

Penney Dares Golden Rule Declares Dr. D. A. Poling

Son of Salem Pastor, in Christian Hehold Article, Tells of Growth of Great Organization Founded on Principles of Applied Right

This is the story of a man to whom millions mean only the opportunity to serve his fellow man. The man in question is J. C. Penney, creator of the J. C. Penney organization. He is the man who "dares the Golden Rule."

Local interest attaches to the writer of this article, which first appeared in The Christian Herald. He is Dr. Daniel A. Poling, son of Rev. C. C. Poling, pastor of the First Evangelical church, Salem. Rev. Poling's son, the author, is also national president of the Christian Endeavor societies.

By Dr. Daniel A. Poling
On the thirtieth day of March, 1902, a young man landed in Kemmerer, Wyoming, with his wife, an infant son and five hundred dollars in cash. He came to open a store, now called the "mother store" in one of the greatest general merchandising enterprises of North America.

By a path of sacrifice and service, this young man of twenty-four years ago has reached a unique position of financial power and opportunity. J. C. Penney, the founder of the J. C. Penney organization, with its stores in nearly seven hundred cities and towns of the United States and doing a business of more than one hundred million dollars annually, is an almost unique figure in the business world.

His father was a Primitive Baptist preacher of classical culture and deep consecration. The character of the man is indicated by the fact that after thirteen years of faithful ministry, he so steadfastly declared his belief that financial provision should be made for preachers and that his communion should establish Sunday schools and also train its clergy in divinity that his congregation expelled him as a heretic.

The lad James, from the day he was sighted, earned his own clothes. He wore the ridicule of his made-over garments. With a bruised heart, he suffered as a lonely boy. But today he treasures the memory of those childhood experiences and of his devout, uncompromising father as his priceless inheritance.

Ho he battled to overcome his early handicaps is indicated by the fact that a few years ago he closed his office each afternoon for eighteen months studied with a tutor. Today he speaks in lucid, precise English, and his language is as well ordered as his business. The story of his life is a sturdy, beautiful, though mixed, romance—mixed, for in it are chapters of sorrow and tragedy. But the shadows fill out the picture, even as the griefs have perfected his character.

Today Mr. Penney is known as the man with a thousand partners as the owner of the finest herd of Guernsey cattle on the continent, as one of the discriminating philanthropists of America and as the founder of a back-to-the-land enterprise in Green Cove Springs, Florida, which promises to open a new era in constructive, agricultural home development. To his friends he is increasingly the embodiment of simple, clean-living, generous, thorough-going Christian Americanism. To feel himself true to the ideals of his parents and to do what his preacher father would have rejoiced to do, means more to this gentleman than to amass millions. Millions mean nothing to him beyond the opportunity they offer him to serve his fellow men.

What is the secret of his success? He has built up a vast enterprise, he has entered new fields and mastered their problems. He has held the companions of his years of struggle so that today they are his close personal friends, as well as his most intimate business associates.

What is the secret of his success? The answer to the question must include many elements, but the caption of this article covers them all—"He Dares the Golden Rule." In all his plans and policies, he has done unto others as he would that others should do unto him. Indeed, those who know him best say that he has generously done for others what he never expected, or desired, others to do for him.

One cannot be with Mr. Penney for an hour without sensing the genius of his spirit in dealing with those who have moved forward with him in his great enterprises. Invariably he gives credit to the men of his organization. Speaking of the president of the company of which he is now chairman of the board of directors, he said in a public address, "I am tremendously proud of Mr. Sams. I was never a teacher, but I have watched him develop and grow and initiate those activities which have built him into the man he is. Always I have received much more from him than I could pos-

"The Student Prince" Listed



The Messrs. Shubert's "The Student Prince," which has proved the musical sensation of a decade, opens its four day engagement at the Hellig Theatre in Portland beginning Wednesday, May 12. Everywhere this organization has played house records have broken and the indications from the advance sale would indicate the same is going to happen in Portland. A company of over one hundred people is in the cast. Many Salem people are expected to drive to Portland for the production. It will not be shown locally.

where Mr. Penney entertained as his guests the delegates and friends of a Southern Baptist Bible conference. I heard them sing and speak in their Union Sunday school, and I rode with one of the superintendents across the vast acreage, which is approximately twenty-two miles square and includes more than a third of Clay county.

Everywhere I felt the thrill of the same spirit that this man and his associates have thrown about their hundreds of stores, the spirit that makes their patrons walk extra blocks to trade at their counters and that prompted that famous speaker to men, Fred B. Smith, after attending one of their national company conferences for store managers, to say, "I came away feeling that I might have been with business men, but that they were certainly holding a revival meeting."

