

Beautiful New Penney Store Opens Monday

Is One of Southern Oregon's Finest--Evening Style Revue To Be Opening Feature

PENNEY STORE TO HAVE GALA DEBUT MONDAY

Will Celebrate Entire Renovation of Store Equipment—Spring Creations to Be Shown on Living Models—Store is One of Southern Oregon's Finest.

When Medford's new Penney store makes its debut to southern Oregon people tomorrow, this city will have the distinction of having one of the finest stores in this part of the state, and one of the model stores of the great J. C. Penney chain of a thousand retail mercantile establishments. Every possible step has been taken to make the new local store attractive, both in the interior and on the exterior and every provision has been made to assure convenience for Penney patrons.

Within the past few weeks the entire store interior has been rebuilt and refurnished with new fixtures which are the latest development of the J. C. Penney store construction department. And when the doors swing open tomorrow evening, Medford and southern Oregon people may prepare themselves for a genuine surprise, for the new Penney store will reflect the very latest in modern store construction.

The formal opening tomorrow evening will be accompanied by a style show at which time models will display the newest creations in smart spring apparel for women. The garments, footwear and accessories shown in this style revue will come from the regular spring line of Medford's new store, according to William Bolger, manager of the store.

A brief description of the new store will prepare southern Oregon people for what they will see tomorrow at the formal opening. The front of the store, which is 44 feet wide has a two door opening with a center window display and two side window displays. The side windows are 12 feet deep and extend out from the doors to form a vestibule entrance.

On the left as one enters the store, the display counters and shelves for women's furnishings extend back a little more than half the depth of the store which is 86 feet deep. Three display counters and ten sections of shelving constitute this division.

In the center there is a double-end show case flanked at either side by two long counters, one side being for women's furnishings, the other for men's furnishings with cabinets back of the counters.

Another display of men's garments is at the right as one enters the store with work garments at the rear of this display.

The back of the store is occupied by the shoe department which is unusually large and complete in its fittings and in the stock which is carried.

One center row of six chairs and two side rows of six chairs each are located in the shoe department. The shoe stock is attractively carried in oak cases surrounding the end of the store.

A balcony is reached by stairs at the rear of the women's furnishing department and the second floor is equipped with garment cabinets, display units and a mirror alcove.

The fittings which are the latest type of special J. C. Penney Co. fixtures, developed by engineers in the construction department of the organization, are in oak and are exceptional in their sturdiness and attractive design.

The Medford store has been made one of the most modernly equipped of all the J. C. Penney Co. stores in recognition of the importance of Medford in the business life of this section of the country.

The show windows in themselves are unusual in the facilities which they afford for the full display of merchandise. The lighting equipment of the new store is very complete. Twelve ceiling fans and nine wall fans will assure proper circulation of air, for the fixture department of this organization is cognizant of the value of extensive light and thorough ventilation.

A fourteen station electric cash system has been installed with the idea of giving better service to patrons.

Triple alcove mirrors in the men's and women's ready-to-wear department are very modern and attractive.

Partially Completed Front of New Penney Store



The accompanying photograph shows the J. C. Penney store front before the workmen put on the finishing touches. With bright tile front and brilliantly lighted windows, this store will be one of Medford's finest from the street view. The interior, too, will be beautiful and reflects credit to the artistic ability of the Penney building department and R. I. Stuart & Sons, the Medford contractors.

SEVENTEEN ARE EMPLOYED NEW PENNEY STORE

The personnel of the local J. C. Penney company is composed of the following well known Medford people: W. S. Bolger, manager; P. A. Anderson, assistant manager; Mrs. Mary A. Webber, cashier; Miss Bernice Gill, assistant cashier; Mrs. Maude Stickle, alteration department; Mrs. Lee Allen, in charge of ladies' ready-to-wear; Mrs. Ethel Watkins, assistant in ready-to-wear section; Mrs. Effie Koozer, Mrs. Leona Elson, Mrs. May Leas, Mrs. Goetsch and Mrs. Kirkpatrick, dry goods department; Emil Schmidt, C. H. Elson and H. Brown Foulger, shoe department; Thomas Bryant, men's clothing; Miss Gladys Cooksey, hosiery and underwear department.

PENNEY CHAIN ADDS STORES IN RECENT MONTHS

Since January 1st, 1927 the J. C. Penney company have purchased 93 stores. The managers of these stores are all trained in the principles and policies of the company and are participants in the earnings of the company. The members of the present board of directors of the J. C. Penney company are men who have worked up through the ranks and attained their present place by application and hard work. The purpose of several texts prepared by the organization is to Build Men as the executives long ago learned that man power is the vital factor in modern merchandising.

We furnished all
AWNINGS
For the J. C. Penney Store
F. F. BURK
The Awning Man
Opposite S. P. Depot
Medford

LOCAL LABOR USED FOR ALTERATIONS AT PENNEY STORE

The construction department is one of the busiest and most important of the departments of the J. C. Penney company. A corps of construction supervisors is constantly in conference with store managers in various parts of the country as to the local needs for alterations and improvements while, at headquarters, a staff of architects and draftsmen are engaged in working out the problems of the individual stores. This year

approximately \$2,000,000 is being expended by the company and its lessors on alterations and improvement.

About seventy-five percent of the jobs listed include the installation of the standard yellow and black front. The copper for this front is purchased from the various branches of a western copper company.

In every community in which construction is going on, the local employment situation is benefited. The Medford improvements, for example, gave employment to local carpenters, steam-fitters, plumbers, painters, plasterers, brick-masons, and electricians.

