

# J. C. Penney Co. Opens for Business In New Store

## Move Follows Completion of New One-Story Building

Promptly at 9 o'clock Thursday the doors of the J. C. Penney store in its new location at 17 North Main street will officially open for business. Thousands of dollars worth of specially purchased merchandise is being displayed at the opening, according to G. A. Howard, manager.

The new one-story concrete building erected to house the store has recently been completed. The building, which has a frontage of 30 feet and a depth of 100 feet, will give the Penney store approximately twice as much space as it had in the location on the west side of Main street from which it has just moved. No effort has been spared to make the new store completely modern and comfortable—a convenient place for local customers to shop. Every tried and proved feature of floor and fixture arrangement for a store of this size has been installed. All work was done by local concerns, employing local help, in accordance with the regular Penney policy of supporting home industry and enterprise.

The Penney store will continue to carry a complete line of men's, women's and children's wearing apparel, furnishings, shoes, millinery, work clothes, piece goods, curtains, domestics, home furnishings, and other important apparel and dry goods items.

From the time the Penney store in Heppner was first opened in March, 1929, this community has been particularly appreciative of this company which caters to the needs of those thrifty salaried and working folk vitally interested in stretching their dollars to the utmost, according to Mr. Howard.

"The Penney company believes in Heppner," says Mr. Howard. "Our larger new store is proof of that. And we feel that Heppner believes in the Penney company. The steadily increasing volume of business which has made our expansion necessary is to us proof of that. We hope in our new store to provide the additional comfort and superior service that our customers deserve. We sincerely appreciate their approval and support."

Each Penney manager operates his store as though it were his own business, choosing for it merchandise which he thinks best for local needs—guided only by the long established policies of the company. By buying for cash, selling for cash, and eliminating all unnecessary expenses the company has built its business on the policy of selling merchandise of dependable quality at the lowest possible price.

The Penney company is well-known throughout the state, the first Oregon Penney store having opened at Pendleton in 1911. Thirty-nine have been opened since. Including the 40 Oregon stores, the Penney company is at present operating 1562 stores located in every state in the Union.

James C. Penney, the founder of the Penney company, gained his first retail experience in community stores, and it is in the operation of such stores that the Penney company has met its greatest success. With the particular problem of serving American communities ever before it, the Penney company has built up a merchandising system which has been tested and proved by 38 years of success.

George McDuffee is spending a few days in Heppner this week, coming from Monument where he and Mrs. McDuffee have been living since last fall. He reports conditions good in the Monument section with the prospect that a lot of fine beef will come out of there in the forthcoming season.

Dillard French was in Heppner Tuesday from the ranch at Gardane.

### LEXINGTON NEWS

#### Maxine Way Bride of Buel Harshman

By MARGARET SCOTT

Mrs. Ralph Phillips and daughters have returned home from a visit in Connell, Wash.

Mrs. Raymond Jeub and son of Coquille visited here over the week end. Mrs. Jeub will be remembered by her many friends as the former Maxine Gentry.

The Home Economics club will hold their regular meeting the afternoon of June 6, at the home of Mrs. L. E. Dick in Heppner.

Mrs. George Peck entertained the Ladies Aid at her home last Wednesday afternoon. Refreshments of strawberry shortcake and punch were served. Present were Eula Barnhouse, Lorena Miller, Margaret

Leach, Ethel Duncan, Tempa Johnson, Mattie Ray, Edna Munkers, Nellie Palmer, Cora Allyn, Geatta Cox, Maxine Barnes, Mary Edwards, Florence McMillan, Cleo Van Winkle, Jean Wilamson, Laura Rice, Faye Ruhl, Nadine Luntsford, Nettie Davis, Florence Gray, LaVerne Henderson, Larry Ray Henderson, Lorine and June Van Winkle, Marjory, Loren, Harry and Jack Miller, Skippy Ruhl, Suzanne Williamson. Mrs. Ted Blake of Ione was awarded the pillow slips given by the aid.

