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

Here Are Thrift Items

That Spell Service, Value, Quality and Low Price—Definite and Sure!

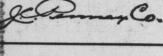
Advertisements Are Our Promises

People sometimes have an inclination to pass over advertising matter with the slighting 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 deeerve 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.

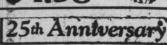
First of all, our Advertising aims to be truthful, but we try to be newsy as well.



Cool Frocks For Vacation Days

Such delightful etyles for summer days have never been lower priced! Prints and plain





Frocks of Silk

Cool and Simply Styled One-piece frocks and wo - piece effects of sau m m e r silks are delightfully comfortable for hot

weather. Women. Misses and Junior Sizes 6.90

You will be amazed at the quality of these frocks —



Cool Suits For Hot Weather

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



Men's Suits Cotton and

Wool The low prices break records!



Solar Sennits

Our Own Brand

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

mer days.

Bathing Suits One and Two-Piece

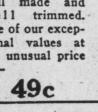


misses will select these in bright colors. 98c to

Women and

Union Suits Athletic Style

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



Play Suits











Neckwear Many Patterns



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

49c

Broad cloth Shirts for Men

In the new, snappy, orig-inal patterns. Of high count



broadcloth. woven of exception-98c

Work Shirts Big Values



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

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

Summer Frocks Fresh and Cool



Warm weather styles for afternoons at homethey can be washed again and again. Remarkable values for only, 79c

25th Anniversary

Light Shades Preferred

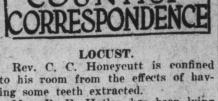
In Summer Hosiery

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

No. 1215 is a silk and fiber hose of unusual quality for general wear. One of 49c our very best values for only, pair

No. 445 is a hose that many women have learned to depend on. A full-fash- 98c

No. 449 is a pure thread silk full-fashioned hose of fine appearance and \$1.49 quality. Popular shades



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

Mr. and Mrs. D. D. Teeter, Greensboro, spent the week-end with Mrs. Samuel Teeter returned home

with them Sunday and will spend the 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. Mesdames P. E. Tucker and D. A. Jenkins returned Saturday from Raleigh, where they had a delightful week. Mrs. T. M. Hartsell returned via Roxboro to visit her son, Vaude.

HAPPY OF BOSTIAN 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

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 9th, 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. Waliy, of Faith. Both are members of the Faith E. L. Church, good Christian people. 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

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

Happy met several pretty girls in Salisbury Saturday. They were some of our kin folks, Miss Beulah Cauble, Miss Esther Cauble and Miss Pearl Cauble. They all say they read our items in the papers every week. Mrs. 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. Fitchue Fink and son, are building themselves a new garage at Faith. We hope they will make good

isbury, 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. uncle's, Mr. Junius Furr.

writing. Mrs. Jno Steele. - Misses Micleta and Marie Edwards and Mr. O'Neal Miss Cora Johnston, Fannie Andrew. Steele returned Monday after an en- Virginia McIver, Ruby Brumley, Sue joyable visit with friends at Winston- Brumley, Ellie Johnston, Miss Autie

urday and gave him a surprise birth- Michel, Billie Linker, Lius Andrew, day dinner. Mr. E. S. Scercey's children are sick with whooping cough.

PLYLER. Mr. and Mrs. Hugh Harkey spent

Sunday in High Point. Mrs. Hubert Lapish and baby,

Snotherly, is still in a serious condi- preacher. tion. She is now in the home of Mrs. Snotherly.

Rev. and Mrs. C. H. Hill spent last

Mr. Lewis had been transferred. We ernor while down there. regret to lose them as they were excellent people. Milas Leffer purchased C., called to see Venus Monday and their stock of groceries and will con- bought an old-time walnut table called tinue to serve the public. Milas is a tavern table. At another place he a splendid young man and deserves bought an old-time clock dated 1492 ed her with cruelty. the patronage of this community. A program will be rendered by the in wood and two stars. children of Friendship Church Sunday evening beginning at 8 o'clock. The public is cordially invited.

