

Too Much Eve In A "Slim Blonde"

Stans News-Herald.

They are not all like this, but too many young girls aspire to be the very kind of creature described in the following article clipped from the Asheville Times. To such young women, we want to ask that you read the article thoughtfully, and know that not all men go wild about a girl who in order to appear too thin will impoverish her body and depreciate her natural beauty to say nothing of health impairment, all with the hope of making a stronger appeal to the opposite sex. When you do that you show your lack of knowledge of the average red blooded man's taste. You can never make the appeal you are seeking by impoverishment of your health, impoverishment of your body nor by a feigned boldness not natural to a normal female nor in keeping with a man's idea of a beautiful woman. Read the following article and reflect. Says the Asheville Times:

"She was a thin blonde and about nineteen. Vacantly pretty. She lay stretched full length in the chair. It being a barber's chair, she lay upon her back. Number Three barber had finished scissoring her yellow fluff and shaving her neck behind. Number One boots had shined her black patent-leathers with their silver-grey three-inch heels. And now the barber had depressed the chair to horizontal and she lay stretched amidst the Saturday afternoon men while, the manœuvre, bending closer to see, plucked pale hairs one by one from her brows.

"She wore white silk stockings. Her slim legs, that would boast little enough curve with her weight on them, extended like straight sticks from the skirt-line above her knees to the black shoes, on the rest. Her poverty of body was intimately revealed under the scantiness of a not cheap dress. Men in the other chairs stared at her from time to time, reflectively; the younger ones curiously; the others coldly; one with a sneer. Occasionally her flat chest jerked to the pluck of the tweezers. Two men grinned at each other in the looking-glassed wall.

"The manœuvre brought a scarlet perfumed pencil. She wetted it end in her mouth as she painted the girl's lips carefully, in a Cupid's bow.

"When the manœuvre had finished, the girl got up and fixed herself leisurely, standing between a hair-cutting chair and a shaving chair, at the mirrors. As she did this she surveyed the reflected faces of the men. As she paid her bill she flickered her glance over the shop. Then coolly she strolled out.

"There was a time," murmured the manœuvre, bending with her tools to the lathered male in number One, "when this was a barber shop. Sweet yesteryear! Why don't you men get excited, sitting around here with your coats off in Mame's hoodwah? Ain't a free show got any thrill for you?"

The above article was headed "TOO MUCH EVR," but we think it should have been entitled, "NOT ENOUGH EVE."

The poor misguided youngster was doubtless "putting out" beyond her natural inclinations in order to make herself attractive and alluring to the opposite sex, and unfortunately, instead of adding to her beauty and attractiveness, she was making a monkey of herself in the eyes of the very ones she would have allured and fascinated.

"Don't forget this, girls. This is a pretty plain talk, but we write it with the sincere desire to help misguided girls, and there are too many of them."

Hair Bobbing None Of Hubby's Affair

Washington Husband Who spanked Wife For Getting Bob Goes To Jail Six Months.

Washington.—The right for a wife to bob her hair despite protests of her husband was upheld by Judge Robert E. Mattingly in public court when he sentenced Grover E. Carr to six months in jail when the wife testified that she was spanked after her hair cutting venture.

Mrs. Carr told the court when she returned home with her locks shorn her husband flew into a rage, grabbed her by her remaining tresses and violently paddled her with the palm of his hand.

The husband admitted meeting out the punishment and called his wife's father to the witness stand whose testimony showed that he did not believe in bobbed hair either.

"I see no excuse," Judge Mattingly remarked, "my wife bobbed her hair without my knowledge, but I did not get into police court over it. What shall I do with your husband?"

"I want him severely punished," the wife replied. "He has beaten me before."

"Six months straight," the court ruled "for an unwarranted assault."

Chinese crickets are trained to fight duels.

The term "whip" applied to certain members of parliamentary bodies is derived from the "whip-in" of a hunt—men whose job it is to whip up lagging hounds and to keep the pack together and obedient to orders.

Baggage Man Plays Carnegie To Folks Mountain Of South

Andrew Carnegie, with his gifts of millions for libraries, never received greater thanks than Robert M. Cobb, of Atlanta, Ga., baggage man on the Southern railroad flyer which runs from Atlanta to Salisbury. He is the librarian for all of the mountain people in the lonesome stretches between these cities.

How he has achieved this distinction without a single dollar in endowments is told in the American Magazine for August. The article says:

"Cobb goes through the train, gathers up the papers and magazines that the passengers have thrown aside, straightens them out into readable shape, ties them in bundles, and throws them out at points where he thinks they will be most appreciated.

"People soon learned of this free delivery, gathered at the outdoor offices, and waited for the train that put them in touch with the outside world. Most of those who serve as strangers. The only glimpse they ever have of him is when his train thunders past, and the bundle of reading matter comes sailing out and lands in a swirl of dust and cinders. But he has his regular customers too. There is an old couple who cannot read, for whom he prepares a collection of illustrated papers. A large share of the comic papers goes to a family with several children.

