

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.



The Company has travelled a long road since Mr. Penney's first little store in Kemmerer, Wyoming (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.

In a celebration featuring the historical background of the business, the J. C. Penney company marks its fortieth milestone. 1609 stores all over the country are taking part in the celebration, which extends thru the month of April. The keynote of the event was set by the founder of the company, Mr. J. C. Penney:

"We have chosen Thrift as the theme of our fortieth anniversary," said Mr. Penney, "because it seems to us particularly timely to stress the need for our return to pioneer simplicity. '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 into the building of it—to return to the old ways of thrift and savings that were the

day." He came to the conclusion that he could serve people more economically by selling only for cash, thus eliminating credit costs.

Mr. Penney found, too, that haggling over prices was a general practice, and making a purchase or a sale became a battle of 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 impressive loyalty to that first small store, and, through the years, to other Penney stores as well.

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. Penney's decision to offer no delivery service to his customers. In this connection 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 essential."



Earl C. Sams, President of the Company, has been associated with Mr. Penney since his early days.

general rule at the beginning of this century.

"We feel that the Penney company is well equipped to make a substantial contribution toward the Thrift and Savings of the nation—because the Penney company knows from long experience what thrift is all about. Thrift is nothing new to the Penney company—it is our stock in trade. When the Penney business was founded, in 1902, hard work and spartan living were the general rule. Our first little store in Kemmerer, Wyoming was dedicated to Thrift, and all through the years, as our business has grown, thrift has continued to be our guiding principle." This thrift theme appears in advertising and window displays in Penney stores all over the country, together with messages reminiscent of his early store days by Mr. Penney.

Back in 1902, when Mr. Penney founded his first store, he found that many people who could ill afford it made a practice of buying everything on credit, and "paying up on pay

SHIPLOAD OF ALIENS ARRIVES FROM CANAL

New Orleans, April 9.—(P)—

Arrival of a ship load of 601 alien internees here from the Canal Zone for transfers to an unnamed internees camp was an-

nounced today by the eighth naval district headquarters. Aboard the ship were the following by nationalities: Men,

176 Germans, 184 Japanese, 15 Italians and 34 miscellaneous; women, 24 Germans, 29 miscellaneous and 34 Japanese; children, 50 Japanese, 8 Germans and 47 miscellaneous.

Abduction, Attack Confessed by Pair

Cincinnati, April 9.—(P)—George Shimchuk, 25, and Joseph Delatore Hepburn, 22, both of Chicago, pleaded guilty today before a U. S. commissioner on "Lindbergh law" charges in the abduction and rape of Mrs. Mary Jacobson, 33, of Calumet City, Ill., March 30.

Raymond C. Suran, special agent in charge of the FBI office here said the pair confessed forcing Mrs. Jacobson to accompany them 300 miles to this city, robbing her and leaving her bound and gagged in a suburban park after one attacked her.

Salem, April 9.—(P)—Dr. J. J. Panton, state penitentiary physician for more than two years, resigned yesterday because of ill health.



Your system needs fuel to keep up its temperature of nearly 100 degrees. You give it a chance to burn up the wastes and poisons in the tissues. Many tell us that long-standing pains, aches and swellings have left them after a day or two of taking Vitamalt in place of food. It is certainly worth trying for a day and if you feel as much improved as most do, you may continue up to five days. Eat two days and repeat if you want to.

You will probably lose up to two pounds a day. If you are already thin take Vitamalt with the right number of calories of food daily to build up again.

Control your weight by controlling your calories. Take Vitamalt to nourish your glands and nerves. It is taken in conjunction with natural calcium compound.

Young's Drug Store, 134 E. Main St. Medford.

DRESSES MAY BE SHORTER, TIGHTER UNDER WPB EDICT

French Cuffs on Sleeves, Balloon Sleeves, Patch Pockets of Wool Are Out

Washington, April 9.—(P)—The war production board, turning stern stylist for American women, decreed today that, for the duration of the war, dresses can be shorter and tighter, or tighter and tighter—as fashion dictates—but neither longer nor fuller than those now worn.

Or, milady's wardrobe can remain about the same, in cut and design, as it is at present.

Emphasizing that it has no intention of "freezing" present styles, or rendering present wardrobes obsolete, WPB established a complete list of specifications covering future manu-

facture of women's clothes and ordered such frills as French cuffs or sleeves, balloon sleeves and patch pockets of wool eliminated entirely.

Effective Today After August 17, retailers may not sell suits and coat ensembles of more than two pieces at one unit price.

The restrictions become effective for wool clothing today in time to affect production of most of the garments to be sold next fall and winter; restrictions on cotton, rayon and other materials do not become effective until June 19—after most of this summer's clothes are finished.

Principal effect of the order will be to fix maximum length and sweep of coats and skirts and simplify non-functional features. Voluminous sleeves will be eliminated, for example, but long sleeves are permitted; all-over pleating is barred, although pleating is permitted as decoration.

WPB said the measurements prescribed as maximums represented averages in women's clothing, based on a survey in 25 of the nation's larger cities.

There are six Philadelphia in the United States.

Use Mail Tribune want ads.

JOBLESS CLAIMS IN \$28,982 DROP

Salem, April 9.—(P)—Unemployment compensation paid during the first three months of this year in Oregon totaled \$1,141,830, a decrease of \$28,982 from the first quarter of last

year, the state unemployment compensation commission said today.

New claims during the period totaled 33,768, a gain of 261 from the first quarter of 1941. The average weekly payment was \$12.77, compared with \$11.66.

The unemployment trust fund totals \$17,631,018, compared with \$10,700,400 a year ago. It will approach \$20,000,000 this month.

