

J. C. PENNEY TO OPEN NEW STORE NEXT THURSDAY

New Store Is Designed To Make Shopping Convenient

H. E. Baker Will Manage Penney's 31st Store In State

Shoppers in Roanoke Rapids will enter a new era of economical quality buying when the doors of the J. C. Penney store on Roanoke Avenue open for the first time to the buying public at 9:00 A.M. on Thursday, November 13th.

Thousands of dollars worth of new merchandise will be attractively displayed in modern, up-to-date surroundings in this town's newest department store. The building in which the store is located is one of the newest and finest in the community.

This store will carry a complete line of Men's, Women's and Children's Wear, Furnishings, and Shoes, Work Clothes, Piece Goods, Curtains, Domestic, Home Furnishings and other important apparel and dry goods items. Departments have been arranged in the new store with an eye to shopping convenience.

No effort has been spared to make the complete new Penney store one that will be convenient, attractive, and a welcome addition to the shopping facilities of this community—one that will also draw shoppers from surrounding communities.

H. E. Baker, who comes here from Parkersburg, West Virginia, will manage the new store. Mr. Baker has been with the Penney Company since December 1927, when he joined the organization as a salesman in Parkersburg. After further training in this store, he became assistant manager, and his appointment as manager here comes in recognition of his success in Parkersburg.

With the exception of Mr. Baker and his assistant manager, selling and operating associates have been recruited from local ranks. W. H. Jones, formerly of Johnson City, Tennessee, will serve as assistant manager of the local J. C. Penney Store. He started with the organization two-years ago, and has served continuously during that time as a salesman at the Johnson City store. He is married and Mr. and Mrs. Jones will make their home in the city.

The new Penney store will be the 31st operated by the J. C. Penney Company in the state. The first Penney store in North Carolina was opened at New Bern in June, 1924. Gradually, as customers learned to know and like Penney merchandise and the Penney way of doing business, the others followed.

"North Carolina has always been very appreciative," states Manager Baker, "of this Company of ours which caters to those thrifty people who are vitally interested in stretching their dollars to the utmost. We promise in the new store here to carry on the Penney tradition of selling first quality, dependable merchandise only—always at the lowest possible price."

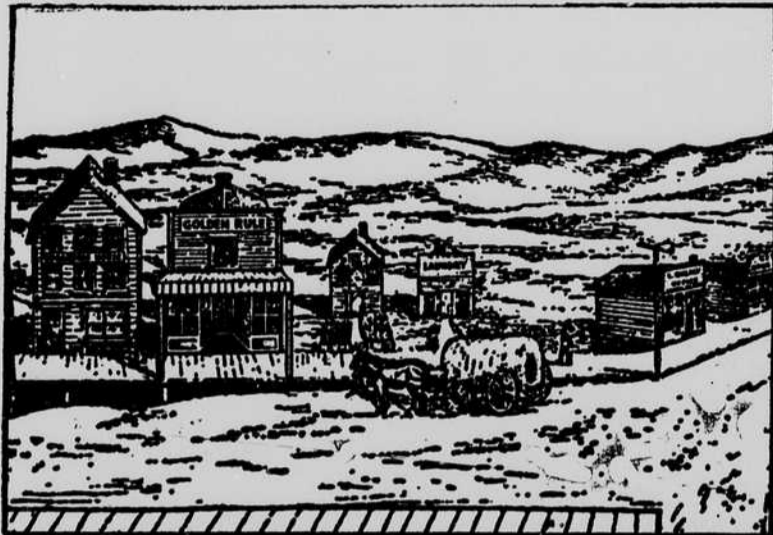
When the Penney store is opened here next Thursday it will be manned by a personnel of some 35 to 40 salespeople, and the store will regularly employ from 25 to 30 salespersons, Manager Baker stated this week.

While the new J. C. Penney Store will be "officially opened" to the public on Thursday morning of next week, city officials have been invited to a special "preview opening" of the new store on next Wednesday evening. The list of city officials expected to inspect the new store on Wednesday night includes Mayor Kelly Jenkins and City Commissioners: M. D. Collier, W. P. Taylor, J. B. Gurley, V. E. McDowell, F. C. Williams and R. I. Starke.

