## PENNY COLUMN













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THE OLD HOME TOWN

## mackiontry EFIRD'S <br> THE STORE OF SATISFACTION

Our Big Easter Sale will soon draw
 to a close. Be sure you are not the one to be left out during this great opportunity sale New stocks have been added and more new goods being received every day. Be sure to shop while this sale is on.



BIG EASTER SALE
NEW SPRING FOOTWEAR At Prices Unbelievably Low

## PARKER'S SHOE STORE

Between Parks-Belk and MeLellan 5 and 10c Stoce


## "The Old Inces Peo Lias Incison Smoptinnesen

The new Essex has all the stamina for which its forerunner was famous. And its 6 -cylinder motor built by Hudson, gives smoothness of performance heretofore exclusive to the Super-Six.
Its economy includes not only exceptional gas, ail and tire mileage, but a policy of minimum maintenavce cost with parts prices that will astonish you.
ESSEX COACH ${ }^{4} 975$
Touring Medel 8550 Fruthe adixit unt


## Parks-Belk Co.

Service to Our Customers is What We Demand
If We Please You Tell Others. If We Don't Tell Us. Service Is Our Middle Name

## EVERY DAY IS BARGAIN DAY

We are offering some wonderful Bar gains in our Piece Goods Department


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\begin{aligned}
& \begin{array}{l}
\text { 3.50 Value Crepe Pack Satin, ail the best } \\
\text { colors. Before Easter Sale Price }
\end{array} \mathbf{\$ 2 . 9 8}
\end{aligned}
$$ 58.00 valua 36 in Per

$\$ 1.48$
Extra Heavy, special -........

S.2.50 valuc 4 -inch Radium,
Easter Sale
Price
$\$ 1.98$
Big Range of Colors in Changeable Taffe-
ta tor Eveniug Dreses
$\mathbf{\$ 1}$
S2.aO value Heavy Cdepe de Chine, Before $\$ 1.59$
Easter Sale Price
$\$ 2.50$ value 40 -inch Crepe de Chine, Full
range of colots Pres.
Price $\mathbf{\$ 1 . 9 8}$
St.50 value Tub silit for Dresses and $\$ 1.25$



EXTRA SPECIALS IN SILKS
36-inch Black Taffeta, $\$ 1.50$ value
Before Easter sale Price ( 6 yds to customer) 36 -inch Black Messaline, good heavy quality 98 c
Sale Price ( 6 yards to a customer) $\$ 1.50$ value 36 -inch Navy Messaline. Before 98 C
Easter Sale Price ( 6 yards to customer) --

50 c Value Neverfade Suiting. Guaranteed 396
fast color to sun and Washing. Sale Price
60 c value Year Round Suiting. If color fades we will refund your money. Special Before
Easter Sale Price Plain Colors in Organdy and Voite. 19c to 98c $\$ 1.00$ Value Silk Poplin in Full line of 79 c
colors. Before Easter Sale Price $\$ 3.00$ value Printed Crepe in Big Range
of patterns. Before Easter Sale Price One Counter Filled with Silk Striped and Cher Tissue and Dotted Voile. All One price 49e Before Easter Sale --..-.....................
85 c Value 36 -inch Dress Linen, allors 85 c Value 36-inch Dress
Easter Sale Price
One counter filled with colored Indian Head Colored
$25 c$ Voiles and Crepe Suiting. Befor
Easter Sale Price

## BEFORE EASTER SALE OF FINE WHITE GOODS.

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| :---: | :---: |
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| St |  |
| Specip Nainsook, 12 yarrd alts | \$3.98 |
| 3 Ghich White Indian Heid, Short | 25 c |
| Sacerer value Whicte and Eolored Einice Linge |  |
|  | 39c |

For Sale-One Ford Roadster in Goad Condition
Parks-Belk Co.
138-608 "For Less"
Concord.
:-:
:4:
N.C.

