PENNY COLUMN
Oh! Believe Me, My Sweet-C COME ON BOYR CoME ON TM







## The New EFIRD Store

Concord's Big Department Store
is fibw in lts new quarters with a complete stock of New Goods WE WELCOME YOU

## The New EFRIRD Store

IN AND ABOUT THE CITY



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## PARKS-BELK CO.

We still have a limited quantity of Summer Goods to close out in order to make room for the new fall goods that will soon be coming in. We are making some very Low prices in order to try to make a clean sweep of all summer goods.

Ratine and Organdy in full line of colors at Abbut Half Price.

One lot of New Voiles just in for our Mid Summer specials. It will pay you to buy now as you hidve two more months to wear yout summer dresses. Mañy big values in Canton Crepe, Satin Canton and Crepe de Chine. Also special values in all kinds of Silks. Come in and let us show you. A few prices to give you an idea of what we have:



##  <br> $17 \frac{1}{2} \mathrm{e}$

Don't forget we still have the Extra 10 Per Cent. Refund Sale on all goods on the Second floor.
With every $\$ 2.50$ worth of tickets we will give 25 c cash. These tickets will be redeemed between August 12th and 15th. After that date all tickets will be void.

# PARIS-BELK CO. <br> OPEN THURSDAYS 

PHONE 608
PHONE 138
MOM' POP BY TAYLOR


