

## The New EFIRD Store

IF YOU HAVE
$\$ 2.95 \quad \$ 3.95$ or $\$ 5.00$
To Spend for a New Fall Hat
yon will want to come down for first choice from a collecTheir new shapes will refresh you.
The colorings will charm you.
d : $\quad \$ 1.95$ to $\$ 2.95$

## The New EFIRDStore



## PARKS-BELK CO. <br> CONCORD, N. C. <br> CONCORD LARGEST AND BEST DEPT STORE SELL IT FOR LESS <br> Our New Fall GoodsArriving Every Day

We are showing quite a big line of the New Wootens and Silks that are being used so much this fall for dresses, coats and capes, that we were fortunate in buying before goods advanced.

We can save you money on anything you want to buy in Silks or Woolens for your fall dresses,
Some of the most popular materials this sedson $M$ ate Flannels, Poifet Twills, Broadcloth and Serges in Woolens and Charmeuse, Grepe Back Satin, Satin Canton and Canton Crepe for dresses of service, and ailso Cordungy and Velvets, will be good
 Watclify opening of 4 fom dater Bequty Parlor for Gon-

Nowating Free Ficket no the B Gab riol Count Fair at Tarks-Belk Co o opolor Mobober 23rd. Headquarters for Tickets

##  <br> PHONE 608

We Lead, Others Follow

