Poplar Lake Subdivision

—AT—

AUCTION

SATURDAY

APRIL 23

200 P. M.

Concord, N. C.

On the above day and hour we will sell at absolute auction the Poplar Lake Subdivision owned by N. A. Archibald, consisting of fifty high class building sites and small acreage tracts. Located on East Depot Street, or the old Salisbury Road, just outside the city limits where you need not fear the burden of city taxes, convenient to all manufacturing plants and public works and where you have electric lights and telephone service and near good schools and churches. We ask you to look this property over before the sale and make your selections and plans to attend.

On this property is located the Poplar Lake Swimming Pool, dancing pavillion and two good homes. It will pay you to investigate and look this swimming pool proposition over as a good business proposition. This pool is furnished with city water. Now Mr. Homeseeker and Investor, here is your opportunity and we appeal to you to look it over and remember the day and hour above mentioned, which is Saturday, April 23rd, at 2 P. M. Meet us on the ground.

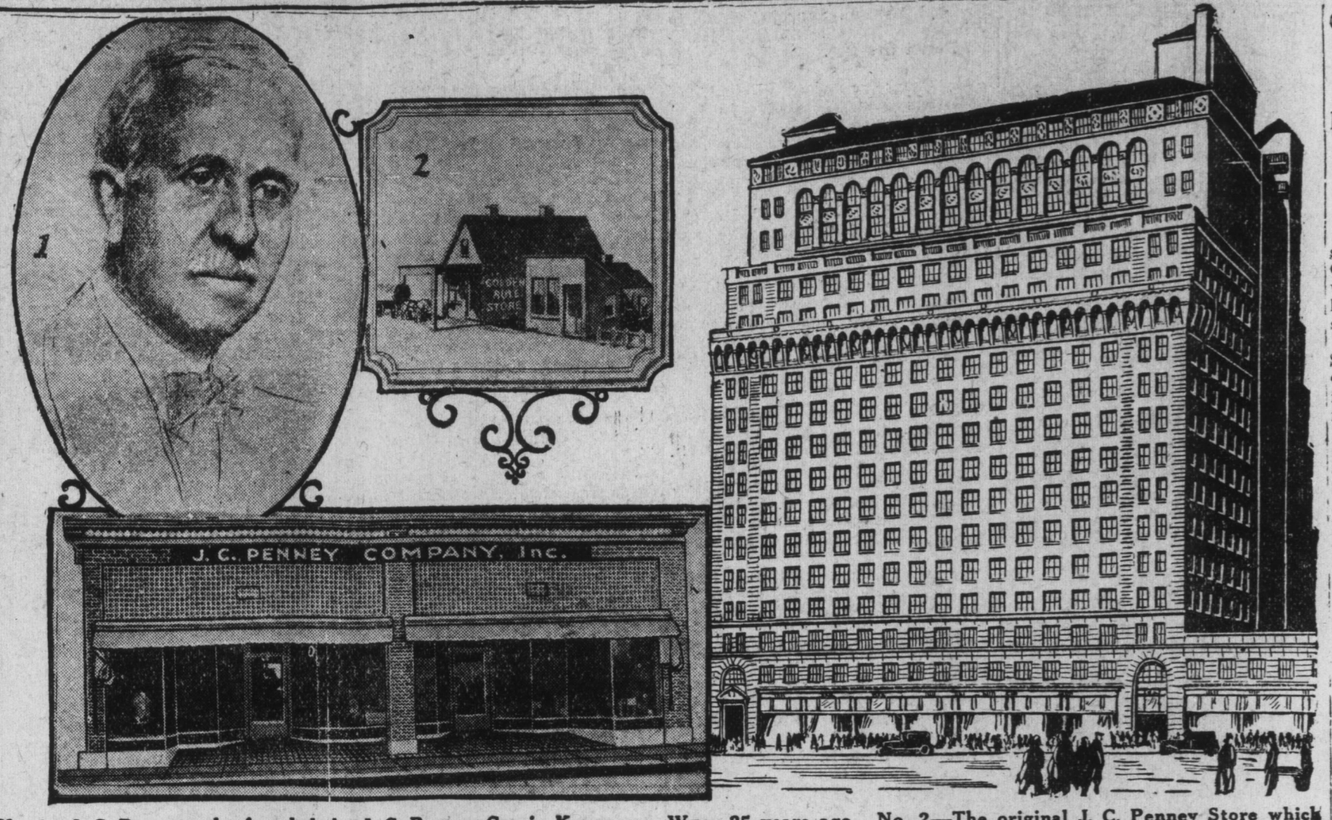
Ford Car Free—Band Concerts—Terms Easy

Sale Will Be Conducted by the Famous Pitts Brothers, Twin Auctioneering Force of America

Carolina Land Co.

SELLING AGENTS HICKORY, N. C.

N. A. ARCHIBALB, Owner



No. 1—J. C. Penney, who founded the J. C. Penney Co., in Kemmerer, Wyo., 25 years ago. No. 2—The original J. C. Penney Store which Mr. Penney started with a personal investment of $500. No. 3—The J. C. Penney Co. Building, Executive and Buying Headquarters in New York City. This entire building is occupied by its offices and warehouse facilities. No. 4—Store No. 500, opened in Mr. Penney's home town at Hamilton, Missouri—a typical J. C. Penney Co. Store of today. There are 773 J. C. Penney Co. Stores now in operation.

By GEORGE BRUCE

"Success is entirely a matter of moral fibre. The opportunity for achievement is greater today than ever before."

When asked to comment on the celebration of the 25th anniversary of the founding of the original J. C. Penney store, Mr. Penney made this remark. Upon his firm belief in the truth of it rests the foundation of the system of department stores, bearing his name, which now cover the entire country.

These stores are not chain stores in the ordinary acceptance of the name. They are a closely knit group of individual community stores, contributing to the welfare of the community in the same manner as other local stores but with the added advantage afforded by co-operation with other Penney stores.

They have all been developed on the theory and practice of partnership. They have all contributed in a purely local manner to the development of the towns where they are located. The strength of the group has been used to serve the welfare of the local community.

