

Celebrate 30th Anniversary This Month



J. C. Penney Company grows from tiny single unit in western mining town to largest organization of its kind in the world. (1) Mr. J. C. Penney, Founder. (2) Mr. E. O. Sams, President of the organization. (3) Mother Store—1902. (4) Latest and largest of the 1450 J. C. Penney Company Department Stores.

Thirtieth Anniversary of Start of J. C. Penney Co.

Thursday, April 14th, will be the thirtieth anniversary of the founding of the J. C. Penney Co., that being the date in 1902 when Mr. Penney opened the store in the mining town of Kemmerer, Wyoming, which ultimately became the mother store of an organization now covering every state in the Union.

Mr. Penney's original invested capital was \$500, which, together with his unsecured note for \$1500, bought for him a one-third interest in the one-room shop operated under the name "Golden Rule Store." The other two-thirds interest was owned by Johnson & Callahan with headquarters in Evanston, Wyoming.

The plan of allowing store managers to acquire an interest in the stores they operated was a growing one in the West at that time. It was largely due to the fact that there was little money.

As a partner, a manager was likely to exert himself more than as an employee, and he also became responsible for his share of the operating expense of the store.

Early spread was close to Kemmerer and was largely in the states of Utah, Colorado and Idaho.

In 1907, Mr. Penney acquired full ownership of three stores in the Johnson & Callahan group and immediately set his avowed plan of operation into effect.

The plan was simple in its objects. It put the possibility of a store partnership before every male associate in the company. The man who through his own ability could qualify got a store of his own. In modified form, the same general plan is still working today, thirty years later.

Despite the fact that this plan was at one time termed too altruistic to admit of success by bankers, it has resulted in a growth at a more rapid rate than has been shown by any like enterprise in this country.

Each original dollar of the \$500 Mr. Penney put into the project thirty years ago turned over 375,000 times last year.

In the first ten years, between 1902 and 1912, store units increased to 34 as men were attracted by the promise of partnership and new and efficient managerial material was developed.

Total sales at the close of 1931, for the year, were slightly over \$2,000,000.

The next ten-year period carried the J. C. Penney Co. name from the Western states as far east as Iowa and south through Texas and into the southeastern states.

In 1914, Earl Corder Sams, one of the first men to start working with Mr. Penney in Kemmerer, was chosen president to succeed the founder, who wanted to pass the reins over to other hands than his own.

Under Mr. Sams' direction the moves in expansion went on rapidly, and at the end of the first twenty years in business, total sales for 1922 were more than \$49,000,000.00 and there were 371 stores carrying the name of the company.

Between 1922 and 1927, which marked the twenty-fifth anniversary year, stores had increased to 885 and sales for 1927 were \$150,000,000.

In 1931 sales were close to \$180,000,000 and the organization had undoubtedly won its position as the largest single distributor of dry goods, clothing, and footwear, directly over the counter.

If you want to subscribe for a Portland daily the clubbing combination we offer with the Sentinel will save you money.

Bridge Happenings

A group of Grange ladies met at the home of Mrs. Vern Magill one afternoon last week and organized a Home Economics club. The following officers were elected: president, Mrs. Vern Magill; vice president, Mrs. Chas. Johnson; secretary-treasurer, Mrs. Harold James. The meetings are to be held once a month, on the first Wednesday after the first Grange meeting of each month. Mrs. Harold James will be the hostess next time.

The attendance at Sunday School numbered 80 on Easter. The church was very prettily decorated with an abundance of flowers and greenery. After the Sunday school hour a very interesting program was given by Ellsworth and Frances Coulter, Janice Coulter, Glenn Gilmore and Harley Naas, of the Myrtle Creek Christian Endeavor society. The young people, all of whom are high school students, were accompanied here by Mrs. E. Elmore Coulter.

Mr. and Mrs. W. A. Lett and Orin and Mrs. A. O. Hooton went to Coquille Tuesday to attend the funeral services of O. O. Lund. Mrs. Hooton remained in Coquille for a few days' visit with her mother, Mrs. Matilda Hill, and other relatives. Dorothy Hooton also accompanied them to spend a day or two having some dental work done.

Mrs. Zoe Shields, who was seriously ill last week, seemed much improved the first of this week but her condition is not so encouraging now.

Mr. and Mrs. Albert Reed and little son, Gerald, went to Sitkum Monday to visit for a short time at the Elmer Wilson home. Mrs. Reed and Mrs. Wilson are sisters.

Miss Lilah Luttrell, who is a student at the Ashland Normal, spent a brief vacation with her home folks, returning to school Monday.

Mrs. Frank Porter came home last week from Portland, where she had been visiting her father, J. A. Hart, who is ill.

The pulpit of the community church here will be filled next Sunday by Wm. Barnett, of Arago.

Mr. and Mrs. T. H. Hendrick left last week for their old home in West Virginia.

News Notes From Powers

The Coos Bay Lumber Co. closed Thursday evening for an indefinite time. They will run again when lumber orders are received. About 125 men were thrown out of work.

