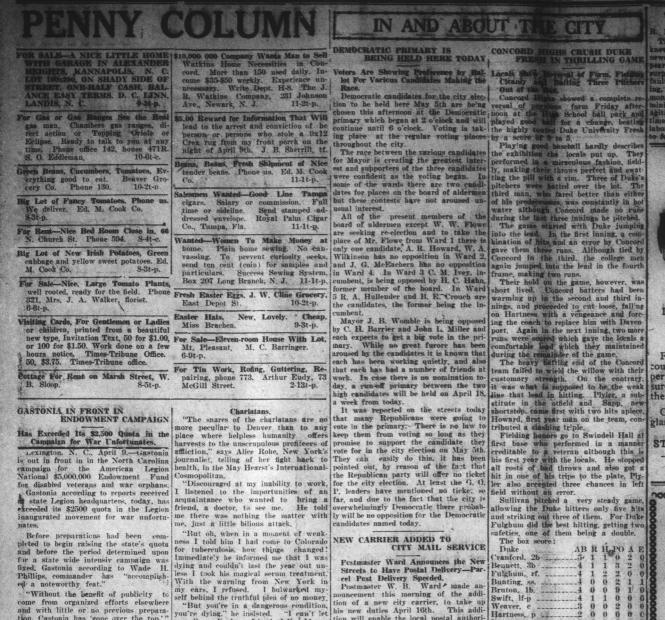
7 COLUMN IN AND ABOUT T

The New EFIRD Store

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Tend, a dector, to see me. He told me the Legical properties for the Democratic three probability in the Democratic three probability in the Democratic three probability in the Democratic three probability and the Democratic three probability and the Democratic three probability in the Democratic three probability is the Democratic three p

rechedules may cause some confusion for a few days and the local office asks the indulgence of its patrons until this according to the service is fully established and working smoothly." The city delivery limits have been est tended to include the following addi-tornal streets: To end of Loan Street. East end of Marsh and south end of Vance.

Mendow Street to city limits. North end of Vance Street to Ameri-an Avenue. American Avenue to North Church

treet. Waddell Street. North Church Street from St. Marya o city limits. Carolina Avenue. Douglass Avenue. Caldwell west from North Spring. Douglass Avenue, Caldwell west from North Spring. Second Buffalo west from North

ring. Braton Street. St. John Street from North Kerr to West ends of Fink, Elm and Odell

Buck Stree James Avenue. South Georgia Avenue from Branch Street.

High Str

rth Spring Street from Tribune. Dr. Pentuff at Mooresville.

Bunting, ss. Bruton, 1b. Bruton, 1D. ---Swift, If-p ----Weaver, c ----Hartness, p ---Davenport, p. Pennington, If

Totals ____ 35 Concord Simpson 2b. Williams, c _ AB R H -4 1 0

Totals ______ 31 8 8 27 11 Summary: Three base hits; Howar Two base hits, Hall, Sapp and Fulghur Genetics hits State

Laughlin. Albert Lasker on Advertising. The greatest danger that advertising faces is the fact that too much is expect-ed of it, according to Albert D. Lasker, president of Lord & Thomas, one of Chi-cago's largest divertising agencies and formerly chairman of the United States Shipping Board, who spoke at a luncheon given at the Advertising thub in New York, on Friday. Manufacturers have grown to think of it as a curceall for their troubles, he said. "Advertising is the greatest force that have some to the aid of the distribution of goods in the past 20 years," he said, "but it cannot accomplish everything. It can-not do much for merchandise that is not good enough to self without advertising. No man can do mything for an advertis-tic who does not understand his own busi-ness."

WHAT IS EATIN' JIM

Jewelers and Optometrists

STARNES-MILLER-PARKER

Fur Trimmed To Take Your Measure For Your Suit. Be Sure and . See Him Parks - Belk Company Spring Coats and Dresses



If your coat or dress with its fur trimming is spotted and stained dull and soiled, let us clean it for you. Our method of cleaning will make them look wonderfully new.

M. R. Pounds

Dry Cleaning and Tailoring

MOM'N POP

According to Mr. La ker the latest methods in advertising has been learned from the old vendors of partent medicines. "In those days the advertisers used to make use of tretimonials from unknown persons," he said, "Modern advertising tries to get restimonials from celebrilies. The theory is exactly the same. The on-ly difference is that the modern applica-tion of it is sound."



DO YOU SEE A CLEAR, BRIGHT WORLD?

Five million people in this country are handicapped by im-perfect vision. How can you be sure that you are not one of these?

Come in and let us fit you with glasses to help you see perfectly.

Announcement

since the matrix of the state, is not definitely explained. The voluntary confestion, "I have never been a tectolate," is in ferentially offered in extenuation of his offending. If that he so, the fact that inferentially offered in extenuation of his offending. If that he so, the fact that and the inv, as he was if he was not a tectoraler, will hardly mise him the state of the state of the state of the state while about the strength of the sent while about the strength of the sent offers, further excuses for himself. Sy re-marking that if he had committee interest to either accuse for himself. Sy re-marking that if he had committee interest is its in what he demands of others. If Jimison in admitting the sure He in tatem the blanes on himself, where the fails in what he demands of others. If Jimison in admitting the sure for the sympathy which he alienates by a futtle farenthetically if may be remarked that custofers which he alienates by a futtle farenthetically if may be remarked to the strength to make excuse for himself. Farenthetically if may be remarked now to tell the Methodist brethres now realize that the were about a they accepted Jimison's ere

A Representative from

THE ROYAL BLUE TAILORING O. WILL BE AT PARKS-BELK COMPANY

FRIDAY AND SATURDAY

1. K. B.

SPECIAL NOTICE TO LADIES!

PERFUME FREE!

From now until Easter with every dollar or more worth of work in our Bezaty Shop we will give free of charge one small bottle of Ben Har Perfume. Phone 892 For Appointment Listed as C. A. Henry's Beauty Shop

Parks-Belk Beauty Shop

BY TAYLOR

HOUGHT YOU ERE GOINE

TIME - YOU TALKE