Friendship next Sunday.

HARRISBURG ROUTE ONE. We are having some very pleasant old. trot it out. weather at this time.

The many friends and relatives of Mr. A. J. Love gathered at his home R. N. Honeycutt, former pastor, at 8 Sunday, to celebrate his 55th birth- o'clock every night, day anniversary. A long table was were returned by Rev. John Alexan- Faith to live after all. der, of Harrisburg. A crowd numbering 83 was present and all enjoyed a Pewter shoe and a large old-time very delightful day. All left wishing pewter plate while he was in this the honoree many returns of the day. part of Rowan county, besides a lot of Mrs. Howard Arthurs, of Concord, other old-time things.

the week-end guest at the home of Ray McCombs and his parters have July 9th, from tuberculosis. is the week-end guest at the home of her uncle, Mr. D. T. Alexander. spent Saturday night and Sunday with Faith.

their parents, Mr. and Mrs. A. J.

Rocky River Filling Station Tuesday letters we can't answer them all, but night, where some good music was here is one. See if you can figure

the home of Mr. and Mrs. David Kis- Mr. Venus: Well, Mr. Venus, I read er's Saturday night, and some good music was rendered. There was a large crowd present. After many in teresting games were played they all was a man who had a daughter that were invited into the dining room, I wanted to marry. He said I could where delicious cake was served: All marry his daughter if I solved this reported an enjoyable time. Mack Holbrooks, of Harrisburg

Route Three, spent awhile Saturday give him half of the apples that I had 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 Cotton blooms are scarce yet and the weevils 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 visit to Asheboro Sunday. Miss Ruty Eudy is suffering from

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 Vio la Hatley, of Concord, were the guests of Miss Price Hathcock Sunday

Miss Annie Crayton, of Concord, has returned home to spend the sum-Mr. Ad Tucker and Miss Fronie

Rinehardt spent Friday in Concord. Mr. Arie Honeycutt has purchased new Ford car. Mr. P. F. Rinehardt and Mr. D. E. caught a hundred and seventy-five fine

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

Miss Muriel Teeter, of Georgeville spent Saturday night with Miss Ruth Hartsell of Red Cross. Summer School will start at Stan-

field Monday. Marvin Burris 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 10th. 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.

Statesville, spent Saturday night with Mr. and Mrs. F. S. Goodman. Miss Katherine Allison spent Sat urday night with Freda Allison.

Curtis Allison sport Saturday night

with Erwin Allison. The many friends and relatives of W. G. Allison gathered at his home on painted. Saturday to celebrate his forty-ninth 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. Miss Mary Gordon Furr, of near Goodman and children, Mr. and Mrs. Davidson, is spending awhile at her W. D. Brumley and children, Mr. and Mrs. A. W. Moore, of Statesville; Mrs. Henry Miller is sick at this Mrs. S. S. Johnston, Mrs. Joe Johnston, Mrs. Harris, Mrs. Thornburg, Mrs. Laura Goodman, Mrs. Brumley,

Auntz, Mr. and Mrs. E. E. Allison Friends and relatives gathered at and children, George and Charlie Anthe home of Mr. John Miller's Sat- drew, Britt Brumley, J. O. King, Joe Mr. and Mrs. W. G. Allison and fam-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

Mrs. Eugene Lowder and daughter, the All Stars. Hurrah! If you want of Spencer, are visiting relatives here. to see a real game just come down. Quite a few of the people of Poplar Frances. are visiting Mr. and Mrs. Tent have been going to hear Dr. Morgan, who is preaching at the new Mrs. Long, mother of Mrs. J. H. Presbyterian Church. He is a fine FARM GIRL.

Joseph D. Andrew, son of Rev. J. D. Andrew, is at Raleigh this week Mr. and Mrs. Coleman Lewis left with the club boys and girls of Rowan last Thursday for Tennessee, where county. He expects to meet the gov-W. A. Thompson, of Cleveland, N.