John Lamb, the government trapper, was in Powers Tuesday evening enroute to the Twin River ranch at Ekeley.

Dr. Gregson, county health officer, will be at the nurse's office Tuesday, April 5th, at one o'clock, to give the first dose of antitoxin for prevention of diphtheria.

Dick and Walter Barton are visiting their mother, Mrs. Dean, at Port Orford.

Mrs. C. E. Otis and son, Bryan, returned Saturday evening from Portland. They spent the winter there with Mrs. Otis' mother and also visiting her brother, at Bremerton, Wash.

Carl (Bud) Stewart came in from Ashland Friday. He will not return to school this year.

Mr. and Mrs. C. C. Morgan, who have been seriously ill with the flu, are very much improved. Mrs. Glenn Morgan, a graduate of the Good Samaritan hospital, is here nursing them. Mrs. G. P. Stewart is quite ill with the flu.

V. R. Wilson, Optometrist. Eyes examined. Glasses fitted. Broken lenses duplicated. Grimes Building, Coquille, Ore.

SOCIAL NOTES

Yesterday, March 30, was the 8th birthday anniversary of Dick Vinton, son of Mr. and Mrs. E. L. Vinton, and in celebrating the occasion all the children in the second grade of the Washington school, which Dick attends, were invited to the Vinton home right after school, where they enjoyed a jolly time together. Mrs. Inez Chase and Miss Hazel Adams, teachers in the school, were also included. The dining room was attractively decorated with orange and green ribbon paper festooned over the luncheon table where places were provided for Mary Alice Nosler, Agnes Dunkel, Jean Nodine, LeVerne Neal, Annabell Martindale, Fairy Cardwell, Zoda Simmons, Lorene Willard, Jean Wood, Florence Campbell, Wanda Lou Bell, Virginia Oerding, Betty Emery, Sarabell Zosel, Phyllis Bunch, Dick Vinton, Ted McNair, George Folsom, Bon Barton, Joe Don Estes, Bobby Martin, Billy Miller, James Atkins, Lorel Fuller, Jack Newton, Earl Haynes, Richard Haga, Theodore Ellingsen.

This week the Entre Nous club ladies motored to Marshfield on Tuesday, where they were entertained by Mrs. Kenneth Kistner with the evening pleasantly spent in bridge. Mrs. Oerding carried away the high score prize for the evening. Besides the members the hostesses included Mrs. John Dye and Mrs. A. J. Wade, both of Marshfield. Members attending were Mesdames Roy Watson, E. L. Vinton, C. D. Walker, Donald Estes, Harry H. Oerding and Julius Ruble.

The Ecadrien club ladies enjoyed luncheon and the afternoon on Monday of this week at the home of Mrs. W. V. Glazier on Third and Beach streets. Covers were laid for Mesdames Roy Neal, W. E. Bosserman, Geo. Johnson, Earl Nosler, H. C. Getz, John L. Aasen, Wm. Zosel, and Mrs. Alice Lamb, of Tacoma, Wash.

An enjoyable affair has been arranged for this evening, at which Misses Gretchen Neal, Audrey Kendall and Maxine Johnson will be hostesses at a dancing party given at the home of Mr. and Mrs. Roy Neal on East Second street. To add a little diversion to the evening the hostesses planned to serve the refreshments at the home of Mr. and Mrs. George Johnson on South Henry street. Enjoying the affair will be Misses Ann Van Scoy, Harriet Webb, Betty Yeoman, Margaret Purvance, Lois Peters, Mary Ann Axtell, Lloyd Graham, Norman Berry, Thomas Stacer, James Robison, Donald Smith, George Ulett, Cedric Cross, Howard Bonniksen, Harold Berry and the three hostesses.

The Women's Guild of the St. James Episcopal Church met Wednesday at the Parish house with Mrs. James Watson and Mrs. L. H. Hazard as hostesses. Mrs. Bert Folsom read the last chapter in the book: "Building a Christian Nation," at this meeting. As has been the custom a book was read during Lent and this one proved to be the most interesting of those read in recent years. Friday evening an April Fool's party will be enjoyed by the ladies and gentlemen of the Church and Guild, at the Parish house. An interesting evening is planned for the occasion. Attending Guild were Mesdames Edward W. Lorenz, Muri Pettit, C. T. Skeels, Morris Harvey, C. A. DeLong, Bert Folsom, J. W. Laird, Nels Osmundson, G. R. Wickham, George Lorenz, Emma Lyons, H. W. Pierce, W. S. Sikkels, A. J. Sherwood, Annie J. Robinson, F. S. Emery, R. L. Stewart, Paul Van Scoy, C. J. Fuhrman, W. H. Mansell, F. L.

SAFeway STORES

DISTRIBUTION WITHOUT WASTE

Safeway Savings Saturday & Monday

CHEESE

Oregon, full cream, flavory.

LB. 15c

PEAS

Great Northern. Small sifted, early June. 20c value.

No. 2 CAN 14c

Safeway Greater FLOUR VALUES

CORONA

Fancy hardwheat, all quality baking perfection.