The original J. C. Penney store was founded in Kemmerer, Wyoming, on April 14th, 1902. Today there are 773 J. C. Penney stores and plans are already under way to increase this number to more than 800 before the close of this year.

In 1902, the "mother store" in Kemmerer did a business of $28,898.-11. At the close of 1926 the 745 stores operating at that time did a total of $115,682,737 in sales for the year.

The $500 which was the original investment of J. C. Penney in the little store at Kemmerer was turned better than 230,000 times last year.

The original $500 invested in the Kemmerer store has grown to over $30,000,000 of invested capital. This growth has been brought about inside the group of stores. No outside capital is invested in the J. C. Penney Company, and the only time any outside help was asked for was in 1919 when an issue of preferred stock was offered to furnish funds for tax purposes. This preferred stock has since been retired.

Based on the statement of the founder of the business, that "sucess is entirely a matter of moral fibre," this achievement has been without equal in the business annals of the country.

The success of the J. C. Penney Company has been founded on the structure of moral fibre and the stern stuff which turns opportunity into achievement. It has been maintained through the spirit of co-operationd and the desire to help men profit in proportion to their willingness to work for a profit.

The Penney investment has been in men and the Penney policy has been to teach these men how to turn their investment of time, energy, personal interest and earnings into greater profits for themselves through the application of service to the people of the community where they are located.

The only way in which ownership of stock in the J. C. Penney Company can be acquired is through work. There is no limit to the amount that any working individual can acquire. It has been made entirely a matter of personal application.

Today, in the 773 stores which operate under the Penney name, and in the home organization, the 1,000 partners are doing exactly what J. C. Penney did and still does and each one has the same potential success ahead of him that the founder had.

At the start, 25 years ago, Penney owned a third interest in the original store in Kemmerer. He acquired the balance through earnings made by that store.

When Penney decided to start a second store he gave E. C. Sams an opportunity to acquire an interest in the new place of business. Penney had started a group with the Kemmerer store as the foundation. Sams soon started a group with the second store as a foundation.

Each trained managers for stores to follow. This was the birth of the Penney system.

