt, also hand painted single and double. We are going to clean up all odds and ends during our Birthday Sale. Values up to \$1.00. Close Out Price **25c and 50c**

Shoe Department Phone 608

Beauty Shoppe Phone 892

PARKS-BELK CO.

CLOTHING DEPT. PHONE 608

CONCORD, N. C.

LADIES' WEAR PHONE 138

Dry Goods and Notions Phone 608

Groceries Phone 138