

SOCIETY

An Idea



Handkerchiefs adorn shoes nowadays. The pumps are of kid, pastel shades. The handkerchief is tied around and smartly knotted.

Miss Harris entertains Bridge Club. Miss Adelaide Harris was hostess to the Fortnightly Bridge Club Tuesday night at her home on North Union street, complimenting Miss Frances Burroughs, Miss Bertie Louise Willeford and Mrs. Wm. A. Ritchie.

Duplicate bridge was played at four tables. Miss Margaret Ritchie winning top score prize, was presented a pretty French print.

Miss Willeford and Miss Burroughs were given guest prizes of handkerchiefs with their names daintily embroidered on them, and Mrs. Ritchie was given an attractive French print as a guest prize.

Delectable refreshments were served by the hostess, assisted by her mother, Mrs. C. J. Harris, and Mrs. W. J. Hill.

Mrs. Harris' guests besides the honorees were:

Mesdames W. L. Burns, W. H. Wadsworth, E. E. Harris, Jr., Stanton Northrup, Ernest Robinson, E. F. White, Jr., V. A. Means and W. M. Sherrill and Misses Ruth Cannon, Margaret Ritchie, Ruth Crowell, Margaret Virginia Ervin, Mary Thayer Pemberton, Adele Pemberton, Lucy Richmond Lentz, Elizabeth Smith and Helen Marsh.

Salisbury District Meeting of Missionary Societies.

The Woman's Missionary Conference of the Methodist Episcopal Church, South, of the Salisbury District, will be held in Kannapolis, on Thursday night, and Friday, of this week.

An interesting program has been arranged, and the women of the churches are urged to attend.

Several women, prominent in the mission work are expected, and will give short talks, some of whom are: Mrs. H. A. Durham, of Asheville, Miss Cordelia Erwin, of Korea, Mrs. Hume R. Steele, of Nashville, Tenn., the missionary candidate Secretary of the Woman's Council, of Salisbury.

The meeting will open Thursday evening at 7:30 and the Friday morning session will begin at 9:30.

A number of Concord women have signified their intention of attending these meetings.

The Sewing Club.

Mrs. W. L. Bell will entertain the Sewing Club Thursday afternoon, at 3:30 at her home on West Depot street.

Miss Crowell Honored.

Miss Valda Crowell was the honor guest at the delightful bridge-party given Tuesday evening by Miss Elizabeth Dick, at her home on North Union street.

Bowls of jonquils decorated the home, while Saint Patrick favors were used.

Miss Crowell was given an attractive guest prize.

A snail and ice course was served the following guests: Misses Valda Crowell, Mary Fisher, Bertie Louise Willeford, Ruth Cannon, Mary Crowell and Mrs. and Mrs. Neal Pharr; and J. A. Goodman, William Glass, Mr. McGinnis, of New York, and Dr. J. A. Shauers.

PNEUMONIA

Always call a physician. Until his arrival use "emergency" treatment with Vicks. This does not interfere with anything he may prescribe.



Over 17 Million Jars Used Yearly

FINE GEMS.

in obsolete mountings are as inconsistent as young girls dressed in Grandma's clothes. The village gossip has nothing on the wedding ring when it comes to telling your age. Let us modernize your old wedding ring. It doesn't mar the original engraving.

S. W. Preslar JEWELER Ask us about the "Lucky Two-hundredth!"

PERSONAL

Friends of W. R. Odell will regret to learn that he is suffering with influenza at his home on North Union street.

Mrs. C. J. Harris is confined to her home by a slight illness.

Mrs. John H. Ritchie has been called to Salisbury to the bedside of her father, Rev. Geo. H. Cox, D. D., who is critically ill with pneumonia.

John Y. Morrison, who has been the guest here of his sister, Mrs. P. B. Feter, Sr., left Tuesday for Florida.

The friends of Mrs. L. A. Thomas will be glad to know that she is improving, after being in bed with influenza for two weeks.

Mrs. Julius Fisher and Mrs. J. Lindsay Ross were guests Tuesday of Mrs. Max Gardner, in Shelby.

Frank B. Mund is ill with influenza at his home on South Union street.

Miss Nancy Lentz will arrive tonight from Winthrop College, Rock Hill, S. C., to spend the spring holidays with her sister, Miss Lucy Richmond Lentz, Miss Lettie Green, also a student at Winthrop College, will accompany Miss Lentz.

Mrs. S. S. Starrette, of Mooresville, is visiting friends and relatives in the city.

