

Thrift Policies Reaffirmed On Fortieth Anniversary Of Department Store Chain



The Company has traveled a long road since Mr. Penney's first little store in Kemmerer, Wyoming (right). Now it includes such stores as the Company's largest, in Seattle (above).

J. C. Penney Company, in Nation-Wide Celebration, Points Out Country's Need For Universal Economy

In a celebration featuring the historical background of the business, the J. C. Penney Company marks its fortieth milestone. 1609 stores all over the country are taking part in the celebration, which extends through the month of April. The keynote of the event was set by the founder of the Company, J. C. Penney:

"We feel that the Penney Company is well equipped to make a substantial contribution toward the Thrift and Savings of the nation—because the Penney Company knows from long experience what Thrift is all about. Thrift is nothing new to the Penney Company—it is our stock in trade. When the Penney business was founded, in 1902, hard work and spartan living were the general rule. Our first little store in Kemmerer, Wyoming was dedicated to Thrift and all through the years, as our business has grown, Thrift has continued to be our guiding principle. This thrift theme appears in advertising and window displays in Penney stores all over the country, together with messages reminiscent of the early store days by Mr. Penney. Back in 1902, when Mr. Penney founded his first store, he found that many people who could ill afford it



Earl C. Sams, President of the Company, has been associated with Mr. Penney since his early days.

trade a practice of buying everything on credit, and paying up on pay day." He came to the conclusion that he could save people more economically by selling only for cash, thus eliminating credit costs. Mr. Penney found, too, that juggling over prices was a general practice, and in asking a purchase on a sale became a battle of wits between customer and store-keeper. It was this

... needed Mr. Penney to maintain a fixed price, and as soon as his customers found that that fixed price was the lowest price, they expressed their appreciation in an impressive loyalty to that first store, and, through the years, to all other Penney stores as well.

SEIFERT CAN SUPPLY PURE DRINKING WATER

The local Coca-Cola Bottling Co. will assist civilian defense and other war agencies in providing drinking water, should the public water source be damaged by sabotage or other enemy action, according to a statement made today by C. O. Seifert, manager of the local Coca-Cola Bottling Co.

"Our beverage plant is listed in a report covering a survey of such facilities just released by the American Bottlers of Carbonated Beverages, the soft drink industry's national association, for the assistance of defense and public health officials, he said.

"The survey was made at the suggestion of the Office of Civilian Defense, Washington, and lists soft drink manufacturing plants by states and cities who have voluntarily offered facilities of their plants for community use in such emergencies. When questioned as to the extent of such facilities Mr. Seifert said there are more than 6,000 soft drink plants over the country, many of which have filtration and water purification systems to which local health authorities can turn for a temporary source of pure drinking water for the civilian population.



Mr. Penney behind the counter during the closing days of the Company's fortieth year, a place he still loves to occupy after 40 years of store-keeping!

Navy Program Meet Monday

Charleston, S. C., April 8.—Representatives from all colleges, universities and secondary schools in North Carolina, South Carolina and Virginia are invited to attend a meeting on Monday, April 13, at Raleigh, when Navy officials will explain the plan for the Navy's vast officer procurement program, under which 30,000 college freshmen and sophomore will be recruited in Class V-1.

Purpose of the session is to acquaint educators from the three states with the opportunities offered their students under the Navy's new program and to explain to the school officials what courses on their curricula will be required by the Navy department.

Under Class V-1, college freshmen and sophomores will be enlisted as apprentice seamen in the U. S. Naval Reserve. They will be placed in an active duty status and allowed to continue their college education at least until the end of their second college year and perhaps until they receive baccalaureate degrees. Approximately 35,000 of those who are enlisted will be selected each year for further training, leading to commissions as ensigns in the U. S. Naval Reserve.

UNREALIZED DESIRE
James Cagney, who has always had a suppressed desire to be a doctor—he has two brothers who are—has never played a medicine in pictures.

PENNEY'S
J. C. PENNEY CO., INC.

FOUNDER'S FEATURE

"40 YEARS AGO,"

we sold thousands of stiff-collared, stiff bosom shirts. But men want comfort today!"

J. C. Penney

NOW... Men Wear

TOPFLIGHT DRESS SHIRTS

1.19

• Stripes
• Figures
• All-White

Sanforized to control shrinkage — Nu-Craft® non-wilt collars — beautifully cut and tailored. For comfort, for good looks, for long wear, choose our smart Topflight Shirts!

SANFORIZED means fabric shrinkage will not exceed 1%—the garment CANNOT shrink out of fit.

PENNEY'S 40th ANNIVERSARY JUBILEE!
J. C. PENNEY CO., INC.