Speaking of local activities, Mr. Penney said, "the measure of a man's value to himself is, in a general way, a measure of his value to his community. We once were considering a new store location. In our investigation we asked a local merchant in the same general line what we handled, what he thought of the chance for making a go of a new store. He replied that he had been in business in that town for years and that he could barely make a living.

"Further investigation showed that his rarely ever made a net profit in excess of a thousand dollars or so. But the town looked good. We started a J. C. Penney store. It was a pronounced success. The man who became manager applied himself wholeheartedly to a study of local conditions. He worked among local men with interest and with a whole-hearted desire to make himself of value to the community. The man who had barely made a living subsquently failed. He failed because he was not awake to the knowledge that success awaited him in that town."

This week there will be more than $2,500,000 spent by wage earners and their wives in J. C. Penney stores. The prices they will pay will represent savings to them in excess of $125,-000. This will be repeated next week and next week there will be a new "yellow and black" front J. C. Penney store opened in some new town or towns.

These stores will bring new buyers into the places where they are located. The managers will start along the road to partnership with J. C. Penney and new economies will be brought about to add to the purchasing of the personal dollar of the great American family.

The J. C. Penney store is a factor in American domestic economy. In its 25th year it stands as the greatest co-partnership organization in the world and with a record for increase of original capital which is without equal.

Now J. C. Penney is devoting a portion of his interest to a similar plan for agriculture, a co-operative partnership arrangement in which the grower of farm products may travel along lines traveled by those who have become managers in J. C. Penney stores.

He is planning to educate the farmer in diversified crop raising, in better stock breeding, co-operative marketing, and to spread the doctrines of more profitable farming methods throughout the country.

CONCORD GUN CLUB HOLDS MEET AT COUNTRY CLUB

Both Professionals and Amateurs Perform in Shooting at Club Thursday.

The Concord Gun Club, held its first shooting meet at the Concord Country Club Thursday afternoon, at which some excellent shooting was exhibited by both amatuers and professionals, who took part in the meet.

Shooters from Concord, Kannapolis, Salisbury, Charlotte, and several other Carolina cities took part in the meet, in which some very fine scores were made.

Of special interest in the meet was the shooting of William Cline, son of Mr. and Mrs. C. A. Cline, who scored with the best amateur score in the contest. His score was 21 out of 25 shots, in the 16 yard distance. Bedford Ritchie Jr. also made a good record.

Some of the professionals present were: W. F. Hall, of the Cartridge Company; H. H. Long, of the U. S. Cartridge Company; Long, DuPont Powder Co.; Griffin, Peters Cartridge Co.; Cascaden, Hercules Powder Co.

The Kannapolis shooters are expected to challenge the Concord club to a meet soon, it was said.

The members of the Concord Gun Club include: I. I. Davis, Jr., Rowan, Jay Cannon, J. R. Cline, L. D. Coltrane, M. F. Ritchie, Ritchie Jr.; J. L. Peeler, Bingham, Ernest Robinson, Womble, Paul Barnhardt, Wallace, E. W. Biggers, Cannon, E. T. Cannon, J. Y. Plaxico, Shauers, W. J. Isenhour, J. A. Kennett, J. W. Cline, G. L. Patterson.

VETERANS SIGNING INSURANCE PAPERS BEFORE JULY

Hundreds of Former Men Fixing Up Papers Before Reinstatement Expires.

Hundreds of former service men who allowed their government insurance policies to lapse are reinstating them now, says a report from the Veterans' Bureau in Charlotte. The report follows:

"From the number of applications of war time insurance that are coming into the Veterans Bureau it is evident that the ex-service men are keenly alive to the advantages of this class of insurance. The Government of Life Insurance has been based in principle by the best minds in every civilized country in the world but it remained for America to develop a particular kind of insurance that could maintain its war-time identical features and still be adapted to peace time conditions.

"Policies of this character, of which a number, have been prepared by the actuaries of the Veterans Bureau keeping always in mind the purpose of making such policies as easy to 'buy' as possible for the ex-service men the veterans for whom the bureau was issued.