To define the spirit was not easy, but presently I before a gateway and listened to a story that made the matter somewhat clear. Years before the J. C. Penney-Gwinn Corporation took over its present Florida holdings another company operated in the territory and attracted many men and women to its development. Eventually these people lost their all. The Penney-Gwinn Co. did not purchase the ancient liberties and the unfortunate people were already widely scattered. But one man who had invested more than five thousand dollars still lived, in Green Cove Springs. He no longer had hope that any of his lost savings would ever be returned to him. Imagine his amazement then when the new owners invited him to come back, to accept the full

value of his former holdings and in some of their finest acreage! I confess to a mist in my eyes as I read above the brightly painted arch of this farmer's gateway "New Hope Farms."

There are other stories similar to this. Later in the day I listened to a score of aged clergymen from half a dozen denominations, and to the companions of their years of labor and sacrifice, tell of how this quiet man had brought them to the little cottages they now occupy free of all charge. Seldom have I experienced such emotions as stirred me that night.

And as I watched and listened and as I pondered other words that I had the man Penney speak, I understood at last. I had the answer to my question. He has succeeded, he has won a great place in the world of business—and a greater place in the world of service—because from that first struggling store in Kemmerer, Wyoming, to these present vast undertakings, he has practiced the principles of his Christian faith. He has dared the Golden Rule.

One evening we stood looking into the depths of the famous spring that boils out and flows away at the rate of three thousand gallons to the minute, a spring that Mr. Penney hopes some day to make the center of health a ministry. Already it has been given a beautiful setting just across from the Qui-si-sana (Here is health) Hotel, in Green Cove Springs, under the moss-hung trees, with a tiny park and fully equipped pool. The banks of the St. John River are scarcely a hundred yards away. As we stood together there, he told me of the memorial to his sainted father

and mother, of the apartment home which even now is under construction, which will house when fully furnished, in three-room private house-keeping apartments, one hundred superannuated ministers and their wives.

It is to be a great and unique interdenominational project—not an institution, but a home for the needy, worthy and representative heralds of the cause Mr. Penney's father loved and sacrificed for. Perhaps the man's voice trembled as he spoke, but it was deep and strong when he said: "I have never done anything that has given me as much joy as this. I feel that this is just what my father would want me to do." And on the night the announcement of the plan was made to the clergymen in their little cottages, he said, "This is one of the happiest days of my life."

J. C. Penney believes that in the critical moments of his career, when important decisions have had to be made, and always when new enterprises have been entered upon, not his "judgment" but his "leadings" have brought him to success. When a man so believes, his judgment is very likely to be Divinely led.

Elker Auto Co., Ferry at Liberty St. Autos stored, and bought and sold. Cars washed day and night. Low prices and service will make long friends.

Drive slowly past children. Over 7,000 little tots were killed by automobiles in 1925.

FINE VAUDEVILLE COMING TO BLIGH

Whirlwind Skaters Featured on Program Offered Salem People Today

It's the Robbins at the Bligh theater today. That's not paging the birds, either, for the Robbins do everything but fly on roller skates. In fact, the girl of the ensemble does fly as her male partners do twirls, whirrs and spins fast enough to make one giddy. They're a wonderful act.

The Carmen and Dardon revue features capable dancers in terpsichorean solos and ensembles of picturesque interest. Their Apache is lurid, their Spanish numbers, vivid, the oriental sensuous yet refined, and their Russian best of all as a grandstand finish. One of the men whistles. He's good!

Al and Mary Royce sell slapstick. Dressed as sailors, they spar on intimate subjects and end with a domestic prizefight which leaves the house in an uproar. Morlen and Mason "surprise for 12 minutes" as entertainers on the accordion and violin. Bill Burke, juggler, makes hoops and clubs wiggle inconsistently and tosses coins and balls.

"Darkie," the horse ridden by

Art Acord in his latest starring play, "Western Pluck," is considered one of the best trained horses in pictures and that is saying a whole lot. "Darkie" does about everything but talk and he gets that over. Acord understands him, and after all, that is all that is necessary.

In "Western Pluck," Universal-Blue Streak Western coming to the Bligh theater commencing today.

Vick Bros. are selling the Oakland and Pontiac cars. Agents for the valley counties. Pioneer firm in autos. Oakland coach now only \$1290. 280 S. High St.

Aumsville to be Host—A meeting of all Marion county candidates for the offices of state senators and state representatives, has been called for Friday evening,

May 14, at Aumsville. The meeting is under the auspices of the community federation of Marion county. Twelve candidates, three for senator and nine for representatives, are expected to be present. Approximately 33 communities of Marion county will be represented at the gathering. Speeches by the candidates will be the feature of the meeting.

Nelson Bros., plumbers and sheet metal workers and heating. Best equipped in Salem. Prices and service and quality get a hold business. 355 Chemeketa.

Ulrich & Roberts, realtors, 122 N. Com'l St., know property values and make for you profitable investments. Will both save and make you money.

