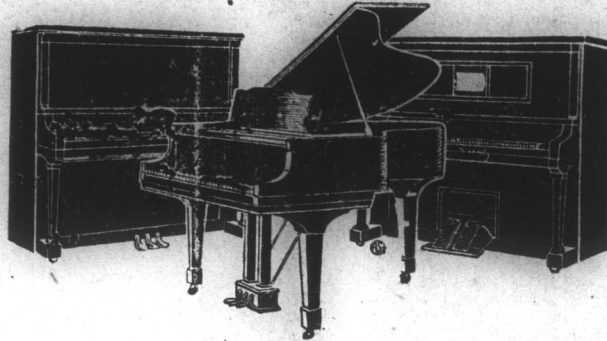


DON'T FAIL TO VISIT THE BOOTH WITH THE MUSIC AT THE CABARRUS COUNTY FAIR OCTOBER, 16th to 20th

We invite your presence at our booth where there will be a striking display of the leading makes of pianos, and talking machines, with a wide range of sheet music and records to enable you to enjoy whatever selection you care to ask for. Note Pathe Actuelle, something new, we are offering which makes the music actually resemble in effect an orchestra.



What more fitting gift could you make to your family than a piano or a talking machine? It is something which the whole family can share in enjoying and is an enduring token of your appreciation and affection.

A PIANO AT YOUR OWN PRICE DURING FAIR WEEK

Here is a chance for lucky folks. Everyone who desires can make a bid on a high class new piano on display in our booth. You name your own price and write it with your name and address on a card. On the last day of the fair, the bids will be examined, and the highest bidder will get the piano regardless of how low the bid may be. Here is a chance to get a piano at your own price, which does not often present itself.

DON'T FORGET TO REGISTER AT OUR BOOTH

Your chance to win a valuable prize will cost you nothing. Everyone who registers at our booth during fair week, will be given a number. On the last day of the fair a box of corresponding numbers will be shaken and one drawn. The lucky person with the corresponding number will receive absolutely free a valuable prize.

BIG SALE OF ENTIRE STOCK BEGINNING OCTOBER 27th

Watch for our announcement shortly in regard to a bargain sale of pianos and talking machines which will establish a new record in values. This will be one of the most important merchandising events in our history and anyone who is seeking a high grade piano, or talking machine should keep in close touch and be sure not to miss this unusual opportunity.

KIDD - FRIX MUSIC & STATIONERY COMPANY

58 South Union Street

Concord, N. C.

Phone 76

Just Start Young.
"Now, don't you be downhearted, dearie," said the consoling landlady. "You'll get over it. Why, look at me. I was flitted by three fellers an' had two breach o' promise cases, but bless you, I've lived to bury a couple of husbunds."—Houston Post.

No Need for Further Call.
Little Katherine was visiting her aunt in the country and one morning while she and her cousin were dressing, chattering crowed long and loud near the house. Katherine rushed to the window and shouted, "Never mind us, Mr. Rooster! We're up."

CONCORD IS LIVE TRADING CENTER OF CENTRAL CAROLINA

As a trading center Concord is, without a doubt, ideally situated and the character of its commercial establishments both wholesale and retail has had to do with its trade expansion. With improved roads and the advent of the motor propelled vehicle the farmers and their families seek the town where their wants can be best met and where they are sure of a courteous reception.

No town in the State has made modern stores, or better stocked emporiums, than Concord. In fact, a visitor can completely equip his farm, outfit his home and dress his family at prices which are in line with those of the larger cities.

Even during the period of inflation following the cessation of hostilities in Europe, Concord merchants were free from the prevailing spirit of profiteering and such a thing as hiking prices to fit the occasion was unheard of in this community.

The strength of the town as a commercial center has rested in the spirit of fairness which its merchants have fostered.

Banking facilities in Concord are splendid. Its financial institutions are strong and have contributed much to the upbuilding of Concord and the counties and towns contingent to it, their entire funds being used in the advancement of the community and its people.

The business men of Concord are live-wires. They are boosters first and last and all the time and believe in co-operation, and to their broad-gauged policies and practices may be attributed a large part in the advancement and growth of North Carolina.

Efrid's Store Will Have Larger Home

After 15 years' service to the public in Concord, Efrid's Department Store, is preparing to move to a larger building, where more departments and a higher quality of merchandise will add to the popularity of North Carolina's greatest merchandising institution.

Established here in 1907, being the second link in the great Efrid organization which now numbers 24 prosperous and aggressive stores, the Efrid business in Concord, during the first year or two had the benefit of the management of I. B. Efrid, the president of the company, and his brother, E. L. Efrid, now of Winston-Salem. These two men laid the foundation of the fine business which the Concord store enjoys today, as they have been equally successful in building up trade and friends wherever they have located stores. Following the management of J. B. and E. L. Efrid, another member of the Big Five came to Concord in the person of J. R. Efrid, now manager of the Columbia, S. C. store, and one of the biggest links in the Efrid chain. In 1916 A. E. Harris, the present manager located here, coming from Lilesville, in Anson county, where he had had mercantile experience. He is a man who goes through the whole mechanical pro-

cess of washing without coming in contact with other clothing. The laundry occupies a building of two stories 30x60 feet and conducts a pressing club upstairs where cleaning and dyeing is also done. Only the best washing materials are used throughout the laundry which is fully equipped with modern machinery, and is located at East Depot street. C. T. Miles, the manager, is a Moose, and a member of the American Legion. He spent a year in the Navy during the war. He was born in Wayne county, and his boyhood home was in Durham. Before coming to Concord he spent two years in Norfolk.

all the Efrid's and their connections, a real worker, with a firm conviction that there is no system like the Efrid system of merchandising and "giving service." "Sell a lot for a little," is one of the slogans of this store, he said. "It is based on the ability to buy a bargain in order to sell a bargain. We have our own New York buying office with a member of the Efrid family there at all times, and we buy in quantities large enough to supply 4,000,000 patrons through 34 stores. Naturally we get the closest prices there are, and pass the saving on to our customers."