"Under the liberal legislation governing the reinstatement and extension of the original war time insurance, thousands of veterans who have given up their insurance allowing them forever on account of lapses are now getting in 'under the wire' before the last call, July 2, 1927.

"In connection with this work the Bureau has recently made a remarkable record in paying disabled insurance claims within a few days of the death of the insured. For example, was that that of Michael Fetzer who died at 5 p. m. on the 8th of the month, and the widow and his daughters, the Misses Ruth and Eleanor Curran, of Boston, received their checks in full payment of their claims before close of business at 4:30 the next day. When necessary proof in a claim is given the Bureau, in proper form, it can be almost unbelievably quick in the case of these insurance policies.

'For detailed information communicate with Regional Manager, U. S. Veterans Bureau, Charlotte."

NEGROES ARRESTED FOLLOWING ARREST AT BOTTLING WORKS

Umphrey Correll and Harris Charged With Attempting Bottling Plant Breaking Night.

Umphrey Correll and Harris, youthful negroes, were arrested this morning charged with attempting to rob the plant of the Carolina Bottling Works and trying to rob the safe. They were caught by Patrolman Robert Fetzer.

When the first employe of the bottling works reached the plant this morning he noticed that someone was in the building, police officer Fetzer. He called the manager, J. L. Lancaster, who notified the police department.

Just about the time Patrolman Fetzer arrived the two negroes were caught by the employe of the plant and detained them. They denied having been in the building but one was sized and the other made a run. Turning over the captured negroes to the employe, Patrolman Fetzer gave chase to the other, making his capture near the post office.

While the negroes were trying to get into the safe, they apparently have badly damaged it. They tried to saw through the hinges of the safe and did succeed in removing the handles and part of the door knob.

They will be given a hearing before Recorder A. B. Palmer, it was stated at police headquarters.

Archie Gibson, of High Point, arrived Saturday to join Mrs. Gibson and children, who are the guests of W. E. Moore.

KIWANIS CLUB HOLDS WEEKLY MEETING HERE

Several Vocal and Piano Solos Were Heard; Rev. W. C. Lyerly Spoke to the Club Members.

The regular weekly luncheon meeting of the Concord Kiwanis Club was held Friday noon at the Hotel Concord.

The program for the meeting was in charge of Rev. C. Herman Trueblood and Ferd Youngblood. Mr. Trueblood introduced Miss Elizabeth Bumgartner, a blind lad, who rendered several vocal and piano solos, which were greatly enjoyed by the members of the club. Miss Bumgartner is a talented musicion, and has attended Institutes for the blind in Virginia and North Carolina.

Rev. W. C. Lyerly, who has been Pastor of the Trinity Reformed Church here for a number of years, was introduced by Mr. Trueblood, as the principal speaker for the meeting.

Mr. Lyerly, in his opening remarks, reminded the club members that this Friday was known as Good Friday, an anniversary of the death of the Savior Jesus Christ. "And in a sense," said Mr. Lyerly, "today is a day of blood. There are numbers of people in the world today who will think of the blood of Jesus Christ, the blood that He shed when He was nailed to the Cross, to save the world from sin."

"The one great business of men here is to know God, and His teachings." said Mr. Lyerly.

"Men are attracted by the mountains that rise to great heights, America with its Pikes Peak, Switzerland, its Alps, but think of that other place, Mt. Calvary, the mountain that bore the Cross of Jesus Christ. The Cross of Jesus is a symbol to Christendom.

"And there is another thing that must be thought of in connection with the Cross, and that is Suffering. Hundreds of human beings are suffering in this world today, but it so happens that this suffering often times brings out the richest qualities in the human life. Jesus Christ suffered when He saw humanity suffer. He suffered when his friends failed Him, but there was one who did not fail Him, and that was God.

"Also along with the Cross, and suffering there is another thought," continued Mr. Lyerly, "and that is sacrifice. Jesus Christ was lifted to the Cross as a sacrifice for the sins of man. We all make sacrifices every day. People in every walk of life make them, all for the purpose of attaining something that is better. But we are thinking of a higher sacrifice, and that is the sacrifice of death. The hope of life, to die in flesh and live in the spirit.