49-lb BAG \$1.05

GREEN T

The new blend flour. For all baking purposes.

83c

MILK

All brands in stock. Small table size can.

3 cans 10c

CORN

Country Kist Golden Bantam. Note the price.

3 cans 25c

Sandwich Spread

Best Foods. Quickly made sandwiches.

PINT 25c

Jell-Well

or Flavo Jell, all flavors.

PACKAGE 5c

Lime Rickey

Pale Face. Refreshing beverage.

Bottle 15c

Fels Naphtha

The nationally known Golden bar of soap.

5 BARS 25c

Fresh Fruits & Vegetables

Grapefruit

Marsh. Seedless.

5 for 18c

Lemons

Very Juicy.

17c DOZ.

Spinach

LB. 5c

Cabbage

Solid heads

4c LB.

SHRIMP

Lady Gay, medium size, tender fish.

2 CANS 23c

BUTTER

Hollyvale Quality.

LB. 22c

Pancrust

Finest Pure vegetable shortening, that answers every baking purpose.

3 LB. CAN 49c

Peanut Butter

Fresh Ground. Tasty.

LB. 13c

Spaghetti

Franco-American with Tomato sauce. Medium cans.

3 Cans 25c

Lima Beans

Seaside, ready cooked California Limas.

No. 1 TALL CANS 10c

Pork & Beans

Campbells

No. 1 Tin 5c EACH

Catsup

Heinz, best quality flavor.

Bottle 15c

Soap

White Laundry. Large 8 oz. bars.

10 BARS 23c

Biggest Coffee VALUES

EDWARDS DEPENDABLE—a world choice quality vacuum packed coffee at a sensational new low price.

Pound Can 30c

AIRWAY—High grade Santos Coffee, freshly roasted and full flavor always.

LB. 23c

Bacon Squares

Just right for seasoning.

POUND 8c

Syrup

Amazo, Crystal White or Golden.

No. 2 1/2 Can 19c

Sugar

Pure Cane Fine Granulated

8 lbs. 33c

COQUILLE

FREE DELIVERY

Store No. 469

TWO DELIVERIES DAILY

Phone 122

Greenough and Louis Charneski.

Monday evening Mrs. Edward W. Lorenz entertained at seven o'clock dinner the Monday night bridge club. Mrs. Geo. Lorenz was honored by holding high score and received a lovely potted plant for the prize. Attending were Mesdames J. A. Lamb, Bert Folsom, H. A. Young, J. L. Smith, H. W. Pierce, M. J. Hartson, and George Lorenz.

An Easter breakfast party was enjoyed by a group of young married couples at the Coquille Hotel Sunday morning with covers laid for Mr. and Mrs. Harry A. Slack, Mr. and Mrs. C. Weldon Kline, Mr. and Mrs. Raymond A. Jeub, Mr. and Mrs. Luckey L. Bonney and Dr. and Mrs. C. A. Rietman.

Fifty-five percent of the inmates of the state training school for boys were found to be normal mentally in a study conducted by the sociology class of the state university. Thirty percent of the boys were found to be borderline cases and 15 percent were classed as morons.

Safety First! Use Cow Bell Dairy's Pasteurized Milk and protect your health.

Faustman a Tucson Cop

J. J. Stanley handed the Sentinel this week a clipping from a Tucson, Ariz., paper, which refers to a former Coquille resident, Ed O. Faustman, who left here for Arizona for the benefit of his health eight years ago. Ed was in the employ of the city water department for a year here. Mrs. Faustman is a sister of Mrs. E. E. Frederick who left here several years ago. The Tucson Star says:

"Hello, Copper!"

"Mornin, Santa Claus."

You might hear such greetings given respectfully yet in friendly fashion to the policeman who looks after the welfare of the Stafford Junior high school pupils, should you chance by that way any school morning before 9 o'clock. You will also be amazed at the straight, orderly line of children filing across the street, very much more in order than are the grownups that dash across the middle of the street, in and out between cars, and through red stop lights.

And it's all because they are not afraid of their school policeman, Edward O. Faustman. They know that they are expected to do certain things, and that it's their own credit to do just that. They know that they can

go to him with their troubles, that they may seek his advice and help in any juvenile problem and he will answer their needs.

Junior Hi Notes

Lou Emma Vandevort of Mr. Kathman's room has moved away. She has also been a member of the Empire Jr. Hi this year.

The Jr. Hi "Mirror" came out on Wednesday.

There will be a baseball game Friday at Riverton between the Coquille Jr. Hi boys and the Riverton boys at 3:30 p. m.

The lawn in front of the Jr. Hi building is coming up nicely and everyone is keeping off the grass.

Lewis Donaldson played some harmonica numbers at the high school band concert in Riverton Tuesday night.

Evelyn Himes is going to move to Alhambra, California, next week.

The 7-A boys won the championship in the second playground baseball tournament.

Many are absent in the Jr. Hi this week due to the flu.

Editor, Wave Gisholt.

Trespass Notices, printed on cloth, for sale at this office.