> with the picture of Columbus engraved W. A. Thompson bought an oldtime walnut sideboard from John Holshouser. It belonged to Peter

The evangelistic people of Asheboro Miller before the Civil War and it will have charge of the service at belonged to Peter Miller's father. Mr. Holshouser bought it at Peter Miller's If you can beat that for oldtime furniture over two hundred years There are services at the Baptist

Church this week. Preaching by Rev. Mr. and Mrs. Robert Weddington

W. A. Thompson bought an old-time

bought the large soda fountain and woman had been suffering with this Mr. and Mrs. Carl Fink, of Stanley, put it up from the drug store here in dreaded malady for several months,

out the puzzle: 2314 Poplar Avenue The A. N. P. String Band met at Kansas City, Mo., July 8, 1927. Dear some of your items in the Concord Times and I think they are fine. Well see if you can guess this one: there He told me to go out in the orchard and get him so many apples, 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 his findings public until the comand don't cut any apples. Give his daughter half I had left and a half budget for the new year, it is reliably an apple over and don't cut any apples and have one apple left for a considerable increase in taxable myself. How many apples would I have to get to marry his daughter? Cabarrus county. You have this run in the paper and if anybody guesses it have them to work as tax supervisor for the year. drop me a line as I am an old Con- and while many details are yet to be the above puzzle, write and let Vneus

> Little Miss Helen Ridenhour, of Charlotte, is here visiting her uncle, amount to 25 per cent, and is almost and aunt, Mr. and Mrs. Ed. Agner, certain to amount to as much as 20 this week. Mr. and Mrs. Henry Ag- per cent. ner, of near Faith, are her grandparents on her mother's side. She looks to be about twelve year old and to weigh about 140 pounds, one of the prettiest girls Venus has seen in our

know about it.

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

The ladies of the Reformed Church here will serve supper in the basement of the church Saturday evening, Teeter went fishing Monday and 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 cousns, Mr. and Mrs. M. G. M. Fisher. Also his sister and her son, Reed, were with them. Miss Pearl Fisher and her friend

take six weeks summer school and warrant charging a shortage in his sight seeing. Mr. and Mrs. J. W. Walker, of Greensboro, and Mr. and Mrs. C. Iv. Farmer, of Julian, were guests of Mr.

VENUS.

EASTERN NO. ELEVEN.

Misses Celia Tucker and Virginia Cline returned last Friday from Boone, where they had been in teachrs' training school for several weeks. Mrs. Frank Furr and children, of Georgeville, spent the week-end here with her brother, K. M. Faggart. She with Mr. and Mrs. Faggart visited Mrs. Jake Faggart near Rimer, Sunday. Mrs. Faggart, who has been so seriously ill for some time, does not seem to improve, we regret to learn. Robinson directed them to the mill, Mr. and Mrs. Wilbur Clark left this morning for Moncure, where they Rhyne. The warrant, which had been will visit his parents, Mr, and Mrs. G. forwarded to local officers, was read Mr. and Mrs. A. W. Moore, of E. Clark for a few days before going to White by the local patrolman. to Raleigh, where he will hold a position with the Carolina Power Co. Jewel May, little daughter of Mr. and Mrs. Lyn Plott, who was so crit-

ically ill last week, is improving, we are glad to note. Paul Plott is having his house

Mrs. F. O. Faggart and children and Miss W. M. Faggart spent Wednesday at the bedside of Mrs. Jake Fag-Miss Blanche Plott has returned to

CONCORD ROUTE ONE.

Concord after spending a week with

her parents, Mr. and Mrs. G. F. Plott.

All of the farmers of our community are about through laying by their crops for this year. Mr. and Mrs. D. S. Burris and lit tle children all spent Saturday night with Mr. Burris' father, John Burris.

W. J. Barbee and wife, E. M. Barbee, spent Saturday night with her sister, on Concord Route One. Miss Viola Lilley spent Saturday with Miss Cook.

