## ENNY COLUMN



## The New EFIRD Store

Week-End Specials in Ladies' and Misses' Coats
here are just a few of the many extra specials'you will find 5 Fur and Natural Trimmed Coats 8 Fur and Natural Trimmed Coats
$\$ 29.50$ value, only Fur Trimmed Bolivia Coats
$\$ 25.00$ value, only


## The New EFIRD Store

## 

Penny Adz Get Resuits-Try Them

IN AND ABOUT THE GITY


## PARKS-BELK CO.

## If you are in a hurry to shop, come to see us for we carry the most complete line of Notions to be found in town or this section of the State



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