PENINY COLUMM


## The New EFIRD Store

## EFIRD'S

SPRING OPENING AND SUIT SALE
Is Going Big With
WONDERFUL VALUES
In All Spring Merchandise
Our Beauty Shoppe
Will Give You
The Best of Service

## The New EFIRD Store

## IN AND ABOUT THE CITY


No

## CARE OF YOUR HAIR

You cannot expect hair which is naturaity devoid of the the hour hair and a clean freshness
bright after an ordinary shampoo.
A shampoo that is DIFERENT wil add real beauty to your

## - we mas mins surcues

## Parks-Belk Company Beauty Shop <br> Phone 802, Listed as C. A. Henry's Beauty Shop

PARKS-BELK CO.


Spring has arrived and you will be looking for something for a cool dress for the warm spring days. We have' a wonderful line of dress Linens, Cotton and Silk Mixtures and Cotton Goods for Spring, and you will save money by see ing ourline before you buy.
We buy direct from the Manufacturers and save the jobbers' profit and give it to you.


OUR MOTTO: SELLIT FOR LESS We Deliver Everything We Sell
Phones 138-608
Concord, N. C.