J. B. Sherrill is confined by illness to his home on Marsh street.

Mr. and Mrs. John Porter are moving today into the J. C. Query home on Franklin avenue, which they recently purchased.

Mrs. D. B. Porter is able to be up after an attack of influenza.

Carl Spears, Jr., is ill with influenza, at his home on Bell avenue.

Mrs. P. B. Raiford, Sr., and Mrs. P. E. Raiford, Jr., are confined to their home on Franklin avenue with influenza.

Edward Sauvain, son of Mr. and Mrs. E. Sauvain, who has been suffering with measles, now has influenza.

Mr. and Mrs. C. F. Cline and son, Robert, Mrs. M. B. Fuller and Mrs. W. P. Mabrey spent Tuesday in Mooresville.

Mrs. J. C. Cline and Mrs. M. B. Fuller are spending the day in Charlotte.

Mrs. Amos Davis and little daughter, Frances, will arrive tonight to spend several days with Mrs. E. C. Barnhardt, Jr.

Mrs. W. F. Hall, of 256 S. Spring street, is leaving tonight for Morgantown, Va., where she has been called on account of the sudden death of her father. Her brother, Robert K. Smith, who has been spending the winter here, will accompany her home.

Mrs. T. D. Maness, from Albemarle, and Mrs. R. L. Morrison, from Gainesville, Fla., are spending the day in the city. Mrs. Morrison is en route to Bristol, Tenn., where she will visit friends for some time. They were accompanied to the city by their father, T. S. Parker, of Albemarle.

American Legion Auxiliary Meeting. The American Legion Auxiliary meeting of the Fred Y. McConnell Post, was held Monday evening at the home of Mrs. W. D. Pemberton. Miss Maude Brown, the president, presided.

After the minutes were read, much business was transacted, although many members were absent, on account of illness, and absence from the city.

The membership drive was discussed. Each member of the Auxiliary was urged to bring at least one new member to the next meeting.

Twenty-five dollars was sent to Otten for child welfare. A community nurse being paid by the auxiliaries of the State, to look after the children of disabled soldiers, who live in the colony near the Otten hospital.

The secretary was instructed to order 500 poppies, which will be sold May 30th as usual, the proceeds of the sale to aid the disabled world war veterans.

Committees were appointed to buy records and Easter novelties to be sent to Nurses Ward I for Easter.

Gifts of gowns, etc., will be sent to two nurses in Nurses Ward I who are desperately ill, and are receiving only hospitalization, and no compensation from the government.

Mrs. W. D. Pemberton was authorized to buy a picture of Woodrow Wilson, the War President, to be given to No. 2 school in memory of Miss Annie Snyder, who was chaplain of this post, from the time of its organization until her death.

The meeting adjourned to meet in April with Mrs. W. M. Sherrill.

The Julia Magruder Book Club. Mrs. R. S. Young was hostess on Tuesday afternoon to the Julia Magruder Book Club.

Mrs. C. J. Harris read an interesting article on Hawaii.

Miss Frances Burroughs was a special guest of the club.

Mrs. Young served a delicious salad course to her guests.

To Organize Children's Chapter of U. D. C. The Children's Chapter of the United Daughters of the Confederacy will be organized Saturday afternoon at 3 o'clock, at the home of Mrs. George Richmond on Georgia Avenue. All mothers interested in the junior chapter are urged to send their children.

USE PENNY COLUMN-IT PAYS

GRIEST TALKS TO LOCAL MERCHANTS ABOUT VALUE OF MODERN ADVERTISING

(Continued from Page One)

lection of vocabulary, borders, white space and specific helps that add much to the pulling power of the advertisement were given.

The speaker talked in sentences rather than in words and taking it all in all it was a most forceful and helpful address for those that are building a business.

Salesmanship, the interesting and fascinating art of selling, was discussed Tuesday night in the most interesting manner by Mr. Griest under the subject of "You and Your Salary." After giving many illustrations of what some people of national reputation had accomplished, and what they had done to attain the position they now hold the speaker

deducted a formula for those who are employed, when put into use, they could reasonably expect to increase their income. The formula given was: "Do more than you are expected to do, and thereby force recognition of your real worth to the establishment which employs you."

Briefly reviewing the steps taken the evening before under the subject of "The Winnif Salesman," Mr. Griest began to connect the thoughts given before with those that he had carefully prepared for this address.