"This day reminds us of the Death of our Savior, so we should engage our thoughs on the Cross, as the emblem of our religion; on the Cross the emblem of suffering and of sacrifice," concluded Mr. Lyerly.

War Mothers Hold Memorial Meeting.

The Cabarrus Chapter of War Mothers met Thursday afternoon at 3:30 at the home of Mrs. J. Mac Caldwell, on White street. Thirty members answered to the roll call. The devotional exercises were led by Mrs. W. S. Bingham and Mrs. W. L. Bell, after which the War Mothers Collect, the American's Creed and the salute to the flag were given in concert. America was the hymn led by Mrs. Morrison Caldwell.

Much business was transacted relative to a motion picture to be given later, to arrangements for the Easter cake and egg sale, and to plans for the Carnation Sale to be held May 7. Lest there be a misunderstanding about the sale Mrs. Pemberton explained that the War Mothers in no way usurp the flower sacred to Mother's Day. Miss Jarvis founded that Day and the carnation was chosen by her to be the mother's flower. As the War Mothers are primarily mothers, it is fitting that they wear that flower. They sell these paper carnations to raise funds for the Memorial Home in Denver, Col., a home where the relatives of soldiers in the hospital are entertained.

The meeting was the last before the Convention to be held at Washington, N. C., in May and delegates and alternates were chosen for that convention.

The meeting was closed by a very touching memorial service in honor of the two members who have died recently. Mrs. Pemberton reading the description of the Holy City in the 21st chapter of St. John and Mrs. Patterson had a very beautiful reading. Mrs. S. A. Wolff gave a short memorial address, which was followed by the resolutions in honor of Mrs. J. W. Snyder and Mrs. J. S. Lafferty read by Mrs. Morrison Caldwell.

The meeting closed with prayer, after which the hostesses, Mesdames J. Mc. Caldwell, W. A. Foil, J. C. Willeford, W. D. Pemberton served most delicious refreshments.

The Memorial Address, printed by request, is as follows:

Twice in little more than a month the War Mothers have stood with bowed heads while a casket was borne between their lines. Twice have they filed by an open grave as each dropped a snowy blossom upon those caskets. Twice have they turned away from a flower-decked mound in beautiful Oakwood, turned away with brimming eyes leaving the earthly tabernacles of their friends to await the resurrection morn.

We pause awhile today to do honor to the memories of Mrs. J. W. Snyder, who entered into rest in March, and Mrs. J. S. Lafferty, who fell asleep in April. Both loyal members of our Chapter, who were interested in all we did.

Sad are our hearts when we think that these dear friends whom we had known so long, whose faces were so familiar to us, who so often talked with us and who walked the streets of Concord so many years, will be seen by us on earth no more. It is sad to part with these fellow members and to realize that our roll will grow shorter year by year, as one after another says good-bye and answers to the roll call in Heaven.

But, let us not indulge in selfish sorrow, but rejoice that they are happier, far happier than ever before. In this world they suffered much pain and sickness, shed many a tears of sorrow but now they are safe in the mansions prepared for them where "God shall wipe away all tears from their eyes, and where there shall be no more sorrow nor crying, neither shall there be any more pain.

"It is not death to die—
To leave this weary load,
And midst the brotherhood on high,
To be at home with God.

It is not death to close
The eyes long dimmed with tears,
And wake in glorious repose
To spend eternal years.

It is not death to fling
Aside this sinful dust,
And rest on strong excellent wing
To live among the just.

Jesus Thou Prince of Life,
Thy chosen cannot die;
Like Thee, they conquer in the strife
To reign with Thee, on high.

PERSONALS

Ray Patterson, formerly of Palm Beach, Fla., has gone to Charlotte, where he is connected with the Western Union, after visiting his sister, Mrs. Louis Patterson, for several days.

Mrs. Archie Gibson and children, of High Pont, are visiting her mother, Mrs. W. E. Moore.

Mr. and Mrs. Earle Patterson and Ray Patterson, of Charlotte, and Mrs. Louis Patterson spent Thursday in Lexington with Charles Patterson.

