

IDEAL MANAGER OF PENNEY STORE IS DESCRIBED

The J. C. Penney company manager is back at movements which seem likely to benefit the community as a whole. He supports constructive efforts to bring more industries to the town, to build better roads, to establish better schools, or a needed bridge.

He has, of course, his own business to attend to, but he always tries to give an hour or two to furthering these and similar movements when the opportunity arises.

He avoids allying himself with factions, whether religious, political, social, or commercial which tend to split up the community and advance one group to the detriment of another.

As a member of any organization, he stands for tolerance and co-operation. He avoids being influenced in his actions by any personal likes and dislikes. He gives the same fair deal to everyone with whom he comes in contact, inside his store and out.

He is a positive and active influence for good in his community. His personal life, conversation, dealings with employees and the public are such that they can be safely imitated by the younger and less experienced people with whom he comes in contact.

He takes a friendly interest in seeing that his young associates are living up to their capacities. He warns those who seem likely to fall into habits which will prove a handicap to them. He encourages where encouragement is deserved and needed. He co-operates with employees in helping them to learn as much as possible about their work in order that they may be advanced as rapidly as they are capable of assuming no responsibilities. He sets a high level of conduct and ideals. He is a man for whom mothers will be glad to have their children work, knowing that they will be as safe in his store as they are in their own homes.

Finally, he is conscious of the responsibility resting on him as the local representative of a nation-wide organization, realizing that anything unworthy he might do would react unfavorably upon innocent members of the same organization hundreds of miles away.

PENNEY STORE OFFERS COURSE FOR EMPLOYEES

A Business Training Course consisting of seventeen lessons is offered free of charge to all associates of the J. C. Penney company through the New York office. This course is complete in every phase of mercantile work starting with the days of barter and trade and bringing it down to the modern methods employed today. To supplement this the company publishes a magazine called the Dynamic which is filled with educational matters pertaining to store operation and has advance information on style trends and market conditions.

MOST AUTO TROUBLES COME FROM HANDLING

"I don't mean to boast, but I can tell by a driver's actions just about how much trouble he's got and what it is. The minute I see him come in the door, I can form some sort of an idea of what's on his mind," says an expert mechanic.

"That's because most automobile troubles come from the way cars are handled. No two cars develop exactly the same sort of ailments because no two cars are driven in exactly the same way.

"When a motorist drives in at top speed and then tries to make a quick stop, I know I'm going to be called on to adjust brakes. If he starts rattle the engine I get ready to adjust the carburetor or look for ignition trouble. If he fusses around and steers the car into a half dozen different positions before stopping I'm pretty certain he's going to complain about shimmy or some steering trouble.

"I'm inclined to think most of us bring on our own special car problems by the way we drive. If a man comes into the shop steering a neat course right into a space where he will not have to be disturbed, I know for a certainty he isn't going to ask me to solve any steering problem.

"It's a strange thing, but if anyone has something wrong with a car, the natural inclination seems to be to keep trying to see if the trouble is still there. What I mean to say is that if the engine skips at forty the driver will try to run forty every chance he gets. If the car parks hard, you'll find him doing an exceptional amount of parking just to convince himself that he still has the trouble. If an owner has a knock in the engine, you'll hear him rattle the engine time and time again just to listen to it.

"A lot of these troubles are difficult to find and even the remedies are by no means sure, so there's much to be said for the plan of not aggravating them. It doesn't help anybody to drive into the shop and inflict a little more punishment on a sickly car."

HOME GIRL CHOSEN BEAUTY QUEEN



Students of Thiel college at Greenville, Pa., don't believe in the old adage about being appreciated everywhere save at home, for they chose a home girl, Miss Dorothy Winters, as the "most beautiful girl" on the campus.

Italy's Quake Zone

WASHINGTON, D. C., Mar. 24.—Calabria, where Italy's latest earthquake occurred, is the least visited section of the peninsula, says a bulletin from the Washington, D. C., headquarters of the National Geographic society which proceeds to describe this region in the "core" and "inset" of the "Italian boot."

"Not many years past," says the bulletin, "without Calabria's appearance on our front pages because of an earthquake tragedy. At the southern tip of the province the mountains of the Italian mainland come to an end at the edge of the Strait of Messina. Beyond this narrow channel in Sicily rises Mount Etna, one of the greatest of active volcanoes. Messina, on the Sicilian side of the Strait, and Reggio, on the Calabrian shore, are almost synonymous for earthquake destruction.

No Ancient Monuments Left Standing
"Calabria was settled by Greek colonists nearly a millennium before the Christian era and had flourishing cities throughout Greek and Roman times. But so severe has been the succession of earthquakes that no structures have remained standing for long, and the region is almost wholly lacking in evidences of ancient development.