The four factors with which most salesmen have to reckon are the customer, the merchandise, the plan of sale and the salesperson. The two factors emphasized in the discussion were the merchandise and the salesperson. The speaker stated specifically that what was essential was to know about the merchandise and to know about the salesperson.

Summing it all up, he said, that we could reasonably expect the salesperson to know much more about the merchandise than the customer. His reasons for this were logical and conclusive. Many humorous and helpful illustrations were given, the speaker using the articles themselves to demonstrate his points. It was proven that too frequently salespeople fail to establish confidence with their customers because they do not know the merchandise when put to actual test. Diplomacy, courtesy, tact, tone of voice, correct English and rhetoric all came in for discussion and the part they play in convincing the people and firm with which salesmen are employed for their worth or value of services.

After the regular lecture many merchants remained for thirty minutes or more for a round table discussion on the point raised in lecture.

HY-CLUBS HAVE FINE PROGRAM AT MEETING

Music, Readings and Weinnie Roast Among Features of Meeting at Y.

The meeting of the Hy-Clubs at the Y. M. C. A. Tuesday night proved one of the most enjoyable held in recent months.

Music readings and a weinnie roast were among the features of the program enjoyed after the business session.

Jason Gaskel and Eugene Kidd delighted those present with violin solos, after which Dr. J. C. Rowan, pastor of the First Presbyterian Church, was heard with interest in several readings of negro dialect stories.

Following this program weinies were roasted and eaten.

It was stated at the meeting that membership fees from 125 members of the high school were being collected now, members of the clubs conducting the campaign to collect the fees for last year.

See Expert to Visit County Thursday.

All details for the bee meeting Thursday in this county have been perfected by R. D. Goodman, county farm agent.

The meeting will be held at the farm of H. E. Bonds, on the Poplar Tent-Pitts school house road, beginning at 1 o'clock.

C. L. Sams, bee extension expert, will conduct the demonstration, being assisted by Mr. Goodman.

Mr. Bonds is one of the most successful bee keepers in the county and for that reason the demonstration will be given at his farm. Bee keeping is growing popular in the county and the meeting is expected to be attended by a large crowd.

The meeting of the Study Club, scheduled for this week, has been postponed until next week.



Investment Experience At Your Command

We shall be glad to suggest safe investments suited to your needs—and if necessary, to warn you against dangerous speculation.

Citizens Bank and Trust Company CONCORD, N. C.

TAXES CONTINUE TO FLOOD OFFICE

State Has Already Received More Income Tax Than During All of Last Year.

With \$3,500,027.85 of income taxes actually banked during 1925 and hundreds of thousands of dollars unaccounted for, the State of North Carolina has already taken in more income taxes during 1926 than the \$3,757,030.23 collected during the whole of the year 1925.

Monday was the biggest day in the history of the Department of Revenue with collections of \$1,410,561.70, but yesterday ran it a close second with \$1,340,215.58 placed in the banks before Cashier A. S. Carson called it a day and turned his book to the page headed "March 17th."

Over \$100,000 had been put on this page ready for deposit in banks today before Mr. Carson went home, leaving behind him thousands of checks, some large but mostly small. Today's collections are certain to be big but Commissioner R. A. Doughton and his assistants were chary as to any estimates of what the day will bring forth.

Only \$33,000 income taxes were collected in January and receipts in February were only \$77,000 while March collections prior to Monday's high tide totalled \$337,716.57.

A total of 21,000 returns have been tabulated and if the clerks can catch up today there is a possibility of a third million dollar day. However, most of the big checks are already in hand and those who will have them to pay have obtained extensions.

The State still has a considerable distance to go on the budget commission's estimate of \$5,500,000 in income taxes and exact estimates will be hard to make until after the expiration of the bulk of the extensions which will not be until April 15th.

The check of the R. J. Reynolds Tobacco Company, the State's biggest taxpayer, was included in yesterday's batch, but it was stated that one of the other heavy taxpayers has obtained an extension.

Governor A. W. McLean yesterday expressed confidence that the State's budget will balance on June 30th, the close of the fiscal year, but like Commissioner Doughton refused to indulge in any detailed speculation.

United States Collector Gilliam Grissom yesterday took in \$1,900,418.87 and it is expected that collections this year will compare favorably with those of 1925, in view of the sharp reductions in federal rates.

CLINIC FOR CRIPPLED CHILDREN ON SATURDAY

Dr. Alonzo Myers to Resume Clinic Begun Several Weeks Ago—Much Good Accomplished.

