## Date Is Set For April Rites

Miss Cleo Saueressig and Mr. Glenn A. Rogers have set their wedding day. The popular young couple will be married on Thursday, April 23, in the fireplace room of the First Presbyterian church.

The bride-elect told a group of friends of her coming marriage at a smartly arranged dessert bridge Tuesday night at Godfrey's, Spring corsages with scrolls bearing the names of the couple and the date revealed the news.

Bouquets of spring flowers and blossoms centered the supper tables and several hours of contract were in play during the evening.

Covers were placed for Mrs. J. E. Saueressig of Scotts Mills, Mrs. David Ellis of Portland, Mrs. R. G. Moon, Mrs. Max O. Buren, Mrs. Fred Gast, Mrs. Talbot Bennett, Mrs. Lloyd Thomas, Mrs. Donald Madison. Mrs. W. A. Saueressig, Mrs. Glenn Stevenson, Mrs. Robert Clark, Miss Marjorie Knox, Miss Josephine Bross, Miss Rosemary Snyder, Miss Maxine Buren, Miss Olive LeValley, Miss Marjorie Weum and Miss Cleo Saueressig.

The bride-to-be is the daughter of Mr. and Mrs. J. E. Saueressig of Scotts Mills and her fiance is the son of Mr. and Mrs. C. K. Rogers of Seattle. Miss Saueressig is a member of the Salem Junior Woman's club and attended Oregon State college, where she was affiliated with Alpha Gamma Delta sorority.

Mr. Rogers attended Portland schools and the University of Washington. He is now with the Oregon Shipbuilding corporation in Portland where the couple will reside. He formerly lived in Salem and was with the unemployment compensation commission.

## Nile Bridge Tea On Thursday

A number of Salem women have made reservations for the annual bridge tea for which members of the Salem Daughters of the Nile will be hostesses on Thursday afternoon.

The affair will be held at the Masonic temple with contract, auction and pinochle in play at tend do not need reservations and may come for bridge or call at the tea hour at 4 o'clock. Guests are asked to bring their

own table accessories. Proceeds from the affair will be used to aid crippled children in Marion and Polk counties at the Shriner's hospital in Portland. Presiding at the tea urns will be Mrs. Boyd Williams, queen of Nydia Temple, Portland and Mrs. David Wright.

#### Mothers' Group At Reinholdts'

Mrs. Lloyd Reinholdt, Mrs. Marie Putnam and Mrs. Gordon McGilchrist entertained the Alpha Psi Delta mothers Monday afternoon at the former's home.

The tea table was centered with an arrangement of pink camellias and daffodils. Attending were Mrs. C. F. French, Mrs. Loyd Drorbaugh, Mrs. R. Ivan Lovell, Mrs. Marie Von Eschen, Mrs. Lloyd Riches, Mrs. William Merriott and the hostesses.

SAVING!

Helena Rubinstein

Creams, Lotions Make-Up

Special Offer From April 4-11

Important news for your beauty and your budget! 20% reduction on Helena Rubinstein beauty prepara-tions. Here are savings that may never be repeated.

Come in, write or phone and Come in, write or phone and make sure of your supply. Sale lasts only until April 11. NOTE: Due to the national emergency Colognes, Eaux de Toilette, Perfumes, Compacts, Kits, Luggage and Gift Sets will not be included in this 20% DISCOUNT EVENT. These litems still EVENT. These items still available at regular prices. (May increase soon,)

Willett'a Capital Dray Store

Corner State & Liberty



SOCIETY MUSIC The HOME

## Miss Mills Is Honor

MAXINE BUREN

Editor

Guest Miss Phyllis Fisher, Miss Barbara Williams and Miss Florence Duffy have invited guests to a bridal shower Thursday night at the home of the former's parents, Mr. and Mrs. Earl Fisher, on State street. The honor guest will be Miss Mary Ellen Mills, who will be married on Sunday to Mr. Dave Shep-

After an evening of bridge a late supper will be served by the hostesses and bouquets of spring flowers will provide the decorative note about the rooms. A miscellaneous shower will

fete the bride-to-be. Honoring Miss Mills are Mrs. John Kolb, Mrs. William Gentzkow, Miss Margaret Ann Bligh, Miss Sybil Spears, Miss Patricia Otten, Miss Jean Burrell, Miss Marjorie Mae Whittington, Miss Barbara Compton and the host-

#### Reports Made at Auxiliary Meet

Mrs. Lowell Kern, newly reelected president of the Salem General hospital auxiliary, presided at the monthly meeting Tuesday morning at the YWCA. Mrs. Lewis Griffith, chairman of the rummage sale, reported that the proceeds amounted to \$161.52. The money will be applied on the new project of the auxiliary, of installing a refrigeration plant at the hospital.

