

A NATION-WIDE INSTITUTION

OUR 25th YEAR

J.C. PENNEY Co.

OUR SILVER YEAR

"where savings are greatest"

50-54 SOUTH UNION STREET, CONCORD, N. C.

Economy News

Here Are Thrift Items That Spell Service, Value, Quality and Low Price—Definite and Sure!

Advertisements Are Our Promises

People sometimes have an inclination to pass over advertising matter with the slightest statement, "Oh that's only an ad." They fail to realize the amount of information these advertisements give to make life easier and more worth the living for them.

There are several kinds of advertisements that the J. C. Penney Company try never to publish. False statements are seldom permitted in any newspaper, but we consider it just as wrong to write misleading copy. We do not promise that our cosmetics will work miracles with your complexion, and when you read our printed promise that a fabric will wash, you may be sure that behind it stands the honor of a great company.

We like to feel that our advertisements deserve consideration from a news standpoint too. We strive to tell you something about the modern style trends, the opportunities to save money for the family budget, and new uses for old products.

First of all, our Advertising aims to be truthful, but we try to be newsworthy as well.

Cool Suits For Hot Weather

In two-button models for men and young men. Plain and striped effects in grey, brown, tan and blue.

\$9.90



Quality Suits For Young Men

Up-to-the-minute Style, combined with Quality Fabrics and Workmanship; Unfinished Worsteds, Serges and Cassimeres. Real values at—

\$24.75



Men's Suits Cotton and Wool

The low prices on these fine suits break records!

98c to \$4.98



Neckwear Many Patterns

In Jacquard, failles and foulards; also novelty stripes, checks and plaids. Unusual values at the low price of—

49c



Solar Sennits Our Own Brand

Our Solar Sennit straws have comfort-fitting sweat band, and fancy band. Full of style and value. Just what you need for warm summer days.

98c



Broadcloth Shirts for Men

In the new, snappy, original patterns. Of high count broadcloth woven of exceptionally fine yarns.

98c



Bathing Suits One and Two-Piece

Women and misses will select these in bright colors.

98c to \$7.90



Work Shirts Big Values

Standard size. Of indigo-blue chambray; pocket; four button front.

49c



Union Suits Athletic Style

Of 72x80 nainsook, full cut, well made and well trimmed. One of our exceptional values at the unusual price of—

49c



Men's Knitted Union Suits

Ecru ribbed union suits of fine quality; short sleeves and ankle length; full cut; very comfortable. Big value at—

98c



Cool Frocks For Vacation Days

Such delightful styles for summer days have never been lower priced! Prints and plain colors.

\$4.98



"True Blue" Play Suits

Long or short sleeves, ankle length, open front, drop seat, bar tacked. Stiff or khaki drill or blue denim or hickory stripe.

79c



Summer Frocks Fresh and Cool

Warm weather styles for afternoons at home—they can be washed again and again. Remarkable values for only,

79c



25th Anniversary

Frocks of Silk Cool and Simply Styled

One-piece frocks and two-piece effects of summer silks are delightfully comfortable for hot weather.

Women, Misses and Junior Sizes

6.90

You will be amazed at the quality of these frocks—styles of the moment and quality fabrics.



25th Anniversary

Light Shades Preferred In Summer Hosiery

While fashion decrees short skirts, hosiery will have an important place in milady's wardrobe—but not an expensive one if she knows our own exclusive numbers!

No. 1215 is a silk and fiber hose of unusual quality for general wear. One of our very best values for only, pair—

49c

No. 445 is a hose that many women have learned to depend on. A full-fashioned silk and fiber hose for.....

98c

No. 449 is a pure thread silk full-fashioned hose of fine appearance and quality. Popular shades.....

\$1.49



COUNTRY CORRESPONDENCE

LOCUST.

Rev. C. C. Honeycutt is confined to his room from the effects of having some teeth extracted.

Mrs. R. E. Hatley has been lying at death's door since Wednesday, having suffered a stroke on that day.

Mr. and Mrs. D. J. Teeter, of Greensboro, spent the week-end with his parents.

Mrs. Samuel Teeter returned home with them Sunday and will spend the week.

Beetles are playing havoc with bean vines in this section.

Mr. and Mrs. A. L. Simpson, of Troy, were summoned here last week because of the serious illness of their grand-mother, Mrs. R. E. Hatley.

