

**PENNEY STORE SALES SHOW BIG GAINS FIRST HALF**

Company Declares Preferred Dividend and Adds to Huge Chain of Stores.

With gross sales running far ahead of previous records, the J. C. Penney Company announces the declaration of the semi-annual dividend of \$3.00 on the preferred stock payable June 30, to stockholders of record of that date.

Taken as an index of business conditions throughout the country, the unusual gain in the company's sales for the first five months of this year was significant. For the period from January 1 to May 31, cumulative gross sales were forty-eight million dollars as compared with thirty-six million dollars for the corresponding period of last year. The actual material increase in gross sales for the first five months of this year is 30.55 per cent greater than that for the same period in 1926.

There are now a total of 843 stores in the chain of the J. C. Penney Company's organization. It is announced. On June 1st, the Penney company took over 54 new stores. They were the 34 Jones Stores in the Central Northwest acquired in April.

Further expansion of activities is indicated by the addition of 45 new stores which are to be added to the

Penney chain on July 1, it is stated. This will give the Penney system a total of 888 stores.

**Urge All to Learn of New Auto Law.**

Raleigh, June 11.—(INS)—Pointing out that the new motor vehicle law goes into effect in a few weeks—July 1, to be exact—Sprague Silver, chief of the automobile license bureau, and R. A. Doughton, revenue commissioner, today reiterated their advice to motorists to familiarize themselves with the provisions of the statute.

Motorists' attention was called to the portion of the new law concerning speed limits and penalties for reckless driving. Although on and after July 1 the speed limit on the highways will be increased to 45 miles an hour, the legislature also materially boosted the penalty for reckless driving.

One of the drastic provisions conceived in an effort to curb reckless driving clothes a judge or the state license bureau with authority to completely revoke licenses in cases of dangerous and reckless driving.

Tab will be kept on the number of accidents in which a driver is concerned, one of the provisions in the new law providing a way for the motor license bureau to keep an accurate check on license holders in this respect.

**Offers Many New Things For Saturday and Monday**

**EFFIRD'S GREAT CHAIN SALE**



**Epworth Methodist.**  
(J. M. Varner, Pastor)  
Sunday School at 9:45 a. m. Regular preaching services at 11 a. m. and 7:30 p. m. Epworth League at 6:30 p. m. Prayer meeting Wednesday at 7:30 p. m. To all these services you are cordially invited.

**First Baptist.**  
Regular Bible School at 9:45 a. m., H. B. Bollinger, superintendent. At the 11 a. m. hour H. W. Blanks will speak. At 8 p. m. the Senior B. Y. P. U. will render a special program. Junior and Intermediate B. Y. P. U. meet at 7 p. m. Prayer meeting Wednesday at 8 p. m. A cordial welcome to all.

**West Concord Baptist.**  
(W. O. Hivenbark, Pastor)  
Sunday School at 9:45 a. m., W. F. Stegall, superintendent. Service at 11 a. m. Subject, "Sacred Memories." Service at 7:45 p. m. Subject, "Benefit of Godliness." B. Y. P. U. at 6:45 p. m. Prayer service Wednesday at 7:45 p. m. To all who will come a warm welcome awaits you at this church to worship with us.

**Kerr Street Methodist.**  
(G. L. Wilkinson, Pastor)  
Sunday School at 9:45 a. m., R. A. Hullender, superintendent. Junior League at 7 p. m. Preaching at 11 a. m. and 7:30 p. m. Prayer service Wednesday at 7:30 p. m. You are always welcome here. Sunday School at Center at 2 p. m. Preaching at 3 p. m.

**Trinity Reformed.**  
(W. C. Tjerrey, Pastor)  
The hours for public worship are 11 a. m. and 8 p. m. We are expecting Rev. Sterling Whitener, missionary to China, to speak at once of the services. The Sunday School at 9:45 o'clock. The school is graded for worship and instruction, directed by Superintendent J. H. A. Holzhauser. The Mission Band has a program at 11 a. m. This congregation welcomes you to all services.

**McKinnon Presbyterian.**  
(R. S. Arrowood, Pastor)  
Preaching at 11 a. m. and 7:45 p. m. by Rev. McKendree R. Long, evangelist. Service for men at 3:30. Sunday School at 9:45. You are welcome at this church.

**Kerr Street Baptist.**  
(A. T. Cain, Pastor)  
Sunday School at 9:45 a. m., Smoot Baker, superintendent. Preaching at 11 a. m. and 7:30 p. m. Morning subject, "The Meaning of the Cross." Evening subject, "A Preacher of Courage." Come and worship with us. You will be made welcome.

**First Presbyterian.**  
(Jesse C. Rowan, Pastor)  
Services at 11 a. m. and 6 p. m. The 6 o'clock service will be for children. Sunday School at 9:45. C. F. Ritchie, superintendent. To all services the public is cordially invited.