Mrs. George Alexander is in charge of the flowers committee at the hospital for April. Mrs. E. M. Page and Mrs. David Bennett Hill were appointed to head the spring membership drive to

be held this month. Miss Lillian McDonald, superintendent at the Salem General hospital, talked to the group on civilian defense in regards to the hospital. She told of the steps being made to accommodate people, to a void congestions, precautions and progress of the casualty centers.

## Guild Meeting On Monday .

The Jason Lee Wesleyan Service guild met Monday at the home of Mrs. Herman Rehfuss. Also hostesses were Mrs. George V. Naderman, Mrs. Arlene Cummings and Mrs. Richard Bell.

The meeting was presided over by Mrs. Lowell Jones, president. Mrs. E. Tilton from Dallas spoke on "Poise in a Time of Crisis," and Mrs. Herbert Lange gave a talk on the Navajo Mission school at Farmington, New

Guests were: Mrs. Ellen Hobson, Miss Bernadine Reed, Miss Lois Ohmart and Miss Faith Pri-

PERRYDALE-Eleanor Gregg was guest of honor at a shower given at the home of Mrs. Ross Chapin Thursday with Mrs. Joe Gregg, Mrs. Milton Frink and Mrs. Percy Zumwalt co-hostesses. After a short program of games Philys Vincent and Carol La Ronde sang several songs accompanied on the guitar by Mrs. Earl Wyatt.

Others present were Mrs. Roy Gregg, Mrs. Mark O'Dell, Mrs. O. E. Kurtz, Mrs. J. A. Campbell, Mrs. Joe Dauenhauer, Mrs. Dan Elliott, Mrs. Van Staavern, Mrs. D. L. Keyt, Mrs. H. G. Keyt, Mrs. G. A. McCulloch, Mrs. Seymore Fudge, Mrs. Clyde Smith, Mrs. H. J. Elliott, Mrs. S. C. Elliott, Mrs. Jennings, Mrs. Fay Morrison, Mrs. A. Van Otten, Mrs. Dick De Jong, Mrs. Jake De Jong, Mrs. Dick De Jong, jr., Mrs. Dave Byerley, Mrs. Lorenzo Gilson, Mrs. Bob Mitchell and Mrs. Har old Holmes, Dallas.

The Camp Fire guardians met at the home of Mrs. E. A. Charlton Tuesday afternoon and new guardians present were Mrs. Marie Regin, Mrs. Donald Douris and Mrs. Malcolm Hawke, Mrs. Irl McSherry told the group about the song fest contest to be held during music week in which Camp Fire girls will participate.

on "certain days" of month

CLUB CALENDAR

WEDNESDAY WEDNESDAY
American Lutheran guild, shurch at 2 p. m.
Missionary society, First Congregational church, 2:30 p. m.
Women's Missionary society, First Presbyterian church, at shurch, 2 p. m.
WSCS Jason Lee, business meeting, 10 a. m., 1 o'clock luncheon.
Salem Hunters and Anglers Salem Hunters and Anglers uxiliary, 371 North High street,

auxiliary, 371 North High street,

\$ p. m.

AAUW executive board, Mrs.
George Rossman, 910 North Capitol street, 8 p. m.

WSCS First Methodist church,
all day session, 10:30 a. m., nohost luncheon, 1 p. m.

OUO club with Mrs. Susie
Lloyd, 535 North Winter street, 8
p. m. p. m. DeMolay Mothers, luncheon,

Masonic temple, noon.

Bethel Dorcas club, 1 p. m. luncheon with Mrs. E. E. Matten, East State street.

