

## The New EFIRD Store

Is the Place You Will Find All Kinds of New Merehandise For Your Eastèr and Spring Wear

## EVSIT OUR

 Fok your ixiri iressing
## The New EFIRD Store

IN AND ABOUT, THE CITY


## CARE OF YOUR HAIR

You cannot oxpect hair which is naturally devoid of lustre to look brilliant or axceptionally
bfig after an ordinary hhampoo. A shampoo that is DINPERZNT will edd real beaut
Our shampoo for DANDRUFF will do this for you.
Parks-Belk Company BeautyShop Phone 882, Listed as C. A. Henry's Beauty Sho

## Spring <br> Dresses

With Those Distinctive Fashioh Details For Women and Misses-The Smartness Is lit the Silk and Color of These froeks


Their lines are simple, as Fashioi decrees, but there's brilliaricy in the fabric and color, so fresh and spring like
and eoribined with becoming touches these frocks have a and combinied with becoming touches these frocks have a
very definite charin. Detais and garnitures differ, thus
each has a pleasing individuality; giving interest to seleceach
tion.
Printed Silks in floral añ geometic effects.
Printed Chiffon in mintiti-colored designs with pleated
flounces and jabots. Soft and phant
$\$ 9.95$ To $\$ 39.50$
Latest ispling hats

 $\$ 1.00$ UuF $\$ 19.95$ EXCEPTIONALLY CHARMING HATS in Peanat, Leghorn and Jap Straws. You
must se these Hats to Appreciate the ex-
cellerit valdes. In style, materials, and cellent valdiks, In style materials, and
quality. Al the new high shades. Ofnber Georgette draped and Ribbon trimmed. The
actual values in either group far more than

THE costume enselible
so popular as-the ensemble, each, one
pleasingly, different, possessing features that make it a costume of elegance, evidenc ing youth-is one that is sure to please
from the standpbint of practicability-style

## $\$ 12.50{ }^{\text {TO }} \$ 79.95$



HATS THAT ARE OUTSTANDINGCHICK, SMART STYEES MODERATELY PRICED
wonderful collection of flowers and rib
trimmed Straw and Silk cortbinations In colors, shapes and styles thiat you find in
the very figh priced Hats. Special at-
$\$ 1.98{ }^{\text {To }} \$ 4.98$

## PARKS-BELK CO.

We Deliver Everything We Sell
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