• Sport Styles
• Dressy Types
Glen-Row® All Occasion
DRESSES

2.98

Spry spring styles in rayon crepe, alpaca and novelty weaves. Dressy, casual and sport styles in gay prints and smart spring colors, and navy. Sizes 9 to 15, 12 to 20, 38 to 44.

COATS and SUITS
Box, peeler or wrap-around coats! Long-torso suits. Spring colors. **10.90**

For Miss Or Matron! SPRING HATS

The best for spring! Dressy, casual and sport styles with feather and flower trimmed! **1.49**

Smart Simulated Leather! **Spring Handbags**

The right accessory for spring! Fashioned in dressy or sport styles! Simulated patent or calf! **98c**

For Every Spring Occasion! **Women's Shoes**

Smart, foot-slimming pumps, for spectator sports and dress! Or soft leathers! **3.49**

SAVE Tailored Cotton Styles! **PAJAMAS**

Smart butcher boy or tailored jacket styles! Fresh, washable cotton gaily printed in bright colors. 33-40. **1.00**

Boys' Sturdy **JIMMIES DRESSES** **69c**

Girls' Sunny Tucker **DRESSES** **98c**

Easy-to-wash Sanforized blousé twill! Big front. Handy pockets. 2-8. **All-Purpose Shirts 25c**

Nautical bolero and peasant styles in prints and sheers. Sizes 3-14. **Girls' Smart Shoes 2.49**

WORK CLOTHES FOR EVERY JOB!

Matching Army Cloth **SHIRT & PANTS SET**

Neat uniforms for work! Of sturdy khaki-colored drill — U. S. Army approved Sanforized for permanent fit! Dress-type collar and cuffs. Extra full cut sizes. **3.96**

BIG MAC® WORK SHIRTS 98c

Sanforized **WORK CANTS** of Sanforized denim! 1.39

SHOP CAPS—Pay Day® 35c

Sanforized **CANVAS GLOVES** 2 Prs. 25c

Sturdy **WORK SOCKS** 2 Prs. 25c

Fine Cotton! **CHOREMASTER® SHOES** 3.79

Old-Fashioned Values In Fine Percalé!

RONDO® PRINTS **27c** yd.

Big splashy florals, cunning little prints, all so lovely you'll be eager to start sewing the minute you see them! 36"

Fresh Sheer Cottons

Crisp lawns, fine dimities, **29c** yd.

Exquisite new prints! 36"

Sorority Prints RAYONS **59c** yd.

Eld splashy prints, quaint florals, they'll inspire you to create lovelier frocks — for less money! 36"

Prints or Solids

Broadcloth **19c**

Our famous Home-town® fine-woven, washable, sturdy! lovely pastels, deep tones! 36"

Save on Notions

Mercerized thread, **4c**

snap fasteners, darning cotton.

Fancy buttons, or gandy frilling! Fine **8c**

SAVE Perfect for Summer Flocks! Grand for Children's Dresses! **Thick 'n' Thin PLAIN RAYONS** **59c** yd.

Patels so lovely they take your breath away! Good quality that tailors beautifully won't slip at the seams! 39"

SAVE Gay, New Designs! Durable-Rayon-and-Cotton **FLAKE TYPE PRINTS**

You cloth-creators will love this spunky flaked fabric! **59c** yd.

Half spin rayon, half cotton! Smart prints in white-on-cold colors! 39 inches.

SAVE Stripes and Checks! Smart Woven Patterns! **SPORT COTTONS**

Stripes and checks that are rainbows of color! Sturdy woven-in designs, yarn-dyed to wash and wear well! Perfect for dresses, lunch-wear! **39c** yd.

Make Your Furniture Like New! Slipcover Fabrics

JASPE in several attractive shades! Sturdy! Value! **19c** yd.

50" JASPE with tiny woven in color dots. Fine quality! **39c** yd.

FRIEZE — crisp and heavy enough for upholstery! **59c** yd.

Valies For Women Everywhere! Terry Towels **31c**

Great big splashy checks on thick, quick-drying terry! Vibrant colors to wake-up your bathroom! 21"x42"

FLUFFY TERRY TOWELS— WASH CLOTH to match 13"x13" **10c**

Snowy white, striped borders!

*** THE PENNEY WAY IS THE THRIFTY WAY * * * THE THRIFTY WAY IS THE AMERICAN WAY ***

Try the 50th Anniversary Green River

"THE WHISKEY WITHOUT REGRETS"

GREEN RIVER

Unexcelled for 50 Years... finer than ever today!

\$1.10 PINT
\$2.15 QUART

GREEN RIVER BLENDED WHISKEY, 86 Proof, 75% Grain Neutral Spirits. Oldelype Distillers Corp., N. Y.