AAUW child study class, Collins hall, 7:45 p. m.
Ladies of GAR, business meeting, YWCA, 2 p. m. THURSDAY

Sewing meeting of Deaconess hospital auxiliary at hospital, I Merry Minglers with Mrs. Earl Brown.
Thursday club with Mrs.
Charles A. Sprague, 425 North
14th street, 1:30 p. m.
Brush College Helpers, with
Mrs. John Sihindler, Route 1, 2

Englewood Woman's club with Mrs. Lloyd Robinson, 1025 North 17th street, 2 p. m. SATURDAY Phi Beta Kappa noon lunch-eon, Rose room, Argo hotel. MONDAY

FRIDAY

Deaconess hospital auxiliary, lecture room, 2 p. m.
Three Link club, IOOF temple, AAUW Latin-American class meet in YWCA committee room, 7:30 p. m. TUESDAY

## Marriage of Couple Told

Announcement is being made of the marriage of Miss Alice Conn, daughter of Mr. and Mrs. Lewis G. Conn of Portland, and Mr. Cecil H. Vice of Portland. son of Mr. Ben Vice of Salem. The ceremony took place on February 7 at the Peninsula venue Evangelical church and Mr. and Mrs. Vice will make

their home in Portland. INDEPENDENCE - At the meeting of the Woman's club tonight, Dr. Victor Morris of the University of Oregon will be the speaker and Ronald Craven of Salem will sing. Men of the chamber of commerce have been invited to attend, following a brief meeting of the group.

The committee includes Mrs. Belia Keeney, chairman, Mrs. W. F. McBee, Miss Mary Donaldson, Miss Dora Gallagher and Miss Henrietta Wolfer.

SUVER - Donald Dickey, son of Mr. and Mrs. J. A. Dickey, Berry Creek, and Maxine Van Patton of Portland were married Saturday evening, March 21, in Portland Donald is a graduate of the Airlie high school and is a senior at OSC this year. Mrs. Dickey has been teaching in the Airlie grade school the past two years.

Former Salem people visiting in the capital for the Easter weekend were Mr. and Mrs. William Gosser, Mary, Mac and Claybourne, and Mr. and Mrs. David Adolph and son, Bobby,

Mrs. Chester Luther has invited a group of AAUW members to a scholarship tea Thursday afternoon at her home on East Superior street.

Women of the missionary association of the Englewood United Brethren church will attend the annual institute today from 10 to 4 o'clock at Hopewell.

Esther Ellen Edman of Seattle is a house guest at the home of her uncle and aunt, Mr. and Mrs. Ray Webber, this

Mrs. Bertha Junk Darby returned Tuesday from Portland where she spent the weekend with her son and his family, Mr. and Mrs. Herbert J. Darby.

Mrs. Ernest C. Richards presided at luncheon on Tuesday afternoon at her home on North 21st street for ten of her Corvallis friends.

## Today's Menu

Hard cooked egg salad will see the last of the Easter egg supply. The main dish is baked. Hard cooked egg salad Browned liver Baked potatoes Buttered broccoli Rice pudding

BROWNED LIVER 1 pound beef liver 4 tablespoons flour ¼ teaspoon pepper 1/4 teaspoon salt 4 strips bacon

3 tablespoons sliced onions ½ cup water Sprinkle liver with flour, pepper and salt. Fit into shallow, buttered baking dish. Top with rest of ingredients. Bake 20 minutes, uncovered, in modera

## Parties Will Precede Dance

Several parties have been arranged to precede and follow the monthly dance of the Wisteria club Friday night. The af-fair will be held at the Veteran's hall and dancing will be from 9 to 12 o'clock.

Mr. and Mrs. Max Alford have invited guests to their country place before the dance. Guests include Mr. and Mrs. Harry Wenderoth, Mr. and Mrs. Ronald Craven, Mr. and Mrs. Frank Zinn, Mr. and Mrs. Bert Walker, Mr. and Mrs. Everett Given, Mr. and Mrs. Jacob Fuhrer, Mr. and Mrs. Harry La-Dou, Mr. and Mrs. Saul Janz. Mr. and Mrs. James Teed, Mr. and Mrs. Russell Beutler, Mr. and Mrs. James Turnbull, Dr. and Mrs. Estill Brunk and Mr. and Mrs. Carl Quistad.

Mr. and Mrs. J. Deane Patterson and Mr. and Mrs. Herman Miller will be hosts to a group of friends before the dance at the Patterson home on South Church street. Out-oftown guests will be Mr. Miller's brother and sister-in-law, Mr. and Mrs. Norman Miller of Portland.

Mr. and Mrs. Ralph Eggstaff will be hosts for a supper party at their home on North 18th street after the dance. Guests will be seated at small tables and primroses, jonquils and other spring flowers will provide the decorative note.