Miss Eula May Barbee and her sis er, Miss Mary Jane, spent Sunday with Miss Junie Burris. A large crowd of boys and girls made ice cream at Mr. Davis Burris' Saturday night and all enjoyed it

very much. Mr. and Mrs. M. L. Gray and lit tle daughter, Ruth, spent Saturday night with Mr. F. C. Gray. Mr. Charlie Barbee has played out he did not go to see his girl. He stayed at home all day Sunday.

SWEETHEART.

Man Not Entitled to Alimony From

Wife, Say Judge. Chicago, July 11.—A man is no 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 their divorce case in which he charg-

Judge Lewis ru'ed 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 the 18th, and contitnue 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 assistbuilt in the yard and filled with all have moved back to Faith from Black ants several of the high school teachkinds of good things to eat. Thanks Mountain. There is no place like ers who taught with him during the

Mrs. Annie K. Ervin Dead. Mrs. Annie K. Ervin, of 72 Railroad Avenue, Franklin Mill village, at 8 o'clock Saturday night, She is survived by her husband and The people all over the United three small children. Funeral ser-States are reading Venus' items and vices were held at 3 o'clock Sunday spend a moth with Cameron MacRae, The A. N. P. String Band met at say they enjoy them. We get so many afternoon in Iredell county.

More Property Is Is For Taxes Than For

Official Figures Are Still Missing But Ith From Reliable Sources That Revaluation sulted in Increase.

While John L. Miller, county ac- instances and de countant and tax supervisor, will not discuss the matter and will not make missioners are ready to adopt the reported that his report will show property, both real and personal, in Mr. Miller now is completing his

boy. Yours sincerely, Adam worked out, it is said that already Barnhardt. If any one can work out | much more property is on the books than has been reported heretofore. We can't work it While Mr. Miller has declined to discuss his findings it is learned from other sources that the increase may

> The bulk of the increase. learned, comes from property not heretofore on the tax books at all. Property already listed for taxation has

FORMER COLLECTOR OF GASTON COUNTY TAXES FOUND HERE

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

J. H. White, former tax collector for Gaston county, was arrested here vesterday by Deputy Sheriff days work this w Frances Hoyle, from Salisbury, have Rhyne, of Gaston, and Patrolman the appointed time gone to Washington University to Baxter Robinson, of Concord, on a tax collections. White had been employed here for some time, it is said, as a brick mason,

and when arrested was working on and Mrs. C. H. Farmer Sunday. July an addition to the Gibson Mill. 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 pos-

sible. They discovered during the

day that he was working at the Gibson Mill and so advised the Gaston sheriff. Deuuty Rhyne, son of the sheriff, and another deputy, came to Concord early yesterday and Patrolman where the arrest was made by Deputy

"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 Su-

perior Court, they said. The warrant, the officers here understood, was issued at the insigation of the bonding company.

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

NUMBER OF LOCAL FARMERS WILL GO STATE FARM MEET

Miss Ophelia Barker, Home Demonstration Agent, Ex- James Stevenson pects Many to Go From Cabarrus County. Cabarrus county will probably be argely represented at the convention

agent of Cabarrus county. In connection with the state gathering of farmers and farm women a meeting of the State Federation of ing of great pain Demonstration clubs will be held. Cabarrus citizens preparing to attend these sessions are requested to notify the home demonstration agent

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 sometime 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 Col-

Miss Minniebel Bryans and Miss Jessie Penninger are representing Ca-It will be recalled that Miss Bryans was granted a seven-dollars scholarship by the State Farmer's Alliance

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 the second time

been increased in valuation in some GETTING JURY IN SHAPE RO

ENSUING TO Monday on

at Fisher's for severs stated this morning the decided yet what wor up in the future. He sideration several a

> duties with the coun week at the earliest. NEGROES FIGHT NIGHT AND

> > WITHOUT

Mr. McEachern will

Brown, of Silve Loses an Eye. f State Farmers and Farm Women both negroes of the

at State College in Raleigh July 26th, munity, engaged in a 27th and 28th, according to Miss drag out fight so Ophelia Barker, home demonstration and to show for

> OFFER \$50 REV. FOR APPREE OF STORE Quantity of Mero

Stolen From Moose Drug Mt. Pleasant