NOW SHE SHOPS "CASH AND CARRY"

Without Painful Backache Many sufferers relieve nagging backache quickly, once they discover that the real cause of their trouble may be tired kidneys. The kidneys are Nature's chief way of taking the excess acids and waste out of the blood. They help most people pass about 3 pints a day.

When disorder of kidney function permits poisonous matter to remain in your blood, it may cause nagging backache, rheumatic pain, leg pain, loss of pep and energy, getting up nights, swelling, puffiness under the eyes, headache and dizziness. Frequent or scanty passage with stinging and burning sometimes shows there is something wrong with your kidneys or bladder.

Don't wait. Ask your druggist for Doan's Pills, used successfully by millions for over 40 years. They give happy relief and will help the 15 million of kidney troubles flush out poisonous waste from your blood. Get Doan's Pills.

Check List FOR GRACIOUS LIVING

600 Outside Rooms	Dining Room
Popular Prices	Barquet Room
Famous Cuisine	Garage Appointments
Coffee Shop	Modern

HOTEL MULTNOMAH
PORTLAND, OREGON
PORTLAND'S SOCIAL CIVIC & BUSINESS CENTER

PENNEY'S 40th ANNIVERSARY JUBILEE!

• Sport Styles • Dressy Types
Glen-Row* All Occasion DRESSES 2.98

Sprightly spring styles in rayon crepe, alpaca and novelty weaves. Dressy, casual and sport styles in gay prints and smart spring colors, and navy. Sizes 9 to 15, 12 to 20, 38 to 44

COATS and SUITS
Box, reefer or wrap - around coats! Long torso suits. Spring colors. **10.90**

For Miss or Matron! SPRING HATS 1.49
The best for spring! Dressy, casual and sport styles... with feather and flower trimming!

Smart Simulated Leather! SPRING HANDBAGS 98c
The right accessory for spring! Fashioned in dressy or sport styles! Simulated patent or calf!

For Every Spring Occasion WOMEN'S SHOES 3.49
Smart, foot-slimming pumps, for spectator sports and dress! Of soft leathers!

SAVE! Tailored Cotton Styles! PAJAMAS 1.00
Smart butcher boy or tailored jacket styles! Fresh, washable cotton gaily printed in bright colors. 33-40.

Boys' Sturdy JIMMIES DRESSES 69c
Easy-to-wash Sanforized blusuri twill! Bib front. Handy pockets. 2-8. All-purpose shirts 25c

Girls' Sunny Tucker DRESSES 98c
Nautical, bolero and peasant styles in prints and sheers. Sizes 3-14. Girls' smart shoes 2.49

WORK CLOTHES FOR EVERY JOB! Matching Army Cloth Shirt & Pants Set 4.58
Neat uniforms for work! Of sturdy khaki-colored drill—U. S. Army approved Sanforized for permanent fit! Dress-type collar and cuffs. Extra full cut sizes.

BIG MAC* WORK SHIRTS
Sanforized 98c
WORK PANTS of Sanforized denim. 1.39
SHOP CAPS—Pay Day! Sanforized. 1.50
CANVAS GLOVES Sturdy. 2 prs. 25c
WORK SOCKS Fine Cotton! 2 prs. 25c
CHOREMASTER* SHOES 3.79
Sanforized means fabric shrinkage not exceed 1%

Old-Fashioned Values In Fine Percale! RONDO* PRINTS 27' yd.
Big splashy florals, cunning little prints, all so lovely you'll be eager to start sewing the minute you see them! 36".

FRESH SHEER COTTONS
Crisp lawns, fine dimities! Exquisite new prints! 36". **19' yd.**

Sorority Print Rayons 69' yd.
Bold splashy prints, quaint florals... they'll inspire you to create lovelier frocks—for less money! 36".

Prints or Solids! Broadcloth 22c
Our famous Hometown* fine-woven, washable, sturdy! Lovely pastels, deep tones! 36".

SAVE! Perfect for Summer Frocks! Grand for Children's Dresses! Thick 'n' Thin PLAIN RAYONS
Pastels so lovely they take your breath away! Good quality that tailors beautifully, won't slip at the seams! 39". **49c**

SAVE! Gay, New Design! Durable Rayon-and-Cotton Flake Type Prints 33c
You clothes-creators will love this sporty flaked fabric... half spun rayon, half cotton! Smart prints... white-on-cool-colors! 39 inches.

SAVE! Stripes and Checks! Smart Woven Pattern! SPORT COTTONS
Stripes and checks that are rainbows of colors! Sturdy woven-in designs, yarn-dyed to wash and wear well! Perfect for dresses, beach-wear! **29c**

Make Your Furniture Like New! Slipcover Fabrics
JASPE in several effective shades! Sturdy! Value! 36". **19' yd.**
50" JASPE with tiny woven-in colored dots. Fine quality **39' yd.**
FRIEZE—Crisp and heavy enough for upholster'g! 36". **59' yd.**

Values for Women Everywhere! Terry Towels 31c
Great big splashy checks on thick, quick-drying terry! Vibrant colors to wake-up your bathroom! 21"x42".
Fluffy Terry Towels—Snowy white, striped borders! **15'**
Wash Cloth to match 13"x13". **10c**

THE PENNEY WAY IS THE THRIFTY WAY . . . THE THRIFTY WAY IS THE AMERICAN WAY .

They're Making LIBERTY BELLS Out of DOOR BELLS

ORDER BLANK FOR DEFENSE SAVINGS STAMPS

GIVE THIS ORDER TO MAIL TRIBUNE NEWSPAPER BOY.

I would like to have _____ 10-cent Defense Savings Stamps each week until further notice.

Name _____

Address _____

City _____ State _____

Route No. _____ Branch _____

Medford Mail Tribune