## IN AND ABOUT THIC CITY



Wonderful Specials in Our

PRE-EASTER SALE

New Stylish Spring Coats Priced at $\$ 7.95$ to $\$ 22.50$

New Spring Dresses in Silk and Broadcloth Priced at $\$ 3.95$ to $\$ 42.50$

Come and Make Your Selection For Your Easter Dress and Coat

## The New EFIRD Store

## THE LURE OF SOUTHERN BEAUTY

Some accept this condition as natural "to her skin" " who reat way to refine the pores. Every skin requires an astringent to render it pliant and firmi.
Keep your skin immaculately clean, free it of black-heads and other excess pore ser keep your skin immacuiately clean, free it of black-heads and other excess pore secretion
and refine the texture by having "Fla Nestle Lanoil Permanent Wave $\$ 10.00$ to $\$ 20.00$.

## Parks-Belk Company BeautyShop <br> Phone 898, Listed as C. A. Henry's Beauty Shop

Fix up your house for Easter from our House Furnishing Department. What could be nicer than to have new cook ing ware to cook the big Easter feast in. We have a com plete line of Kitchen Ware, all kind Glass Ware, China Ware, Rugs and all kinds of floor coverings, Curtains; Draperies, all of which add to the beauty of the home.
See Us. For House Furnishing
Wants-We Sell Them for Less


Something New! Glass "Space Saver Refrigerator Dishes SET OF $\$ \$ 1.00$ Class containers that take the place of unsanitary and
inconvenient collections of miseelaneous dishes in your ice inconvenient collections of misell haceus dishsesinin our ind
box.
They fave space, time and food Each dish fits periectly on top of the other and has side openings for the in
culation of chiled air.

ACME THE 5-MINUTE ICE CREAM


We Deliver Everything We Sell
Phones 138--608
Concord, N. C.