GUEST INSTRUCTOR

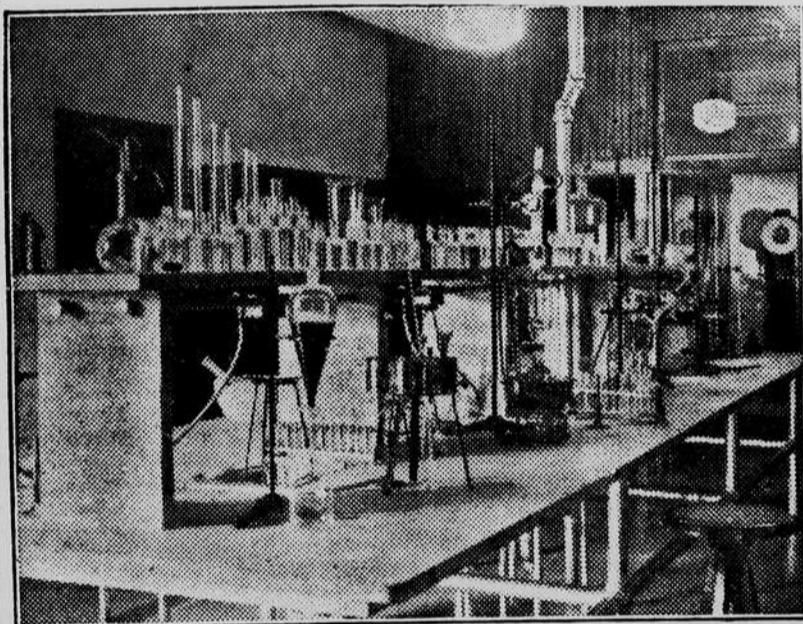
Miss Naomi Shank, System Home Economist for the Virginia Electric and Power Co., was the guest of the Nutrition class last Tuesday night. In this lesson, she gave a thorough study of meats and prepared several attractive meat dishes.

THE FIRST PENNEY STORE, IN KEMMERER, WYOMING



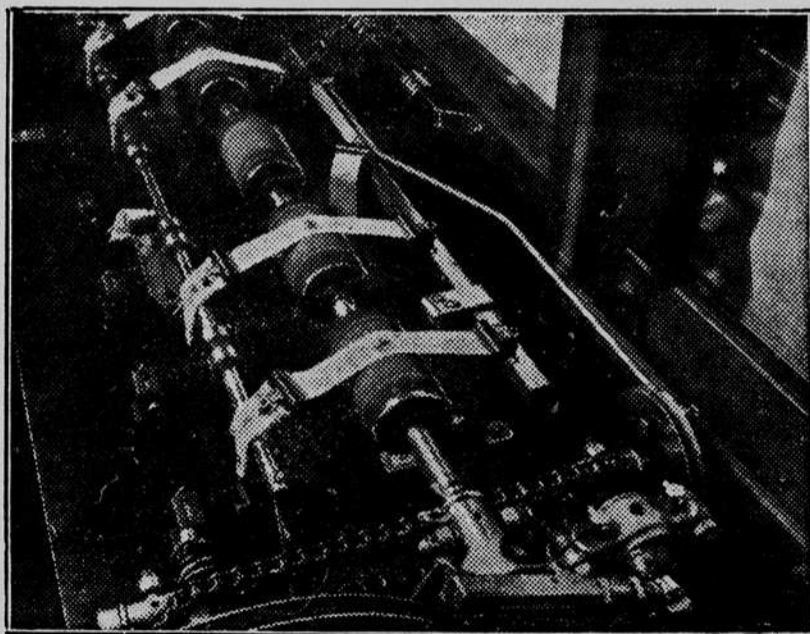
OPENED UNDER THE NAME OF "THE GOLDEN RULE", IN 1902
It's a far cry from the original Penney store in a small mining town to the modern and up-to-date department stores now operated by the Penney Company.