Drive slowly past children. Over 7,000 little tots were killed by automobiles in 1925.

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Must have more room. Our floors are crowded. Upholstered Davenports, Chairs, Dining Room and Bed Room Furniture along with our immense stock of Rugs all having been reduced and must be moved to make our floors less crowded. Axminster Rugs in beautiful patterns and colors.

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One Lot of Axminster Rugs, size 9x12 ft. Regular \$35.00 now \$27.50

9x12 feet high grade Seamless Axministers \$75.00 grade on sale \$67.50
8.3x10.6 highest grade Seamless Axministers \$69.50 grade on sale \$62.50
8.3x10.6 Axminster Rugs, regular \$40.00 now \$34.50
7.6x9 Axminster Rugs, regular \$36.00 now \$31.50
6x9 Axminster Rugs, regular \$26.50 now \$21.85
4.6x6.6 Axminster Rugs, regular \$15.00 now \$12.75

20 Worsted Wilton Rugs

9x12 regular \$85.00 and \$95.00 values on sale at \$76.50
Size 8.3x10.6 regular \$77.50, now \$67.50

Hundreds of Small Rugs

27x54 in. Axminster, regular \$4.50, now \$3.65
36x63 in. Axminster, regular \$7.75, now \$6.45
22x36 Wilton Velvet, regular \$4.00, now \$3.15
27x54 Wilton Velvet, regular \$7.00, now \$4.95
36x63 Wilton Velvet, regular \$8.50, now \$5.95

Hall Runners

3x9 feet, Axminster, regular \$13.25 now \$9.85
3x12 feet Axminster, regular \$17.00 now \$13.50
27 inches by 9 feet Rugs, regular \$15.00 now \$12.75

A Nice Showing of Tapestry Rugs

Suitable for bed rooms, living rooms and dining rooms 9x12 sizes, regular \$24.50 \$19.85
8.3x10.6 sizes, regular \$21.50 \$17.48

Fibre Rugs for Sun Porches, Bed Rooms

In beautiful colors and patterns, reversible regular \$16.50, now \$11.4
regular \$16.50, now \$11.45
Heavy wool fibre reversible rugs, suitable for living rooms, bed rooms, etc., plain colors with borders, regular \$40.00, now \$24.85
9x12 Klear Flax Rugs, regular \$39.00 \$23.50

FLOOR LAMPS

Arrived 60 days later than expected. All good new designs with highly decorated art metal bases and beautifully trimmed silk shades. The best values ever offered in Salem. Priced for quick selling—\$16.50 up, complete.

Overstuffed Furniture

During the past week we have sold a great many upholstered pieces at the very low sale prices and will continue selling these suites at very much below regular prices.

Now is your opportunity to brighten up your living room. Every davenport and chair on our floor reduced in price to make room.
3 piece living room suite in blue and taupe velour priced to sell at \$189.00
Mohair davenports in rose and taupe, priced to sell at \$99.50

Jacquard velour covered davenports in various colors and combinations of colors — reduced to sell at \$79.50
Bed davenports with mahogany and cane ends covered in blue and taupe velour — reduced to sell at \$89.00

Three piece Pullman living room suite consisting of chair, rocker and bed davenport, upholstered in blue and taupe, velour with mahogany frame. Priced to sell at, for the 3 pieces \$119.50

Fireside chairs and Cogswell chairs upholstered in velour and jacquard velour, also reduced to make a remarkable saving. Priced to sell \$42.50 to \$58.50

Bedroom Suites

In walnut, ivory, mahogany and silvertone finishes. All very beautiful. Big reductions from regular prices to make room. Three piece ivory and blue bed room suite \$57.00
50 other suites reduced accordingly.

If in need of bedroom furniture do not allow this sale to pass without coming in and getting your share at a saving in cost.

Dining Room Suites

The largest showing of dining room furniture ever shown in Salem now placed on sale to make our floors less crowded. You may enjoy a saving of from 10 per cent to 30 per cent on dining room furniture in dark or light walnut, mahogany or oak. Take advantage of this make-room sale.

Ranges and Parlor Furnaces

Do not think of buying a range, either wood, coal or electric without seeing our line. The best all line of stoves in Oregon. A number of good used ranges at remarkably low prices, several heaters, radios and Autona Circulators (parlor furnaces) carried over from last winter must be sold now to make room in our over-crowded stove department. They are all new and in good shape. Buy now for fall and save money. 25 to 33 per cent discount.

A great many used pieces in our used goods department included in this sale



Get a Cavaliere Refrigerator now. Get a summer's use of it.

See the Fibre Furniture now on display. Something new.

Three Strong Points

You should always consider and weigh three important features of every investment offered to you.

- 1--Earning power of the company
- 2--Has it a growing market?
- 3--What are the physical assets behind the investment?

Apply these tests to the

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