PENNY COLUMN


## The New EFIRD Store

Wonderful Assortment of
LADIES' SPRING COATS AND DRESSES

It Takes Less Money to Buy

VISIT EFIRD'S BEAUTY SHOPPE Ror Special Attention for the Hair

## Tho New EFRID Store

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## ANNOUNCEMENT!



Fetzer \& Yorke Insurance Agency
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## PARKS-BELK CO.

NATURALLY CURLY HAIR
A Permanent Wave by the Lanoil Process means the transform-
ing of the straigthest, lankiest hair-hair which otherwise needs ing of the straigthest, lankiest hair-hair which otherwise needs
curling daily into naturally curly hair. You may shampoo it, use hair treatments of any kind, go out in the rain, brush and comb it as much as $y$
born with it

WHOLE HEAD $\$ 80.00$
WE MAKE HAIR SWITCHES
Phone 892, Listed as . A. Henry's Beauty Shop

We are receiving every day new goods for our second floor to which we invite your inspection.

All the newest Silk and Prints in Ladies' Spring Dresses, Coats and Suits which will appeal to you.

We have a larger line of spring goods than we have ever had and this makes you have a better chance to get exactly what you are looking for. We guarantee the price is right. Prices range from
$\$ 9.95$ and up
Give Us a Look Before You Buy.
Also New Silks and Prints in the Piece Goods. Pepartment are coming in every day.
5 xam

## PARKS-BELK CO.

WE SELL IT FOR LESS FOR CASH
Phones 138-608
Concord, N. C.