**Central Methodist.**  
Sunday School at 9:45 a. m., J. E. Davis, superintendent; H. W. Blanks, assistant superintendent. Preaching at 11 a. m. by Rev. J. W. Strider. No evening service.

**St. Andrew's Lutheran.**  
(M. L. Kester, Pastor)  
Sunday School at 9:45 a. m. Chief service at 11 o'clock. Luther League at 6:30 p. m. The public is cordially invited to all services.

**Calvary Lutheran.**  
(M. L. Kester, Pastor)  
Sunday School at 9:45 a. m. Light Brigade at 10:45 a. m. Luther League at 6 p. m. Vespers at 7 o'clock. The public is cordially invited to all services.

**First Methodist Protestant.**  
(G. H. Hendry, Pastor)  
Sunday School at 9:30 a. m., W. J. Widenhouse, superintendent. Growing school, live classes. At 11 a. m. worship. Sermon by pastor: "The Christian's Task." Reception of members. At 6:30 p. m. Junior and Intermediate Christian Endeavor. No night service on account of Kannapolis tent meeting. All who wish to attend there will please come to the church by 7 p. m. At the morning worship N. J. Miles, of Enfield, will sing "Nearer My God to Thee" by Ashford.

**Bayless Memorial Presbyterian.**  
(Waldo Robertson, Pastor)  
Preaching at 11 a. m. and 7:45 p. m. Sunday School at 9:30 a. m., A. J. Kelly, superintendent. The public is cordially invited to worship with us.

**McGill Street Baptist.**  
(T. W. Fogleman, Pastor)  
Bible School at 9:45, L. E. Polk, superintendent. At 11 a. m. Junior service. Sermon by Rev. Jesse Hamilton. At 7:45 p. m. W. M. S. report and mission service. A welcome hand awaits you at the door.

**All Saints Episcopal.**  
(H. B. Thomas, Rector)  
Sunday School and Bible class at 10 o'clock. R. F. Gibson, superintendent. Celebration of Holy Communion at 11 o'clock.

**Associate Reformed Presbyterian.**  
(M. H. Gibson, Pastor)  
Sabbath School at 10 a. m., J. E. McClintock, superintendent. Preaching at 11 a. m. and 7:30. Good attendance urged. Y. C. P. U. at 6:30. Prayer meeting at 7:30 p. m. Wednesday.

**Long Race for Rowboats.**  
Los Angeles, Calif., June 11.—A thirty-mile rowboat race across Catalina Channel, starting at Long Beach and finishing on the water front of Avalon Bay, is scheduled to be held tomorrow. The race is a free-for-all, no restrictions being made on the number of qualifications of the contestants. It is a sweepstake event, with each contestant putting up \$25. Since \$1,000 in gold has been added it is expected that the winner will receive something like \$2,500.

Industry and trade associations in the United States total over 9,000 in number.

**News of Colored People**  
Dr. J. H. E. Nelson, Reporter

**New Pastor at Christian Disciple Church.**  
Executive officers of Tri-State Christian Convention, namely: S. Keeny, president, and P. L. Peters, secretary, both of Winston-Salem, N. C., met in conference with the official Board of the Christian Disciple Church Thursday night and recommended Rev. Robert E. Ingram, of Winston-Salem, as pastor. Rev. Ingram is a young man, well prepared for the ministry, having been educated in some of the best colored schools of North Carolina and South Carolina. He will arrive in Concord Saturday night and will preach Sunday at 11 a. m. and 7:30 p. m. A cordial invitation is extended to everybody.

**Hot Dog!**  
Minneapolis, June 11.—A college prank has given to the world the electrically roasted weiner. Placed in a fuse socket by engineering boys at the University of Minnesota, the weiner swelled up and turned a delicious brown. The boys cost figures that it costs fourteen hundred-thousandths of a cent to roast one weiner.

CONCORD'S LEADING WOMEN'S SHOP

**Gray Shop**

22 South Union St. Concord, N. C.

Smart

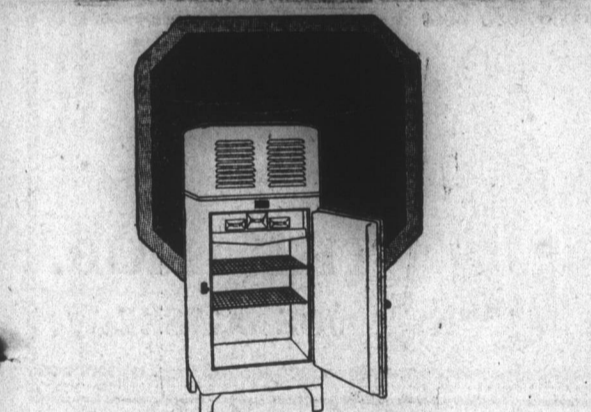
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Concord Furniture Co.

**Copeland**

Smart Summer Footwear Of Outstanding Quality

Styles and Quality equal to the Best, while the prices are very much less.

