## ENNY COLUMN



## BRUISES



In Winter Your Hair Needs More Care
to deprive yourself of this loveliness. With proper care you can keep your hair charming and healthy this winter and add to its attractiveness.

Our specially prepared shampoo prevents cold weather's ravages to the hair and at the same time keeps the scalp clean and healthy. It's purity makes it safe to use
on even a baby's silky hair. It's mildness keeps it from irritating the most delicate scalp. It's dainty fragrance adds to any girt's attractiveness.

EFIRD'S BEAUTY SHOPPE CALL 890 For APPDINTMENT


## PARKS-BELK CO.

After Stock Taking Many Bargains left that must be clean ed up this month to make room for our New Spring Merchandise.
We have some wonderful values in ladies' coats, dresses and hats which we are going to clean up quick, so come early and get the pick of the stock. All the goods are at from 20 to 50 per cent. off. Come quick.
Big Speciale n tadies, children's and men's swea: rs-just the thing for the cold days These are some of the most woncerful bargains we have ever of ared in sweaters. Special prices from 98ic to $\$ 7.95$


SPECIAL IN MEN'S TWO-PANTS SUITS

Men's two-pants Suits, all sizes and colors, special
$\$ 9.95$
One lot men's hard finish Suits going
$\$ 12.50$ to $\$ 18.50$
One big lot men's Metcalf Suits, in all sizes, 35 to $\mathbf{5 0}$, special
$\$ 24.95$
Overcoats-mall styles foryyoung men Priced
$\$ 2.98$ to $\$ 14.95$ Men's Sweaters-Biggest assortment of Men's Sweaters in Concord. Priced from

98 c to $\$ 4.95$

## PARKS-BELK CO.

We Delivere Evevrything We Sell
Phone 138-608


## MOMPN POP

BY TAYIOR