Mrs. P. E. Tucker and D. A. Jenkins returned Saturday from Raleigh, where they had a delightful week. Mrs. T. M. Hartwell returned via Roxboro to visit her son, Vaude. M. S.

HAPPY OF BOSTON X ROADS.

The health of this community is good at this writing. Everyone seems to be happy like the writer always is.

There will be an old time ice cream supper at Mr. John Josey's home near Organ E. L. Church, Saturday night, July 16th. Everybody is welcome to come.

There will be communion services at Faith E. L. Church Sunday, July 17th. Everybody is welcome to attend the service.

Mr. Claud Barger and Miss Ruth Wiley, both of Faith, were married Saturday night, July 10th, by the Rev. C. P. Fisher, of Rockwell. We all wish them a long happy life together. Mr. Barger is the oldest son of Mr. and Mrs. H. L. Barger, of Faith. Miss Wiley is the fourth daughter of Mr. and Mrs. D. A. Wiley, of Faith. Both are members of the Faith E. L. Church, good Christian people. So come around and see us some time, you are always welcome.

Mr. Homer Holshouser, of near the Barger schoolhouse, was a welcome visitor at Mr. and Mrs. Eddleman's July 10th. We were told this by a friend.

There will be a golden wedding at Mr. and Mrs. James Carter's Friday, July 15th. Everybody is welcome to come and bring a well filled basket of dinner. If nothing happens Happy will be there and try to give the crowd some music.

Happy met several pretty girls in Salisbury Saturday. They were some of our kin folks. Miss Benah Caudle, Miss Esther Caudle and Miss Pearl Caudle. They all say they read our items in the papers every week.

Mr. P. C. Holshouser, of Faith, got snake bit the other day, when she went out to get a switch to tickle one of her little girls. We all hope she will get all o. k. over the bite.

Mr. Fitchie Fink and son, are building themselves a new garage at Faith. We hope they will make good with it.

The P. O. S. of A. No. 34, of Salisbury, had a good meeting Monday night, July 11th.

Mr. and Mrs. H. A. Fesperman, of Faith, are having a nice home built. Mr. Joseph Earnhardt is doing the work for him.

STEELE'S CROSS ROADS.

Mr. and Mrs. James Shinn, of Charlotte, were visitors at Mr. George Shinn's one day last week.

Miss Sarah Riley is seriously ill at this writing.

Mr. and Mrs. James Freeland and children, spent a few hours at Mr. George Shinn's Saturday afternoon.

Miss Mary Gordon Furr, of near Davidson, is spending awhile at her uncle's, Mr. Junius Furr.

Mrs. Henry Miller is sick at this writing.

Mrs. Jno. Steele, Misses Mictela and Marie Edwards and Mr. O'Neal Steele returned Monday after an enjoyable visit with friends at Winston-Salem.

Friends and relatives gathered at the home of Mr. John Miller's Saturday and gave him a surprise birthday dinner.

Mr. E. S. Scervey's children are sick with whooping cough. S.

PLYLER.

Mr. and Mrs. Hugh Harkey spent Sunday in High Point.

Mrs. Eugene Lowder and daughter, of Spencer, are visiting relatives here.

Mrs. Hubert Laphis and baby, Frances, are visiting Mr. and Mrs. J. A. Hurlucker.

Mrs. Long, mother of Mrs. J. H. Snottherly, is still in a serious condition. She is now in the home of Mrs. Snottherly.

Rev. and Mrs. C. H. Hill spent last week in Asheboro.

Mr. and Mrs. Coleman Lewis left last Thursday for Tennessee, where Mr. Lewis had been transferred. We regret to lose them as they were excellent people. Milas Laffer purchased their stock of groceries and will continue to serve the public. Milas is a splendid young man and deserves the patronage of this community.

A program will be rendered by the children of Friendship Church Sunday evening beginning at 8 o'clock. The public is cordially invited.

The evangelistic people of Asheboro will have charge of the service at Friendship next Sunday.

HARRISBURG ROUTE ONE.

We are having some very pleasant weather at this time.

The many friends and relatives of Mr. A. J. Love gathered at his home Sunday, to celebrate his 55th birthday anniversary. A long table was built in the yard and filled with all kinds of good things to eat. Thanks were returned by Rev. John Alexander, of Harrisburg. A crowd numbering 83 was present and all enjoyed a very delightful day. All left wishing the honoree many returns of the day.