Bidden are Mr. and Mrs. J. Deane Patterson, Mr. and Mrs. Ted Purvine, Mr. and Mrs. Herman Miller, Mr. and Mrs. Russell Beutler, Mr. and Mrs. Floyd Seamster, Mr. and Mrs. Charles Feike, Dr. and Mrs. Ralph Gordon, Mr. and Mrs. Saul Janz, Mr. and Mrs. Arthur Fox, Mr. and Mrs. Bjarne Ericksen, Mr. and Mrs. Claire Brown, Mr. and Mrs. James Hardie, Mr. and Mrs. James Turnbull, Mr. and Mrs. Elmer O. Berg, Dr. and Mrs. Estill Brunk and Mr. and Mrs. Norman Miller of Portland. Other post-dance hosts will be

Mr. and Mrs. Junior Eckley who have invited guests to their North 20th street home. Guests will be seated at two long tables centered with bouquets of spring flowers.

Covers will be placed for Mr. and Mrs. Max Alford, Mr. and Mrs. Bert Walker, Mr. and Mrs. LaVerne Young, Mr. and Mrs. Ferrel Covalt, Mr. and Mrs. James C. Pike, Mr. and Mrs. Kenneth Kutcu and Mr. and Mrs. Albert Carlson of Lebanon.

## Music Planned For Soldiers

A program will be given tonight at the Fairgrounds under the sponsorship of music groups of Salem. Mrs. David Eason is

The program includes: Children of the Moon
At Evening
My Johann MacDowell Club Sextette Danny Boy
The Easter Parade
Monica Rodakowski, voice
Kreisler
Brahm Kathleen Broer, violin

My Bonnie Lass ... Morely Spirit Flower Campbell
Flower of Dreams Clokey
Two Clocks Rogers

MacDowell Chorus
Jean Hobson Rich and Mrs. Fred
Broer will accompany, Mrs. Virginia
Ward Elliott is the MacDowell club

PERRYDALE - Eleanor Gregg, daughter of Mr. and Mrs. Roy Gregg, became the bride of Granville Allen, son of Mrs. Emma Allen, Sunday at a 4 o'clock service at the Methodist church in Amity.

The bride wore a pale pink jersey afternoon dress and carried a nosegay of sweetpeas, violets and rosebuds. The couple was attended by Mr. and Mrs. Leon French of Sheridan, Preceding the services, Betty Rosenbalm sang, accompanied by Hazel Rosenbalm.

A reception was held in the church parlors. Hazel Loop cut the cake and Mrs. J. C. Johnson and Mrs. Grany Marsh poured. Mrs. Arthur Glandon and Mrs. William Sproal served the guests.

Joe and Robert Gregg, brothers of the bride, were ushers. For her daughter's wedding Mrs. Gregg wore a light grey wool with a pink camellia corsage and the mother of the groom wore a sheer blue dress and a gardenia corsage.

Upon their return from Seattle the couple will reside in

A new nutrition class, sponsored by the Red Cross, is being organized and will meet from 7:30 to 9:30 on Monday nights at the Salem Heights community hall. Mrs. Verne Bain will be the instructor. After completion of the 10 weeks course, Red Cross nutrition certificates will be issued. For further information call Mrs. Bain at 5234.

Regular members of the American Legion nutrition class, meeting Mondays, number 38. Several visitors have also attended each class.

Eagles Auxiliary social club will meet with Mrs. Opal Gard-ner today at Box 140 Fairview avenue.

Walk Upstairs and Save \$10 on Joe's Upstairs Clothes Shop 442 State St. Entrance Next Door to Quelle Cafe

## With Salem Folk at OSC

By ILENE PAULSON

Sixteen Oregon State college students enrolled in the civilian pilot training program have moved to Madras to complete their flight training. Clinton Wampler is one of these boys who completed their ground school instruction at the close of the winter term. The flight training had to be transferred east of the Cascades because of army restrictions on flying in

this area. Dr. Carl Sumner Knopf, pres-ident of Willamette university, was the main speaker for religlous emphasis week on the Oregon State campus. He was the speaker at convocation and held morning forums at 7 o'clock Wednesday, Thursday and Friday. A group of eight alumni was also visiting on the campus for the purpose of leading luncheon forums each day and to speak at informal firesides at living organizations.

The forum speaker Friday was Don Black of Salem. These speakers discussed the part religion has played in their lives since graduating from college and their life philosophy.