"At the time of the breaking out of the World War, people hungered for news as they had never hungered before. When he saw the papers and magazines that were left on the seats being swept up and destroyed at the end of the run it looked to him like a sinful waste, when there were so many who would have been glad to have them.

"At first he threw out papers only to the families of section foremen, people that he knew. But the service widened and spread until it included many families and small communities all along the route.

"Later, when America entered the war, Mr. Cobb realized how much more news meant to the people, as everyone was personally interested in what was happening, and all were eager for the very latest from the front.

"When construction work began on Camps Sevier, Wadsworth, and Gordon, all three directly on the main line of the Southern, it opened up wonderful opportunities for this baggage-man's labor of love. In each camp were some thirty thousand young soldiers in training, and everyone of them wanted tidings from the fighting line.

"He distributed more papers at Camp Sevier than at any other point. As the troops there were recruited from North and South Carolina, Georgia and Florida, and many of the periodicals found were published in those states, the soldiers often found copies of their home town papers in their bundles.

By this time, Mr. Cobb was well known along his route. Many people who received the papers wrote in to thank the unknown benefactor, and inquire his name. Now he often gets letters telling him how helpful the reading matter has been, and how much the writers appreciate his kindness; and the children remember him with little gifts of candy and cake. Some of the boys on his route keep his table well supplied with rabbits.

"One day he was presented with a basket of fruit and vegetables. An old man traveled forty miles in a buckboard with them. When he reached Spencer, N. C., he found he would have to wait two days before Mr. Cobb's arrival. He waited, and Mr. Cobb got the basket.

"When the great war was over, and the training camps abandoned, and there was less demand for news, he selected certain families in lonely districts, and kept up his free delivery to them.

"Mr. Cobb got his first job with the old Richmond and Danville railroad, now the Southern, in 1887. He was left an orphan at an early age, his father, an officer in the Confederate army having died of wounds received in battle, and his mother dying soon after. He was born at the old Cobb homestead, long a landmark in DeKalb county, Georgia."

Surfaced Highways.

North Carolina ranks twenty-eighth in size and fourteenth in population but only seven states rank ahead of us in the number of miles of hard-surfaced highways maintained by the state. Furthermore only eight states rank ahead of us in the number of miles of surfaced roads maintained by local governments, which happens to be counties in North Carolina. The United States bureau of public roads reports that on January 1, 1928, N. C. had 5,311 miles of state constructed and state-maintained surfaced highways, and 14,705 miles of surfaced highways maintained by counties. This refers to a year and a half ago. The mileage of surfaced highways has been increased considerably during the last eighteen months, and due to the rapidity with which we are constructing state and local highways it is very probable that our rank is higher now than at that time.

25th Anniversary Step Ins With Butterfly Bows



These black and white checked heels have tripped themselves right into the heart of Fashion. Chirky bows on black patent.

\$3.98

25th Anniversary Feet Burn? Try These Shoes



If your feet ache and buzz during the summer, have at least one pair of black kid shoes. Sports heel, rounded toe.

\$4.50

J.C. PENNEY CO.

A NATION-WIDE INSTITUTION

OUR 25th YEAR

OUR SILVER YEAR

"where savings are greatest"

Quality Insurance

Every Purchase Spells Thrift and Economy!

In these days of swift-moving events, Insurance protects you, your property, your family. Every dollar spent in our Store is Insurance against disappointment that your purchase may not prove satisfactory—Insurance that the dollar you spend here will give the utmost in Service—Insurance that includes Courtesy, Style, Value and Lowest Possible Prices.

25th Anniversary Hats To Please Every Girl



Going away for vacation? Then she must have a new hat. 98c

25th Anniversary Above the Heel, What? Graceful Lines! Sturdy Wear!



No. 1215 is a silk and fiber hose—exceptionally fine value for 49c

No. 445—a full-fashioned silk and fiber hose that looks well and wears to satisfaction. Pair 98c

No. 449—pure thread silk hose with a short lisle top for greater service. Pair \$1.49

25th Anniversary The Water's Fine When the Weather's Warm and Your Bathing Suit New!



There's nothing so refreshing as a swim—and children look forward to the hours in the water as the most delightful time of their vacation. Bathing suits are priced to please here.

Misses' Cotton Suits 49c and 98c

Misses' Wool Suits \$1.49 to \$2.98

Children's Suits 49c to \$1.49

"Men's Kyber" Broadcloth Shirts

"Vat dyed" and fast color. In white, tan, blue and grey. Collar attached and neck-band styles. \$1.98

Men's Straws Of Jap Yeddo

Cool and light. Of genuine Japanese Yeddo. Trimmed with fancy bands. Stripes and fish and comfortable. Only 98c

25th Anniversary Shape-Retaining Cool and Stylish

Hot Weather Suits



The style is built-in, so as to retain the shape, even on sizzling hot days. Two-button models for men and young men.