Mrs. Howard Arthurs, of Concord, is the week-end guest at the home of her uncle, Mr. D. T. Alexander.

Mr. and Mrs. Carl Fink, of Stanley, spent Saturday night and Sunday with their parents, Mr. and Mrs. A. J. Love.

Rocky River Filling Station Tuesday night, where some good music was rendered.

The A. N. P. String Band met at the home of Mr. and Mrs. David Kiser's Saturday night, and some good music was rendered. There was a large crowd present. After many interesting games were played they all were invited into the dining room, where delicious cake was served. All reported an enjoyable time.

Mack Holbrooks, of Harrisburg Route Three, spent awhile Saturday night with Ralph Alexander.

BROWN EYES.

MT. PLEASANT ROUTE ONE.

The most of the farmers are through laying by their crops and the crops are very small and late through this section. Cotton blooms are scarce yet and the weeds are puncturing some of the squares as fast as they are formed.

The bean beetle is destroying all of the beans and other vegetables in this neighborhood.

Mr. and Mrs. Paul Teeter made a visit to Asheboro Sunday.

Miss Ruty Eudy is suffering from poison.

Mr. and Mrs. Nanas Hathcock are all smiles. It is a son.

Mr. Henry Hathcock, of Charlotte, visited here Saturday afternoon.

Miss Gladys Kincaid and Miss Viola Hatley, of Concord, were the guests of Miss Price Hathcock Sunday afternoon.

Miss Annie Crayton, of Concord, has returned home to spend the summer.

Mr. Ad Tucker and Miss Fronie Rinehardt spent Friday in Concord.

Mr. Arie Honeycutt has purchased a new Ford car.

Mr. P. F. Rinehardt and Mr. D. E. Teeter went fishing Monday and caught a hundred and seventy-five fish.

Remember preaching next Sunday, July 17th. Rev. Mr. Fry will preach at Mission Baptist Church at 11:30 o'clock.

Miss Muriel Teeter, of Georgeville, spent Saturday night with Miss Ruth Hartwell of Red Cross.

Summer School will start at Standfield Monday.

Marvin Burreis is spending awhile with his uncle here.

Mr. and Mrs. Rich Furr spent Saturday night with Mr. and Mrs. P. F. Rinehardt.

Mr. and Mrs. Daniel Teeter, of Greensboro spent awhile Sunday with Mr. and Mrs. Paul Teeter.

We are listening for the wedding bells to ring soon.

Miss Thelma Tucker visited in this section Monday.

Mr. Cletus Hinson spent Saturday night in Badin. CURLY HEAD.

POPLAR TENT.

We are having some nice weather at present.

Miss Ruby Brumley, who has been attending summer school at Boone, is spending a few days with home folks.

The young people who attended the conference at Salisbury reported a nice meeting.

Mr. and Mrs. A. W. Moore, of Statesville, spent Saturday night with Mr. and Mrs. F. S. Goodman.

Miss Katherine Allison spent Saturday night with Freda Allison.

Curtis Allison spent Saturday night with Erwin Allison.

The many friends and relatives of W. G. Allison gathered at his home on Saturday to celebrate his forty-ninth birthday. Those present were: Rev. R. L. McIver, Mr. and Mrs. C. J. Allison, of Statesville; Mr. and Mrs. Frank Allison and family, Mr. and Mrs. Charles Johnston and son, Gilbert, Mr. and Mrs. R. B. Andrew and children, Mr. and Mrs. F. S. Goodman and children, Mr. and Mrs. W. D. Brumley and children, Mr. and Mrs. A. W. Moore, of Statesville; Mrs. S. S. Johnston, Mrs. Joe Johnston, Mrs. Harris, Mrs. Thornburg, Mrs. Laura Goodman, Mrs. Brumley, Mrs. Cora Johnston, Fannie Andrew, Virginia McIver, Ruby Brumley, Sue Brumley, Ellie Johnston, Miss Autie Aultz, Mr. and Mrs. E. E. Allison and children, George and Charlie Andrew, Britt Brumley, J. O. King, Joe Michel, Billie Linker, Lius Andrew, Mr. and Mrs. W. G. Allison and family. The table was loaded with good things to eat. In the center was the birthday cake.

The Poplar Tent All Stars won another ball game Saturday evening. That makes eight straight games for the All Stars. Hurray! If you want to see a real game just come down.