The next orthopaedic clinic for Cabarrus county will be held here Saturday at the county health offices beginning at 2 p. m.

Dr. Alonzo Myers, of Charlotte, orthopaedic expert, will be in Concord for the clinic, resuming his work where it was left off at previous clinics here.

Those persons who have been examined at former clinics and told to report again, and all other persons who wish to be examined for the first time, are to meet Dr. Myers on Saturday afternoon.

These orthopaedic clinics were begun in the county several weeks ago and have proved of great benefit. At present Dr. Myers comes to Concord at actual cost, money for the clinics having been appropriated by the county commissioners at a recent meeting.

Dr. S. E. Buchanan, county health officer, considers the clinics as among the most important work being done by his department. Scores of children in the county have been benefitted and it is hoped the service will reach many others during the next several months.

OPEN BIDS FOR BELK ADDITION

Contract Will Be Let by End of Week, It is Reported.

Charlotte Observer, 17th.

The contract for the construction of the five-story addition to Belk Brothers department store on East Trade street will be let within two or three days, B. F. Matthews, manager of the store, announced last night.

The bids were opened yesterday, following which a conference between representatives of the architect, C. C. Hook, Inc., and officials

TOM SIMS SAYS

Husbands are people who act so silly before company.

Public opinion has it that public opinion hasn't it.

Camel's hair suits are popular in London. Perhaps you can wear one a week without wanting a drink.

Palmyra, Ind., teacher will be tried for promoting athletics so Tennesseees will be jealous now.

In Florida, they jailed a New York swindler. Florida will have to out-grow her small town ideas.

Some men are so henpecked they call their bedroom slippers mules. (Copyright, 1926, NEA Service, Inc.)

of the department store company was held.

Contractors entering bids were Blythe and Genhour, J. A. Jones Construction Company, J. A. Gardner and J. J. McDevitt Construction Company, all of Charlotte.

Parent-Teacher Association of No. 2. The Parent-Teacher Association of No. 2 school will hold its regular meeting Thursday afternoon at three o'clock in the school auditorium.

MORNING-NOON & NIGHT

USE PASTEURIZED MILK

The Milk With a Purpose.

It's purpose is to bring you food-cheer. Pasteurized milk is the milk you should use in the kitchen, in the dining room and for a beverage when you have a thirst.

CABARRUS CREAMERY CO. Inc. Your Milkman

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Rogers' Paint

Manufactured by one of the Biggest Paint Manufacturers in the Country and sold by the OLD RELIABLE HARDWARE STORE

Our price, quality and service simply can't be beat.

First College Baseball Game Thursday

Davidson, N. C. March 17.—Coach Younger's baseball nine will pry off the lid of the North Carolina baseball season here Thursday afternoon when the United States marine team from Quantico, Va., plays at Davidson.

It is not yet certain who will start the game for the Wildcats as the snowy and rainy weather of the past week has held back the practice considerably. Coach Younger says that Litch Huie, recently developed bas-

ketball star, is progressing as a pitcher.

Last year the Davidson nine was markedly weak in its twisting staff. Two of the pitchers are back, Flake Laird and Lefty Oden.

Abe Kugler, Washington boy, has been shifted to short from first base, and Kelly Woodham is covering the initial sack. The Davidson infield is considerably shot up over the graduation of three of the men last spring, while the outfield promised to be the strongest part of the team. Captain Alford, Vance and Davis are all back

from last year's outer garden.

Hal Johnson, hardhitting freshman player of last season, is at the present going well in the outfield.

Spruce logs eleven feet in diameter so damaged machinery in a western Washington sawmill that the balance of the tract will not be cut, and the grove will be made a national monument.

A full-blooded Sioux Indian is a member of the capitol police force in Washington.

WORLD'S LARGEST CHAIN DEPARTMENT STORE ORGANIZATION

A NATION-WIDE INSTITUTION—

J. C. Penney Co. DEPARTMENT STORES INC.

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

Your Important Easter Hat!

It Must Be the Last Word In Style

You've been thinking about your Easter Hat—hoping you might find one superbly becoming—something different—and priced within reason. Such a Hat is sure to be among our many modes.

Assuring You Great Savings!

Again—our 676-Store Buying Power saves you money in Millinery! Our tremendous quantity orders of Hats obtain for us far lower prices. You can easily see this in our Easter Displays! Priced,

\$2.98 to \$6.90

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Our price, quality and service simply can't be beat.

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