Beginning Sunday, June 2, church services will be held in the Congregational church at 8 p. m. C. E. at 7 p. m.

Mr. and Mrs. L. D. Vinson are the proud parents of a 7¼ pound girl, Mary Alice, born Wednesday, May 22.

Rae and Ruth Cowins of Heppner were visitors Friday evening at the

home of their grandparents, Mr. and Mrs. George Allyn.

Mr. and Mrs. Arthur Hunt and Mr. and Mrs. Esie Walker attended the funeral of Mr. Walker's father in Hardman Sunday afternoon.

Daily vacation bible school will begin Monday morning, June 3, at 9 o'clock, and will continue for two weeks. It will be held at the Christian church.

Ralph Jackson was a business visitor in Portland last week.

Mrs. George Allyn and Elsie Cowins of Heppner were Pendleton visitors Monday.

The Odd Fellows entertained the Rebekahs at a chicken dinner on the lawn at the home of Mr. and Mrs. George Peck on Friday evening last week. Special hosts were Joe Thornburg and Archie Nichols.

Mrs. Ralph Jackson and daughters were visitors in Walla Walla last week.

Barbara Slocum is visiting at the S. G. McMillan home.

The Rudolph Klinger and Vernon Scott and Albert Fetsch families and Vester Thornburg were Sunday guests at the Henry Rauch home.

Mrs. Gene Gray and son Bobby have returned home from Hermiston.

Miss Maxine Way and Buel Harshman were married Monday evening, May 27, at the bride's home. The ceremony took place at 8 p. m. with Rev. Moffat Dennis officiating. Zelma Way was bridesmaid and Dallas McDaniels was best man. Only members of the family were present. Immediately following the ceremony a group of friends assembled at the Way home for a party in honor of the newlyweds.

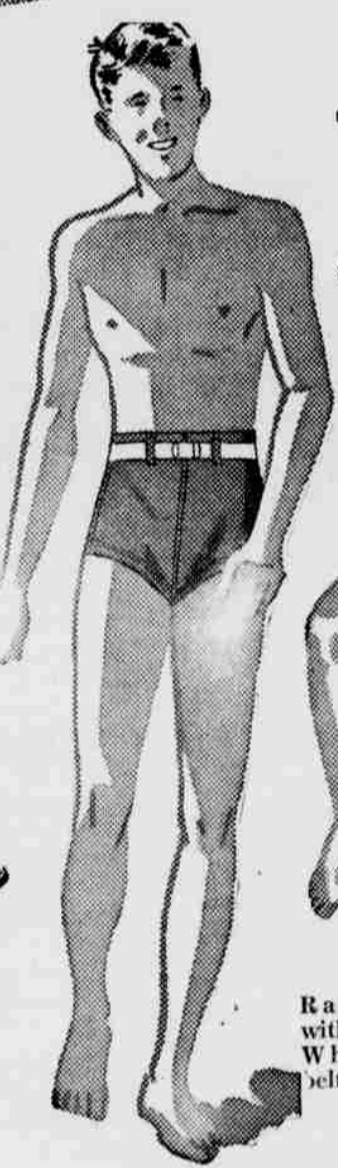
Let G. T. Want Ads help you dispose of surplus stock.

## THE SEASON'S HITS IN PENNEY'S Swimaways

Rayon floral print with "Lastex." 10-16. **1.98**



Novelty rayon satin with "Lastex." 4, 6, 8. **1.49**



Rayon satin with "Lastex." White web belt. 8-16. **98c**



Regimental stripes in rayon satin with "Lastex." 28-38. **1.49**



Rayon satin with "Lastex." in solid colors. 34-42. **2.98**

### Penney's Puts You In The Swim! LATEST STYLES IN RAYON AND "LASTEX"!

Hard-to-equal beach fashions at welcome prices! Here are streamlined, well made swim togs for every member of your family! At Penney's you're sure of getting the smartest styles and the most value for your money!