Quite a few of the people of Poplar Tent have been going to hear Dr. Morgan, who is preaching at the new Presbyterian Church. He is a fine preacher.

FARM GIRL.

MAN NOT ENTITLED TO ALIMONY FROM WIFE, SAY JUDGE.

Chicago, July 11.—A man is not entitled to alimony from his wife, Superior Judge Harry Lewis ruled today when he denied the petition of Walter Brinkman, 27, asking that his wife, Mrs. Rose Brinkman, pay him alimony pending settlement of their divorce case in which he charged her with cruelty.

Judge Lewis ruled that a husband cannot receive alimony but at the same time ruled that Brinkman need not pay his wife any alimony pending settlement of the divorce case because she is self-supporting.

Bethel Summer Session.

Summer school at the Bethel High School in No. 10 township will begin next Monday, July 18th, and continue for eight weeks. This is to finish out the eight months term, six months of which was taught last winter. Prof. John E. Manning, the principal of the school, will be in charge and will have as his assistants several of the high school teachers who taught with him during the winter.

Mrs. Annie K. Ervin Dead.

Mrs. Annie K. Ervin, of 72 Railroad Avenue, Franklin Mill village, died at 8 o'clock Saturday night, July 9th, from tuberculosis. The woman had been suffering with this dreaded malady for several months. She is survived by her husband and three small children. Funeral services were held at 3 o'clock Sunday afternoon in Iredell county.

The A. N. P. String Band met at

letters we can't answer them all, but here is one. See if you can figure out the puzzle: 2314 Poplar Avenue, Kansas City, Mo., July 8, 1927. Dear Mr. Venus: Well, Mr. Venus, I read some of your items in the Concord Times and I think they are fine. Well see if you can guess this one: there was a man who had a daughter that I wanted to marry. He said I could marry his daughter if I solved this item. He told me to go out in the orchard and get him so many apples, give him half of the apples that I had and a half an apple over and don't cut any apples. Give his wife half I had left and a half an apple over and don't cut any apples. Give his daughter half I had left and a half an apple over and don't cut any apples and have one apple left for myself. How many apples would I have to get to marry his daughter? You have this run in the paper and if anybody guesses it have them to drop me a line as I am an old Concord boy. Yours sincerely, Adam Barnhardt. If any one can work out the above puzzle, write and let Venus know about it. We can't work it out.

Little Miss Helen Ridenhour, of Charlotte, is here visiting her uncle, and aunt, Mr. and Mrs. Ed. Agner, this week. Mr. and Mrs. Henry Agner, of near Faith, are her grandparents on her mother's side. She looks to be about twelve years old and to weigh about 140 pounds, one of the prettiest girls Venus has seen in our town.

Jacob Jones is here from Durham visiting his friends and parents this week.

The ladies of the Reformed Church here will serve supper in the basement of the church Saturday evening, July 16th, beginning at 6 o'clock. A big supply of the best of eats will be served so come and help swell the church building fund.

W. H. Houck and his son, Hill, from Texas, came out to see his cousins, Mr. and Mrs. M. G. Fisher. Also his sister and her son, Reed, were with them.

Miss Pearl Fisher and her friend Frances Hoyle, from Salisbury, have gone to Washington University to take six weeks summer school and eight sight seeing.

Mr. and Mrs. J. W. Walker, of Greensboro, and Mr. and Mrs. C. L. Farmer, of Julian, were guests of Mr. and Mrs. C. H. Farmer Sunday, July 10th. VENUS.

FORMER COLLECTOR OF GASTON COUNTY TAXES FOUND HERE

J. H. White, Alleged to Be Short in Tax Accounts, Is Found Working as Brick Mason in Concord.

J. H. White, former tax collector for Gaston county, was arrested here yesterday by Deputy Sheriff Rhyne, of Gaston, and Patrolman Baxter Robinson, of Concord, on a warrant charging a shortage in his tax collections.

White had been employed here for some time, it is said, as a brick mason, and when arrested was working on an addition to the Gibson Mill. He did not resist arrest and was carried back to Gastonia during the morning by Deputy Rhyne.

Tuesday Concord officers were advised by Sheriff Rhyne, of Gaston, that White was reported in this city. They were asked to locate him if possible. They discovered during the day that he was working at the Gibson Mill and so advised the Gaston sheriff.