Miss Anne Guffy Dayvault, of Randolph-Macon College, is visiting her parents, Mr. and Mrs. J. F. Dayvault.

Misses Rebecca Castor, Myrtle Dick and Margaret Barrier are at home from Lenoir-Rhyne College, for the Easter holidays.

Miss Kathleen Smith is visiting her mother, Mrs. T. J. Smith here during the spring holidays at Duke University.

Miss Ella Belle Shirey, librarian at Lenoir-Rhyne College, is the guest of Mrs. John M. Cook.

Arthur Lee Widenhouse, of Duke University, is spending the week-ened with relatives.

Miss Margaret Morrison, student at Queen's College, stoped over here en route to Charlottesville, Va., where she will spend several dyas.

Miss Ruby Creighton is spending the week-end at her home in Spartanburg, S. C., where she was accompanied home by Miss Willie McKnight.

Miss Bernice Jones, teacher in the Concord schols, is guest of relatives in Laurens, S. C., for the week-end.

Miss Irene Suther and Leonard Suther, students at Duke University, are visiting their parents, Mr. and Mrs. Marvin Suther.

Miss Rebecca Smart, a student of Queen's College, has as her guest Miss Kathleen Mahood, of Alderson, W. Va. at her home here.

Mr. and Mrs. B. D. Melchor, Mr. and Mrs. Dee Melchor and Mr. and Mrs. Wood, of Norfolk, Va, stopped over in Concord at the home of Mr. and Mrs. J. F. Honeycutt Thursday. Mr. Melchor and party were on their way to Asheville and expect to attend the Moravian service in Winston-Salem Easter morning.

Miss Mary Elizabeth Blackwelder, of Lenoir-Rhyne College, is spending the Easter holidays with her parents, Mr. and Mrs. John A. Blackwelder.

Miss Alice Yorke and guest, Miss Julia Reid Roseborough, of Jacksonville, Fla., arrived Friday from Gunston Hall, Washington, D. C.

Amos Davis, Dr. James Bryson, and Jack DesPortes, of Winnsboro, S. C., attended the shoot held at the Cabarrus County Club here Thursday.

Miss Muriel Bulwinkle has gone to Gastonia to spend the Easter holidays with relatives.

Miss Catherine Wolffe, who teaches in the Burlington schools, is spending the Easter holidays with her parents, Mr. and Mrs. S. A. Wolffe.

William Branson, law student at Duke University, Durham, is visiting his mother, Mrs. W. R. Odell, for several days.

Mrs. C. F. Ritchie, Mrs. William A. Ritchie, and her mother, Mrs. W. J. McLendon, of Wadesboro, Mrs. E. Sauvain, and C F Ritchie, Jr., returned Thursday from Lake Lure.

Mr. and Mrs. L. H. Sides and Mr. and Mrs. L. B. Cress are spending several days in Charleston, S. C.

Miss Elizabeth MacFadyen, student at Duke University, Durham, is spending the Easter vacation with her parents, Dr. and Mrs. P. R. MacFadyen.

Clarence Ridenhour, of State College, Raleigh, is spending the week-end with home folks.

Miss Sara Mobley is the guest of friends in Kings Mountain for several days.

Mrs. N. K. Reid and Mrs. N. T. Deaton, Jr., were visitors in Charlotte, Thursday.

Mr. and Mrs. W. B. Schorr, and Billy Boyd, of Asheville, have arrived in Concord to visit Misses Elma and Lottie Boyd.

Mr. and Mrs. A. W. Folkes, and son, Joseph, are the guests of relatives in Richmond, Va., for the week-end.

Miss Ollie Moore is the guest of relatives in Boiling Springs for Easter.

Dr. and Mrs. W. H. Wadsworth, and Tommy Wadsworth, of Cleveland Springs, spent Friday in Concord. Billy Wadsworth returned with them to spend Easter.

Miss Louise Austin left Friday for Darlington, S. C., to spend the Easter vacation.

Lewis Misenheimer, student at State College, Raleigh, has arrived to spend Easter with his parents, Mr. and Mrs. A. F. Misenheimer.