Each Wednesday night a sorority and fraternity sing on station KWIL on the program "The Greeks Speak." The Delta Tau Deltas and the Kappa Alpha Thetas sang last night. A few of the Delta vocalists were Don Wooden, Jack Mudd, Don Barrick, Dorval Binegar and Gordon Hofstetter.

In a recent election at Fairview cooperative house, Jean Read was elected president. Tickets went on sale Tuesday

for the annual senior ball to be held this Saturday night. The theme of this dance, which is the first formal dance for spring term, is "Antique Antics."

Visitors on the Oregon State campus last Saturday were Raymond Yocum and Bruce Gordon. Raymond is now studying at College of Idaho at Caldwell and Bruce is working for the Boeing Aircraft corporation at

Laurel Guild of the Knight Memorial church will meet tonight at the home of Mrs. Paul Nieswander, 1295 Market street, at 8 o'clock. Mrs. John Ficklin will lead the devotions and assisting hostesses are Mrs. Clifford Pierpont, Mrs. Willard Lundeen and Mrs. Hal Lehman.

The Company has travelled a long road since Mr. Penney's first little store in Kemmerer, Wyo ming (Right). Now it includes such stores as the Company's largest, in Seattle (Above), which, in many a single day, does several times the business which the Mother store did in its first year of operation.

## Engagement Announced Tuesday

At a luncheon for which Miss Maxine Fleet was hostess on Tuesday afternoon she told her guests of her engagement and coming marriage to Mr. William H. Van Natta.

The bride-elect is the daugh-ter of Mrs. W. A. Rentschler of Salem and Mr. A. W. Fleet of Great Falls, Montana. The couple plan to be married in

The luncheon was held at the Rentschler home and individual cakes, bearing the couple's names, disclosed the news. Covers were placed for Miss Virginia and Miss Dorothy Berger, Miss Alice Douglas, Mrs. Charles Sanderson, Mrs. W. A. Rentschler and Miss Fleet.

The bride-to-be is a graduate of Salem schools. She attended Capital Business college and Behkne-Walker in Portland, Mr. Van Natta, formerly connected with the Oregon Statesman, is now assistant news editor at the Oregon Journal in Portland.

## Ambulance Corps Has Benefit

The Oregon Woman's Ambulance Corps held a benefit card party Monday night in the recreation room of the Cherry City Baking company. The proceeds will be used in buying first aid

material for the corps. There were 18 tables of cards in play. First prizes went to Jennie Winchcomb and Sergeant Jirak, and consolation prizes to

Newll Klein and Effie Tyler. Serving on the committee were Waunita Bramel, chairman, Flora Henningsen, Jean Hewitt, Kathleen Booth, Effie Tyler, Mary Fong, LaVerne Proctor, Helen Lawrence and Ruth Middleton.

A three day conference for leaders of Girl Scout troops and members of Girl Scout councils and committees throughout the region will be held April 22, 23 and 24 at Eugene. The conference theme will be "Girl Scout Volunteer Leadership - Its Place in the Nation Today and Tomorrow," around which a series of general sessions, round-table discussions and defense training courses will

Mr. and Mrs. I. M. Doughton were guests of their son and daughter-in-law, Mr. and Mrs. Donald S. Doughton, and son, Jackson, at their Portland home Sunday. They attended Easter services at the Rose City Presbyterian church where their grandson was baptized. The Donald Doughtons were hosts for a family dinner and other guests were Mr. and Mrs. Wayne Doughton of Salem and Mr. and

Mrs. Loren E. Wilson and daugh-

## Club Meetings Are Slated

ter, Elaine, of Albany.

Club meetings are scheduled daily this week. On Tuesday afternoon Mrs. W. E. Hanson presided at a salad luncheon for her club with several hours of bridge following. Special guests were Mrs. Mose Adams and Mrs. Frank Benson.

Mrs. Lester Wilcox will entertain her club at a dessert bridge today. Mrs. Henry Thiessen, jr., will honor members of her club at a dessert luncheon and afternoon of cards this afternoon. Mrs. Irving Caplinger will be a special guest.

Members of the Thursday club have been invited to the home of Mrs. Charles A. Sprague on North 14th street. Mrs. Clarence W. Noble will be the assisting hostess. A salad luncheon will he served at 1:30 o'clock and the afternoon hours will be spent informally.

## Birthday Party For Julia Rich

Mrs. Laurence A. Rich entertained Saturday afternoon in honor of her daughter, Julia Kay, on her fourth birthday. The Easter motif was used in decorations and refreshments.