Deputy Rhyne, son of the sheriff, and another deputy, came to Concord early yesterday and Patrolman Robinson directed them to the mill, where the arrest was made by Deputy Rhyne. The warrant, which had been forwarded to local officers, was read to White by the local patrolman.

"I know what you want; you needn't read the warrant," Patrolman Robinson quoted White as saying. He did read the warrant just the same, the officer stated.

White, local officers said they were advised, is charged with being about \$22,000 short in his accounts. Gaston county entered suit against the bonding company which had bonded him and recently secured a judgment against the company in Gaston Superior Court, they said.

The warrant, the officers here understood, was issued at the instigation of the bonding company.

It is not known exactly how long White had been here, but it is said that he has been mixing from Gaston for several weeks.

NUMBER OF LOCAL FARMERS WILL GO STATE FARM MEET

Miss Ophelia Barker, Home Demonstration Agent, Expects Many to Go From Cabarrus County.

Cabarrus county will probably be largely represented at the convention of State Farmers and Farm Women at State College in Raleigh July 26th, 27th and 28th, according to Miss Ophelia Barker, home demonstration agent of Cabarrus county.

In connection with the state gathering of farmers and farm women a meeting of the State Federation of Demonstration clubs will be held.

Cabarrus citizens preparing to attend these sessions are requested to notify the home demonstration agent at once.

MILLS OF KANNAPOLIS SHUT DOWN ON JULY 23RD FOR ANNUALLY VACATION

Kannapolis, July 12.—In keeping with a custom that has continued here each summer for some time the Cannon and Cabarrus mills, nine in all, will shut down on July 23rd, and start up on August 1st, thereby granting the employes the annual week's vacation.

Arrangements are being made to stage several baseball games here that week with a host of fast, peppery teams and fans can be assured of some real entertainment.

Attending Short Course at State College.

Miss Minniebryans and Miss Jessie Penning are representing Cabarrus county at the State Short Course for Girls at Raleigh this week. It will be recalled that Miss Bryans was granted a seven-dollar scholarship in recognition of her ability as a club girl. Miss Bryans was declared recently as one of the seven best club girls in North Carolina.

James Gibson, son of Mr. and Mrs. W. H. Gibson, left Tuesday for Wrightsville Beach, where he will spend a month with Cameron MacRae, Jr.

GETTING JURY IN SHAPE FOR ENSUING TRIALS

Board of County Commissioners Spent Monday on the New Welfare Bill

Members of the board of county commissioners here spent days working on the appointment time for jury box.

This important task was completed which the board drew on the August term of court.

It was necessary to get all eligible jurors on the list from this list the commissioners noted those men who were juried for the past year, task will be completed after which the board draw the jurors for that court.

All of the names were placed in a book and this the jury will be made up of. Only two keys will be carried by Sheriff L. V. Elliot and the other by Deputy L. V. Elliot.

The selection of the jury was made at a joint meeting of two boards after the jury list was drawn. The list of candidates the commissioners in open they then retired for a session to discuss the various candidates. In the court house during that Mr. McEachern was the choice of the commissioners.

Mr. McEachern has been at Fisher's for several widely known throughout the county.

J. H. Brown, the state attorney, stated this morning that he decided what work was up in the future. He offered several amendments.

Mr. McEachern will have duties with the court week at the earliest.

NEGROES FIGHT NIGHT AND WITHOUT

James Stevenson Brown, of Silver Spring, in Battle with John Stevenson. Loses an Eye.

James Stevenson Brown, of Silver Spring, and John Stevenson, of Silver Spring, fought a night and a day in the city of Raleigh. Stevenson lost an eye.

Both negroes of the same family, engaged in a fight that lasted from 8 o'clock to 11 o'clock and to show for the victory Stevenson was victorious. Stevenson was injured in the fight and lost an eye. Stevenson was placed under the protection of the police.

Officers did not start the fight between the two men.

OFFER \$50 REWARD FOR APPREHENSION OF STOLEN PROPERTY

Quantity of Merchandise Stolen From Moose Drug Co. Mt. Pleasant.

A reward of \$50 will be offered for the apprehension and return of the following property which was stolen from the Moose Drug Co. at Mt. Pleasant, N. C. on July 15th.

The robbers were carrying a quantity of merchandise in the rear door. Among the items were razors, pens, pencils, candy, etc. A quantity of other articles which Mr. Moore is unable to estimate.

The robbery was the second time within a few months that the Moose Drug Co. has been robbed.

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