Mrs. Lila Fetzer, Mrs. Rosa Compton, and Miss Emma Phifer, of Montreat, are spending some time with Mrs. J. P. Allison and Mrs. P. B. Fetzer.

Dr. and Mrs. D. G. Caldwell spent several hours in Winston-Salem, on Thursday afternoon.

Miss Emily Weddington arrive Friday from Mebane, to spend Easter with her parents, Mr. and Mrs. L. A. Weddington, on South Union street.

J. W. Craft, of Monroe, is spending some time with Mr. and Mrs. B. L. Crowell.

Mrs. Sara Misenheimer returned to Mount Pleasant Thursday, from Winston-Salem, where she has been visiting.

Superintendent A. S. Webb and Miss Fanny Hill attended the meeting of superintendents and executives of schools of the Southwest Piedmont district, held Thursday at Hotel Charlotte in Charlotte.

Thos. Alexander, Jr., of Davidson College, and Moultrie Alexander, of State College, are spending the Easter holidays with their parents, Mr. and Mrs. Thos. L. Alexander.

Rev. and Mrs. D. P. Grant and children, of Woodleaf, are visiting Mrs. J. W. McClellan at her home on East Depot Street.

Miss Nannie Alexander, of Charlotte, arrived Saturday to spend sometime with her niece, Mrs. C. B. Wagoner.

Mr. and Mrs. J. B. Womble moved Saturday from West Depot street to the house on North Church street recently occupied by Dr. and Mrs. W. H. Wadsworth.

Miss Jennie Patterson, of Charlotte, is spending a few days in the city, the guest of Mr. and Mrs. John K. Patterson.

Garah Propst, of Sumter, S. C., is an Easter visitor in the city.

Miss Clare Adel Self, who has been spending several days with Mrs. Bruce McBride, left Saturday for her home in Cherryville, where she will spend the Easter holiday with her parents, Dr. and Mrs. L. L. Self. Miss Self was accompanied home by Miss Anita Umberger, who is a student at Duke University.

Miss Scottie Johnston has recently returned to her home in Charlotte after spenending ten days with Mr. and Mrs. Charles H. Wadsworth, at their home in Atlanta, Ga.

Miss Frances Jenkins, of Richmond, Va., is the guest of Miss Georgia Elizabeth Calloway.

Mrs. Jesse C. Rowan has returned from Miami, Fla., where she visited relatives for two weeks.

Miss Isabel White, who is a nurse at Rex Hospital, Raleigh, is visiting here parents, Mr. and Mrs. T. J. White.

Miss Mae Kluttz, of Winston-Salem, is spending the week-end with here parents, Mr. and Mrs. George S. Kluttz.

Mrs. Lucius P. Best, of Warsaw, is the guest of her daughter, Mrs. A. Jones Yorke.

Miss Eleanor Crowell, student at Queen's College, Charlotte, is visiting friends in Gastonia, and wil larrive in Concord tomorrow.

Mr. and Mrs. Bernard Fetzer are the guests of Mr. and Mrs. W. McK. Fetzer in Breevard for Easter.

Miss Lucy Crowell, who is a student at the Teachers Training School in Farmville, Va., is visiting her parents, Mr. and Mrs. J. Lee Crowell.

Miss Myrtle Helms entered a Charlotte Hospital last week and was operated on for appendicitis Friday. A message from the hospital states that her condition is very satisfactory. Miss Helms is a daughter of Mr. and Mrs. J. R. Helms, of North Crowell street.

Mrs. Alice Broom, of Raleigh, arrived Friday and is tre guest of Mr. and Mrs. A. C. Cline.

Mr. and Mrs. Luther Yost, and son, Luther, of Raleigh, are visiting relatives in Concord and Kannapolis.

Luther Wolff, of Roanoke, Va., is visiting his parents, Mr. and Mrs. S. A. Wolff.

Edward M. Wolff is the guest of his brother, S. A. Wolff and Mrs. Wolff, en route to Gettysburg, Pa., from St. Petersburg, Fla.

John Baker, of Jacksonville, Fla., is visiting friends in Concord.