Plain and striped effects—greys, browns, tans and blue. Extra good values at the unusually low price of—

\$9.99 TWO PANTS

Other Tropical Suits at \$11.90, \$12.75 & \$16.75

25th Anniversary Buy That Frock Now!

Prices Have Never Been More Attractive

Appealing midsummer frocks—at price saving that astonish! Your summer needs are easily filled

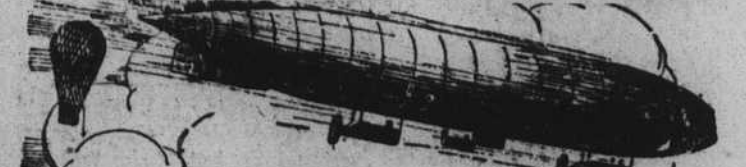


Vacation time means another frock or two—but it does not mean a great expense—if you stop first to investigate the possibilities for saving here.

Every Frock a Better Value Than You Anticipated!

Silks of fine quality are the materials—crepe de chine, georgette, flat crepe and tub silks—colors that appeal and sizes for women, misses and juniors.

3.98 to \$9.90

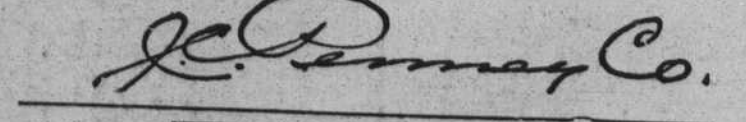


Progress Means Service! The Giant Airship Serves Better than the Flimsy Balloon!

Something of the glamour of Long Ago and Far Away attaches itself to man's early attempts to conquer the air with the flimsy balloon. It was a daring gesture, but the needs of mankind are served better by the giant airship, with its far-reaching possibilities of service.

Twenty-five years ago the J. C. Penney Company had only a small country store. Its ideals of helpfulness and service lived only in the efforts of one man, and affected at best, but a handful of customers. Today it has soared upward to a giant institution of 885 Stores, stretching from coast to coast.

Like the airship, it has grown in order that it may better serve the needs of a nation.



25th Anniversary Men's Oxford Gun Metal



Examine this shoe as closely as you please and you can't help but admire the leather and workmanship. Only \$3.98

25th Anniversary Black Patent Embossed Trim



One can forgive a button for hiding itself under a clever metal ornament as this. Smartly correct heel and rounded toe.

\$4.98

25th Anniversary Aching Feet Spoil Your Fun



Painful arches won't get better until you change the kind of shoes you wear. These smart, black kid Oxfords have built-in arch supports.

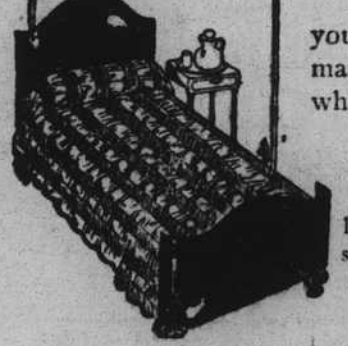
\$5.50

25th Anniversary Baby's Needs



Baby Hickory Garters, 8c
Polly Bob Pants, 23c
Coverall Bib, 23c
Absorbent Bibs, 12c

25th Anniversary Cheery Colored Spreads Lustrous Finish! Inexpensive!



The ideal spread to dress up your bedroom—lustrous finish material striped in self color or white with color.

Fancy Stripes

An unusual stripe pattern and scalloped edges add to the beauty of the spread.

\$2.98

25th Anniversary An Accessory That Is Necessary to Smartness



Summer frocks must be worn with a costume slip to make them fit more smartly.

ALL SHADES

Fine white nainsook fashions these trimmed with hand-drawn work and embroidery.

98c

25th Anniversary Fancy Silk Hose for Men



All silk hose in plain colors and black. Attractive block patterns in fancy silk and rayon with mercerized heel, toe and top.

49c

Men's Pajamas Our Own Brand



Made of our Silver Moon high grade muslin, extra full cut on our own jumbo pattern; four silk frogs. Per set—\$1.49

25th Anniversary Men's Needs Economically Priced



Combs, 28c
Single Grip Garters, 23c
Bill Folds, 49c
Wide Web Garters, 49c

25th Anniversary Quality Broadcloth Shirts—In White and Plain Colors at



\$1.49

Made over our own full cut pattern, finished 34 to 34 inches long, back and front no cloth cut from tails. Collar-attached and neckband styles. In sizes 14 to 17. You will be impressed with the quality of these shirts at this price.