J. C. Penney Company Testing Laboratory In New York



To insure customer satisfaction, materials are continually tested for strength, color-fastness, warmth, wearing qualities, shrinkage, moth-proofing, etc., in the Penney Company's Laboratory in New York City.

"Wear-Tester" in Penney Laboratory



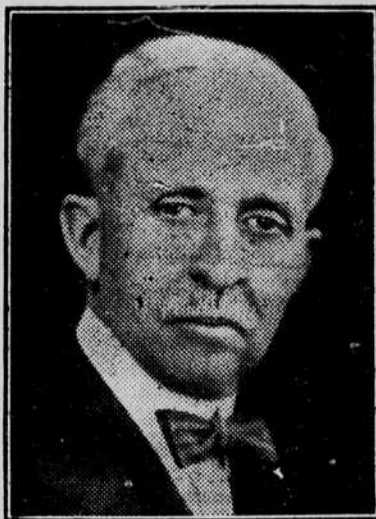
This ingenious machine subjects materials to the steady abrasive action of spools turning back and forth against the cloth in half revolutions, as a means of determining wearing quality.

ENTERTAINS

Mrs. W. H. Tickel entertained her bridge club and additional guests on Thursday evening. Bridge was played at three tables, with Miss Bernice Hitchens winning top score prize for club, and Mrs. I. F. Rochelle, guest prize. Attractive Hallowe'en decorations and tallies were used.

For refreshments Mrs. Tickel served a salad plate with coffee. Guests were Mesdames I. F. Rochelle, Calvin Kennemur, H. C. Wirtz, and Rudolph Northington. Club members were Mesdames Jay Thompson, Graham Lynch, H. E. Cameron, J. D. Edwards, Sam Lewis, J. P. Little, H. E. Gibson and Miss Bernice Hitchens.

Founder of J. C. Penney Company



J. C. Penney was born in Hamilton, Mo., where he later clerked in a drygoods store. He opened his first store in Kemmerer, Wyoming, in 1902, as one of three partners. Out of this humble beginning grew the present Penney Company with stores in every state in the Union. Starting with little cash, but a definite policy of square dealing, Mr. Penney has proved, through the phenomenal growth of the Company, the soundness of his policy.

GIRL SCOUTS ARE ACTIVE

Helen Daughtry is the newly elected chairman of the Girl Scouts' committee for taking care of the Troop Hut here. Others present for a luncheon meeting to discuss plans for care of the Hut were Hattie May Woodroof, Gladys Lee, Troop II; Louise Doyle, Doris Sue Wilson, Troop III; Shirley Shell, Doris Fahy, Troop IV; Lorene Wright, Troop V; and Helen Daughtry, Troop VII.

Katherine Wood was appointed supervisor of all troops, and Miss Frances Newsome was also present at the meeting.

Leaders for the Girl Scouts of Roanoke Rapids are Mrs. W. M. Thorne and Miss Agnes Gregory. Mrs. Mort White and Miss Ann Crawley are serving as troop consultants in the fields of first aid and music.

Officers of the Senior Troop VIII are: Ann McNeil, president; Margaret Bennett, vice-president; Lois Churchill, secretary; Jean MacKenzie, treasurer; and Virginia Lee Thorne and Marie Harbour, Troop Hut Committee members.

Dr. and Mrs. Bahnson Weathers are spending this week in Boston, Mass.

Cobbs Creek

is the masterpiece of the blender's art. By skillfully combining several choice whiskies with fine grain neutral spirits, we bring out the best qualities of each, thus creating a blend of fuller flavor, richer bouquet and more satisfying mildness.

CONTINENTAL DISTILLING

CORPORATION, PHILA., PA.

The straight whiskies in this product are 4 years or more old. 30% straight whisky, 70% grain neutral spirits. 19% straight whisky 4 years old. 7% straight whisky 5 years old. 4% straight whisky 6 years old.

BLENDED WHISKY
86.8 PROOF