BEAUTIFUL PATTERNS ALL NEW AND CRISP Every pair guaranteed

**G. A. Moser Shoe Store**

**BETTER FACILITIES FOR TRANSPORTATION WANTED**

Department of Agriculture Giving Thought To Problem So As To Aid Farmer.

Tribune Bureau  
Sir Walter Hotel.  
By J. C. BASKERVILLE.

Raleigh, June 11.—Better transportation facilities for all sections of the state are in immediate prospect and plans are under way for the building up of an extensive network of motor truck freight lines for the handling of small shipments, especially of perishables, according to representatives of the State Department of Agriculture who have been out over the state recently.

All of which is due either directly or indirectly to the announcement made by the State Advisory Transportation Commission recently that one of its chief objectives would be the encouragement of regular motor truck freight lines in all sections of the state, but especially in the trucking and fruit growing sections, in order to assist the farmers to get their perishable products to market or to main shipping points with greater speed.

Prior to this announcement by the commission there had been a few truck freight lines in the state, principally in the Wilmington and New Bern sections, and a number of individuals operating trucks, but few really organized and coordinated lines. However, since this announcement by the commission, steps have been taken in several other sections to organize a definite system of truck transportation, with fleets of well-equipped trucks running on regular schedules. And in addition, a number of individuals have caught the idea, purchased trucks and started routes of their own. And they are already paying.

"I know of a case where within the last few weeks two young fellows purchased a second-hand truck, fixed it up, and started making regular trips from the coast inland, handling fish and sea products on the inbound trip, and hauling truck, eggs, butter, poultry and other farm produce back to the coast," said George Ross, chief of the Division of Markets, when asked if his division had noticed any increased impetus in the freight-by-truck movement. "Within a few weeks they had advance orders booked for virtually every load, and lately they have been averaging \$150 to \$200 a trip. And during the past week they have placed an order for a new and larger truck."

Many similar instances could be cited, according to Ross. He told of a farmer he knew over in one of the coast counties who some time ago saw the possibilities of a truck freight line, and who now owns two big trucks and who with his two sons keeps one truck on the road virtually the entire time.

However, that is not the only aspect which the announcement by the Advisory Transportation Commission that it would seek to stimulate interest in shipping by truck has had, according to those who have been following the situation. The railroads were quick to sense what a movement of this sort would mean to them as far as the short-haul business is concerned, and have already sent their men into the state in an effort to speed up their short-haul service, and especially their refrigeration service. One of the big refrigeration service lines is said to already be considerably concerned over the situation, with indications that North Carolina growers who use refrigerator cars may expect to get much better service this year than heretofore.

But that is not all. The manufacturers of motor trucks are also keenly alive to the possibilities of the development of truck freight lines, and one of the biggest manufacturers of trucks is understood to have already sent a number of its experts into the state, to cooperate with any who are thinking of going into the freight hauling business, to give them the benefit of their experience, and to help them work out schedules, cost estimates, rates, and the other details involved.

That such a system of truck freight lines would be of great benefit to the farmers who do not produce sufficient perishable crops to ship in carload lots can not be doubted, according to those who have studied the matter, for by shipping by truck direct, the hauls to and from the railroad are eliminated, and door-to-door transit is completed in from 12 to 24 hours quicker time than by rail, they point out. However, it is not expected that these lines would ever seriously compete with the railroads in the handling of big shipments or over hauls of more than 100 or 150 miles.

Already the Advisory Transportation Commission seems to be getting results.

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There are a number of color groups that you can choose from on a Pee Gee Color Selector (which we will give you) which will quickly give you the desired effect.

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**Ritchie Hardware Co.**



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Smartness and style you cannot resist at a price that cannot be matched

**\$835**

SPORT CABRIOLET (4-passenger)

Sedan	9775
Coupe	775
Sport Roadster (4-pass.)	775
Landau Sedan	895
De Luxe Landau Sedan	975
De Luxe Delivery Chassis	585
De Luxe Screen Delivery	770
De Luxe Panel Delivery	760

Outland Six, \$1025 to \$1295. All prices at factory. Delivery prices include minimum handling charges. Easy to buy on the Liberal General Motors Time Payment Plan.

This is the six-cylinder Sport Cabriolet that has taken the nation by storm. But there's nothing strange in that. Its vivid beauty places it in the very front rank of America's smartest cars. And its famous six-cylinder engine provides all the spirit and dash and stamina that such a swanky type requires.

Spanish leather upholstery inside the cab and in the spacious rumble seat as well. Appointments that are unobtrusively rich. And a truly arresting color scheme—Brevoort Green fenders, top and quarters; Cherokee Gray Duco on body and hood; orange striping for brilliant contrast.

Never in any low-priced six has the appeal of the intimate closed car type been so admirably expressed! Never has any six of the type provided such commanding value! For here are all the basic advantages of Pontiac quality, endurance and economy, plus a smartness and style you cannot resist at a price that cannot be matched.

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