PENNY COLUMN


## The New EFIRD Store

is the place you can find a big assortment of

NEW SPRING VOILES ORGANDIES AND GINGHAMS

Also a splendid selection of WINDOW SCRIMS AND DRAPERIES

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## PARKS-BELK CO.

## Concord's Leading Department Store

## This Is National Ginghams Week

## Monday 20th Through Sat. 25th

There are new fabrics brought out each season, some good, which become a stapleand some fairly good which fall back in discard, lacking the real practical and useful merit.
Ginghams, Knicker Cloth, Galatea and Suitings are the chief fabrics featured at our store this week.

2,000 yards of Dresss and Apron Ginghams-
put out for this week

$\mathbf{8 \frac { 1 } { 3 }} \mathbf{c}$ | put oit tor this week |
| :--- |
| $121-2 \mathrm{c}$ value, pere yard |



 | values 15 c dnd 18 c yard for |
| :--- |
| Gingham Week only, per yard |
| $\mathbf{1 2}$ |
| $12 \frac{1}{2} \mathrm{C}$ |

 special, per yard--$15 c$

5.ano Yards of Knicker Cloth, Kalburnie
Ginghams Ginghams and Galtea Cloth,
Speceial for Gingham Week, per yard
25 c
35c Yalue Printed Pongee special
for Gingham week, per yard
$25 c$


50 c yalue New Spring Tissue Ginghams, special for Gingham Week
Special per yard ----69c Value Renfrew Pebblescheen and Opal-
ace, Special for Gingham
week, per yard c

## PARKS-BELK CO.

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