The expansion of the J. C. Penney company constantly increases the expenditures for the improvement of property in forty-six different states.

Store number 1,000 will open in April. Thirty-two of these are in Oregon.

LOCAL FIRMS HANDLE WORK AT NEW STORE

R. I. Stuart and Sons Are Contractors—Medford Firms Cooperate and Local Labor Is Employed.

Patronizing home industry has been an important feature of the J. C. Penney Company's remodeling of their new Medford store as practically the entire work has been done by local concerns. R. I. Stuart & Sons, local contractors, handled the job, working in conjunction with the J. C. Penney Company building officials. The Medford Electric Company supervised all of the electrical work, F. F. Burk of the Medford Tent and Awning Company furnished the attractive awning, the Modern Plumbing and Sheet Metal Company was responsible for the excellent sheet metal work while the plumbing was done by William Atken.

The Medford Lumber Company, well known local concern, supplied all of the lumber used in the remodeling of the new Penney store while the mill work was a product of the Medford Planing Mills. R. V. Gibbs, well known Medford painter, handled the painting part of the alteration task for R. I. Stuart & Sons. Several other firms also participated in the remodeling of the attractive new Penney store and the finished store stands as an example of the excellence of the work of these local firms.

STUART AND SONS DO ALTERATIONS

Much credit for the attractiveness of the new Penney store is due to the excellent work of the contractors who handled the remodeling work. R. I. Stuart & Sons, well known Medford builders. Since 1910 when the National was built in this city, Colonel Stuart and his sons have maintained a enviable reputation for excellent building work and many well known local structures have been built by them, including

Penney Manager Is Medford Booster



Although William S. Bolger, manager of Medford's new J. C. Penney store, has lived here but a year, he has established for himself an enviable place in the business circles of this city. As an active member of Medford post No. 19, American Legion and a prominent civic worker, he has won many friends in Medford and southern Oregon who are now wishing "Bill" success in his beautiful new store.

William Bolger has lived on the Pacific coast most of his life, having moved to Portland in 1905, from Duluth, Minnesota where he was born. He was educated in the Portland schools and the University of Oregon and is a World War ex-service man. Since 1920, Mr. Bolger has been connected with the J. C. Penney company and has a brother also prominent in the Penney organization. After being affiliated with the Portland Penney organization he went to the company's store at Ely, Nevada, after which he became manager of Medford's new J. C. Penney store.

"I prefer Medford to any other place I have ever lived," Mr. Bolger said. "I like the people, the climate and the entire country. This is, without any doubt, a great country." When officials of the J. C. Penney company came from the New York office to visit the Medford store, they invariably enthused over the beauty of this valley, the excellent climate and the progressiveness of this city.

Mr. Bolger was married in this city last July to a former Utah girl and Mr. and Mrs. Bolger are now making their home on North Holly street. Every year, two buying conventions are held in Portland, at which time the Penney buyers from New York bring their merchandise for inspection and selection by store managers. Mr. Bolger will leave for Portland early in April to attend a semi-annual gathering of store managers and place orders for Christmas and holiday merchandise.

well pleased with the service and excellent work R. I. Stuart and Sons have given in the remodeling work on our new store," William Bolger said Saturday. "I cannot recommend this firm too highly. Their personal interest in the remodeling and cooperation with the building department of the J. C. Penney Company has been very gratifying to me."

PROGRAM OF OPENING TO BE UNUSUAL

Excellent Talent to Be Featured—Newest Ready-to-Wear Creations Shown on Models—Favors to Be Given

The formal opening of the beautiful new Penney store tomorrow evening is rapidly taking on the aspects of a brilliant social event, and people from all parts of southern Oregon and northern California are planning to attend. A program of unusual excellence has been prepared by William S. Bolger, manager of the store, which will include musical selections and a style revue.

Favors, too, will be given to guests at the opening tomorrow evening as Mr. Bolger has received a special shipment of 2000 dainty boxes of Jaciel toilet requisites. The Penney Company are taking this means to introduce to people here the popular Jaciel line of powders, perfumes, toilet waters and cosmetics, developed in high grade Parisian ingredients to sell at moderate prices.

In the style revue, Medford's Penney store have been fortunate in securing Muriel Finley, Mrs. Paul Reddy, Alice Canine, Helen Hampton, Jean Millard, Clementine Vaughn, Camille Clemenson, Georgia Edwards and Vori Chambelein to display thirty new garments, the latest the New York markets afford, which have just been unpacked. Although these are regular Penney stock garments they have never been shown in Medford before. The revue will feature sport dresses, ensembles, afternoon frocks, coats, suits, dance frocks, hats and shoes.

As special musical features during the evening, Little Miss Betty Stennett will delight the opening guests with a harp solo. Jean Van Dyke will entertain with a piano solo. Mrs. Florence Hazelrigg McElhose will sing and William Kirkpatrick will offer a baritone solo. Fred Wahl's dance orchestra will play throughout the evening. The entire program will be in fact one of the finest presented in this city and a cordial invitation to everybody to attend has been extended by Mr. Bolger. The program will commence promptly at 8 o'clock.

THE LUMBER AND BUILDING SUPPLIES

USED IN THE REMODELING OF THE BEAUTIFUL NEW

J. C. Penney Store

WERE FURNISHED BY THE

Medford Lumber Co.

It is gratifying to us to have had a part in the remodeling of Medford's attractive new Penney Store

ESTIMATES GLADLY FURNISHED ON ALL JOBS

Third and Fir Streets

Medford, Oregon

Phone 629