Mr. Harris is the superintendent of the First Baptist Sunday school, which now has 250 on the attendance roll compared with 125 when he took the position three years ago. Mr. Harris is a strong church man and was active in connection with the building campaign for the new church now under construction. He is an active member of the Rotary Club and a Knight of Pythias.

Peck's Taxicabs Get There Safely

Born and reared on a farm, C. H. Peck, after 22 years' residence in Concord is the sole owner and manager of Peck's Taxi Service, owning and operating five comfortable taxis, a large jitney bus on the streets of Concord and a bus to Albemarle. His father for years was sheriff of the county, and when C. H. Peck left the farm he put in three years as deputy sheriff, later becoming a city mail carrier, which position he held for ten years. Desiring to get into business for himself, he started in the taxi service in 1916 and has been prospering ever since. He attends the Lutheran Church, is a member of the Woodmen of America; the Junior Order of American Mechanics; is a Knight of Pythias, is married and has seven children.

J. C. Blume Star and Durant Cars

With two such well known popular priced automobiles as the Star and Durant under his exclusive sales management for Cabarrus County, J. C. Blume, is prospering in the automobile and garage business. He owns his own salesroom and garage building on Spring street, 40x60 feet and employs two mechanics and two salesmen. He will have a tent 40x60 feet on the fair grounds near the grandstand during the Cabarrus County Fair, October 16 to 20, at which he will exhibit Star and Durant cars. Mr. Blume was born in Mecklenburg county; attends the Lutheran Church; is married with three children.

Mrs. F. Cecena, 37 years old, of San Diego, Calif., has given birth to twenty-five children, including two sets of twins and one of triplets.

W. B. Ward Co. Fast Comes to Front

Founded in January, 1922, the firm of W. B. Ward and Company, of Concord, wholesale grocers, with branch houses at Albemarle and Mt. Gilead, has quickly come to the front as one of the important wholesale houses of the district. W. B. Ward is secretary-treasurer and manager. Mr. Scales manages the Albemarle business and Mr. Smith the branch at Mount Gilead. For some years Mr. Ward was agent for the express company here and was also with the A. F. Hartsell Company, wholesale grocers. In addition to a successful business career, Mr. Ward was honored with the confidence of his fellow citizens, being chairman of the Board of County commissioners for four years, serving two terms. He is active in the Methodist Church, being on the Board of stewards. He is a Knight of Pythias, is married and has three children.

Located at 8-10 S. Church street, W. B. Ward and Company, in a brick building 70x100 and carries a stock of \$50,000, about the same amount being also carried at each of the branch houses. The firm works Cabarrus county and parts of Rowan county, distributing the Van Camp line, Diamond tires, chicken feed, a full line of canned goods; Libby's products; Calumet baking powder; extracts, spices, and Standard patent medicines, in addition to smoking materials, and notions. Seven people are employed including two salesmen.

Scarboro's New and Up-to-Date Store

Concord's newest dry goods and ready-to-wear store was established on September 14th, 1923, by P. P. Scarboro and J. G. Scarboro, an excellent location being secured on South Union Street in a two-story building 30 by 140 feet. Dry goods, ready-to-wear, millinery, notions and novelties are carried. P. P. Scarboro, who is the active manager, is a young man but has had many years experience in the business with Belk Brothers, in Charlotte, where he was employed for eleven years. He resigned as manager of the piece goods department of Belk Brothers to organize the present store in Concord which he regards as one of the best cities of its size in the state. Mr. Scarboro is most enthusiastic about the fair which he thinks will be a great business bringer. He is a 32nd degree Mason, a Shriner and belongs to the Methodist Church. J. G. Scarboro, a partner in the business, is the traveling representative for Barrett & Co., the largest roofing manufacturers in the world.

Crystal Damp Wash Laundry is Growing

Although only established two years ago, the Crystal Damp Laundry of which C. T. Miles is general manager, has already made many friends among the housewives of Concord and Kannapolis, by reason of its prompt service and thorough methods. Employing nine people and with three trucks, the laundry of each customer is kept entirely separate and



SAVE THAT LABOR

The worst of the week's wash is in the big pieces. You don't mind the smaller ones so much—although they're bad enough, goodness knows—but if you can get this laundry to save you on the big jobs, fine! Let us do them for you—we know how!

Crystal Damp Laundry

Phone 632 Concord 8 W. Depot St.

FRESH MEATS Of All Kinds

For thirty years this business has put Quality and Service before all other considerations. We are proud of having the patronage of the families who are particular.

J. F. Dayvault & Bro.

Concord, N. C.