



## The New EFIRD Store

has for you Spring Dresses in All Shades and Materialls Priced From $\$ 4.95$ up to the famous "Valia" at $\$ 39.50$ :


## Thellew EFIRD Store




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## \$10,000,000 Company Wants Man to Sell



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## IN AND ABOUT THE CITY



## CARE OF YOUR HAIR

You cannot expect hair which is naturally devoid of lustre to look brilliant or exceptionally
bright after an ordinary shampoo. A shampoo that io DIFFERENT will add real beauty to your hair and a clean freshness.
Our shampoo for DANDRUFF will do this for you

## Our shampoo for DANDRUFF will do this for you WE MAKE HAIR SWITCHES <br> Parks-Belk Company Beauty Shop <br> Phone 892, Listed as C. A. Henry's Beauty Shop

## Now Is the Time and this is the Place to Buy Your Spring Merchandise

When you want to buy merchandise you like to go to the store that has the biggest stock and in this store you get the biggest values for your money. We have some of the most extraordinary values in our Ladies Ready-to-Wear and Millinery Department that has ever been shown in this section of the State.

New Line of Ladies' Wash Dresses in the new strip Broadcloth at $\$ 3.98$ to $\$ 5.95$.

- Tersecel Lot of Ladies House Dresses, in in ilefale and Ginghams at 79c.


## PARKS-BELK CO. <br> We Deliver Everything We Sell <br> Phones 138--608

Concord, N. C.

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