"The climate of this southernmost portion of Italy is semi-tropical, and in the lowlands the vegetation is luxuriant. Chestnut, olive, lemon and orange groves cover the lower slopes, and the craggy hillside are made picturesque by vines and a vegetable immigrant from America, the prickly pear.

Swelled America's Immigrant Stream
"Calabria deserves to be better known by Americans, for with near-by Sicily, it has contributed the lion's share of Italian immigration to the United States. This has had its effect on life in Calabria, for many of those who have emigrated to America have returned with their savings and have bought small plots of land. But this has made only a beginning toward peasant proprietorship. For the most part Calabria is a poor country with a poor agriculture because of its large estates and absentee landlords. Drainage has been neglected, and in much of the lowland malaria is prevalent.

If a tourist stream should turn

Two Black Crows—and Why

The great popularity of Moran and Mack, "The Two Black Crows," the black faced pair whose stage, radio and phonograph performances have had so remarkable an effect on the folk-talk of the nation is attributed in an interesting article by Lloyd Lewis in the New York Herald Tribune to the public reaction against the era of the hum-dingers, go-getters and steppers on the gas of the past decade through Chambers of Commerce, service clubs and community drives which have exhausted and worn out exploited humanity.

Charley Mack is the larger of the Two Black Crows, the "possessor of the dying voice. Socratic questions and mountainous responses. Of their popularity, Mr. Lewis remarks:

As "Moran and Mack" they star in Broadway revues and on radio programs. Their phonograph records sell prodigiously, their first disc being more popular, it is claimed, than any other ever made. They are quoted more freely than any other personages today. Everywhere one hears people making foolish attempts to imitate Mr. Mack, pathetic efforts to recapture the mood of serenity into which his voice and manner had insinuated them. The nation has discovered him.

Yet they are not new. For a decade they have been vaudeville headliners and long before that were in the small-time vaudeville circuits and with essentially their present material. Their sudden popularity is not due to any "change in the act but to a changing public which has all at once awakened to the fact that Mr. Mack has, in his personality and philosophy, the precise relief it has been subconsciously craving—relief from the tyranny of business.

In the way he looks, the way he talks, in the very sound as well as the meaning of his lines, Mack is a welcome iconoclast freeing America, if only momentarily, from the oppressive religion of business. The author continues:

Mack's method, however, is not so heroic as that of other iconoclasts has been. Always he is a jobless normal, fat, contented, comic, contrasting with sheer physical immobility and his series of unanswerable questions to make strenuous America ridiculous. No mere lazy con is Mack. If he is soothingly slow to answer the brisk questions of his partner, it is not because of mental sloth, but rather from intellectual indifference to matters beneath him. There is far more of the Chinese than the African in his creation, much indeed of Li-Po and Po-Chu, the poets of Oriental resignation.

"Dwelling in the cool heights of patience, he becomes the immensely alluring antithesis of everything that all business men have been taught to be," says Mr. Lewis. "He deflates the gospel of toil, pep, snap and go-getterism. He is completely indifferent to common sense, as business practice is, and to all the commandments of Ben Franklin. Those curious phrases, 'I'd rather not hear any more about it' or 'What causes that?' or 'What's your idea in bringing that up?' with which he unhorses the more sensible interrogator, have worked their way into the common speech of America, not because they are intriguing slang—for they are not properly slang—but because they afford the masses harassed by business, expression for their growing weariness of efficiency. The one-time slang phrase, 'I should worry' was a gay defiance, but Mack's 'I can't be bothered with that' is a scoffing, soothing disposal of a tiresome, practical world. Mack's sayings are quoted endlessly, because they give the quoter a vague feeling of philosophic superiority to even the emotion of revolt."

Charley Mack is a white man whose black-faced, cartoon views, social standards, personal reputation, opportunity and success with sublime indifference.

When Moran scolds him for his ignorance of the early bird's victory in the worthwhile field of worms, Mack belittles the sacred teaching with infuriatingly cool questions. "Who cares? What's the early bird want with the worm? Who wants a worm? What if some other bird gets there first?—and finally, 'I'd

any girl until he earns \$10 a brother Frank once wore on the week. Also he must not smoke turf when rewards were being The restrictions are imposed in order for them. Their horses the will of his stepfather, Jacob ran in Tennessee, not in Mary-Meyers.

What's the Big Idea? NEW YORK.—Old-timers recall that Jesse James and his gang, standard oil official, whose

hobby is the study of Shakespeare, the writing of monographs and collecting, is to give his unsurpassed library about the bard, containing more than 20,000 volumes, to the nation. It is to be housed in a new building adjacent to the library of congress.

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