Those invited to honor Julia Kay were Beccie Jo Templeton, Arlene Haverland, Jerry Carlton, Jimmy Hoffman and Loren Franke. Mothers present were Mrs. Tillie Templeton, Mrs. Clarence Franke, Mrs. Maynard Haverland and the hostess, Mrs. Laurence Rich.

Miss Eloise Buck and Mrs. Willard Marshall will entertain the Kappa Alpha Theta alumnae at the former's apartment at the Royal Court Thursday night.

Guests of Mr. and Mrs. David Wright today will be their daughter, Mrs. James Pierson and son, Stephen, of Portland.

College Couple Will Marry When the traditional box of candy was passed at the Delta Delta Delta sorority house on the Oregon State college can me Gregon State college campus Monday night news was told of the betrothal of Miss Florence Upjohn, daughter of Mr. and Mrs. D. H. Upjohn, to Mr. Oscar

Paulson, son of Mr. and Mrs. Oscar I. Paulson, all of Salem. The ceremony will be performed in Salem at the First Congregational church on Mon-

day, June 1. Both Miss Upjohn and her fiance formerly attended Willamette university where they were members of Delta Phi and Alpha Psi Delta respectively. The bride-elect is a junior on the Oregon State college campus and an active member of Delta Delta Delta, Mr. Paulson is also attending Oregon State college and his fraternity is Sigma Atpha Epsilon.

#### Rebekahs at Meeting

Plans for April were made by Salem Rebekahs at a meeting Monday when Mrs. Blanche Hull presided. The Rebekah degree will be exemplified at the April 13 session, and on April 20, Mrs. Roy Ohlund (Helen Mc-Elroy) will be honored at a shower. Those who have been members for 25 years will be honored on April 27.

Christana Sladek, Helen Ohlund, Mabel Gardner, Elsie Townsend, Amie Mills, Bessie Edwards, were elected delegates to grand lodge session in May. Alternates are Josephine Erickson, Helen McLeod, Eugenia Morse, Hannah Beard, Anna Hunsaker and Ida Hochstetler.

WEST SALEM - Mrs. B. O. Schucking will speak on "Floral Arrangements" at the monthly meeting of the Woman's club at the city hall auditorium Wednesday at 2 o'clock. Musical numbers will complete the pro-

Election of officers will take place during the business meeting. A prize will be awarded the lady who has brought the most members into the club this year. .. Hostesses for the meeting will be Mrs. Guy Newgent, Mrs. June Wallace, Mrs. E. A. Dickson, Mrs. Joe Griffin and Mrs.

more economically by selling

only for cash, thus eliminating

Mr. Penney found, too, that

haggling over prices was a gen-

eral practice, and making a

purchase or a sale became a

battle o' wits between customer

and store-keeper. It was this that decided 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 im-

pressive logalty to that first small store, and, through the years, to all other Penney stores

credit costs.

Ed Underwood.

# THRIFT POLICIES REAFFIRMED ON FORTIETH ANNIVERSARY OF DEPARTMENT STORE CHAIN

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



our return to pioneer simplici-Today America is at war. Now, in wartime, because of the tremendous job ahead of us, we must learn again to work hard and to live simply -to put into the preserving of America what we once put in-to the building of it—to return to the old ways of thrift and savings that were the general rule at the beginning of this

Penney business was founded, in 1902, hard work and spartan

Mr. Penney tells of his many planned economies in the conduct of his business - economies, many of them small, which added up to a successful and profitable business. One such economy was Mr. Pen-ney's decision to offer no delivery service to his customers. In this connecti 'n he remarked, "My customers carried their packages from Penney's Golden Rule Store; and they did it gladly because they knew that my No-Deliveries policy helped them to buy for less.

"I resolved that nothing should ever be wasted in my store.
Time and energy, string and
paper, all were carefully conserved to avoid any expense
that might boost prices."

The management of the Penney Company, which in forty years has grown from one store to 1609, still adheres to the policies laid down by Mr. Penney at the very outset. Quoting Mr. Earl Corder Sams, president of the Company, and lifelong associate of Mr. Penney: "The Penney Company still believes in, and practices, the thrifty methods of 1902. It stands ready to help America save at a time when savings are assential!" Mr. Penney behind the counter dur-ing the closing days of the Com-pany's fortieth year, a place he still loves to occupy after 40 years of

