

J. C. Penney Company Opened New Store Here This Morning

Move Follows Extensive Remodeling and Additions to Building on Opposite Side of Douglas Street

Promptly at 9 o'clock today the local J. C. Penney Company department store opened in its new location on the opposite side of Douglas street. Thousands of dollars worth of specially selected merchandise will go on sale for the event, according to G. C. DeBacker, manager of the store.

Penney's new location consists of the first floor and basement of a two-story brick building extensively remodeled for the Penney Company and a new one-story and basement brick building erected next door. It will provide almost twice as much space as Penney's had before.

The new store is modern in construction from its broad show windows across the entire front on through the family shoe department and women's and misses' fashion wear in the rear. For shopping convenience, all departments are arranged on one spacious floor.

In its new location, Penney's will continue to carry full lines of men's, women's and children's clothing, furnishings, and shoes, piece goods, linens, curtains and draperies, blankets and bedding, and other home needs. New display fixtures and shadow boxes along the walls form a back-

ground for bright new merchandise—all in larger assortments, more conveniently arranged.

"We're glad to announce that we're opening at a new location in a bigger, better store," said Manager DeBacker. "It's proof to our customers that we're doing our best to make shopping at Penney's more comfortable and convenient than ever before. And the fact that expansion is necessary is proof to us that our customers—now more than ever vitally interested in stretching their dollars to the utmost—appreciate the Penney way of storekeeping."

Mr. DeBacker has been with the Penney Company since June, 1925, when he joined the organization as a salesman at Brookings, S. D. He was transferred to Scotland, S. D., in August, 1929, and it was his successful experience there that led to his appointment in January, 1940, to manage the O'Neill store.

The local store is one of the 54 Penney Stores in the state, the first of which were opened at Grand Island and Hastings in April, 1914. Including its Nebraska stores, the Penney Company is at present operating 1609 stores, with representation in every state in the Union.

FOUNDER OF J. C. PENNEY COMPANY



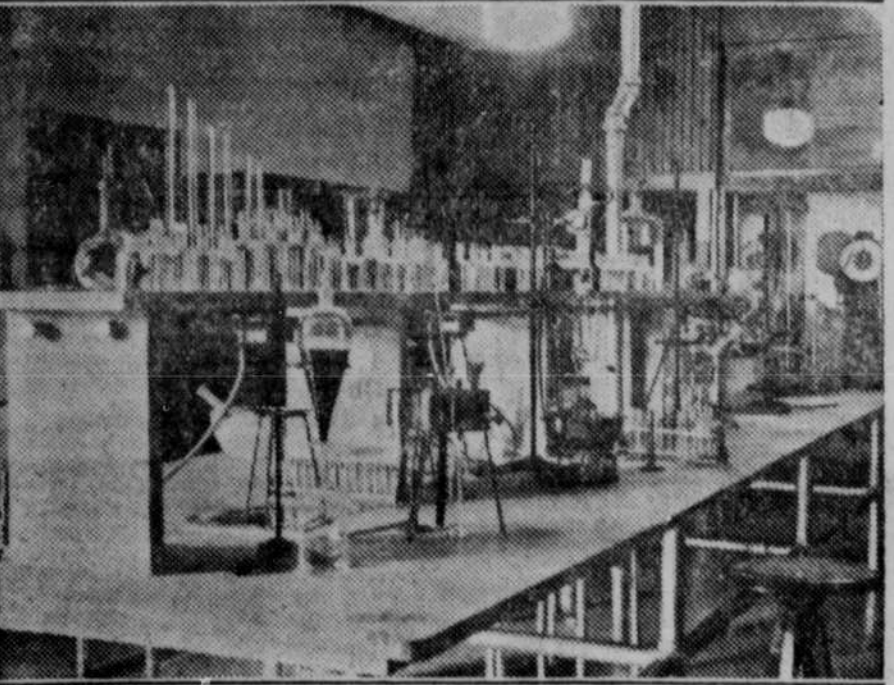
J. C. Penney was born in Hamilton, Mo., where he later clerked in a dry goods store. He opened his first store in Kemmerer, Wyo., in 1902, as one of three partners. Out of this humble beginning grew the present Penney Company with stores in every state in the Union. Starting with little cash, but a definite policy of square dealing, Mr. Penney has proved, through the phenomenal growth of the Company, the soundness of his policy.

PRESIDENT OF NATION-WIDE CONCERN



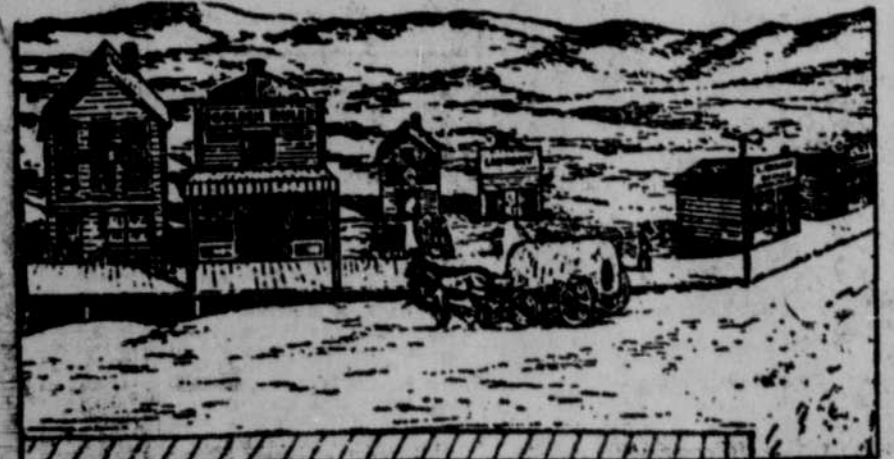
E. C. Sams, president of J. C. Penney Company, was born in Simpson, Kansas. After several years in the retail business, he joined Mr. Penney in the capacity of clerk in the Kemmerer store. His beginning with the Company as clerk is typical of the start made by most of the officers and executives of the Company. Most of them started behind the counter. Mr. Sams has served as president of the Company since 1917, succeeding Mr. Penney, who became Chairman of the Board of Directors.

J. C. Penney Company Testing Laboratory in New York City



To insure customer satisfaction, materials are continually tested for strength, color-fastness, warmth, wearing qualities, shrinkage, moth-proofing, etc., in the Penney Company's Laboratory, in New York City.

THE FIRST PENNEY STORE, IN KEMMERER, WYOMING Opened under the name of "The Golden Rule," in 1902



It is a far cry from the original Penney store in a small mining town to the modern and up-to-date department stores now operated by the Penney Company.

Miss Marion Dickson went to Omaha Tuesday morning, where she will visit for a few days.

Mrs. George Henderson arrived here Sunday from San Francisco, Calif., to visit her mother, Mrs. Elma Evans, and other relatives.

Mrs. Robert Miles left today for Portland, Oregon, where she will join her husband, who is employed in defense work there.

Mrs. Arthur King entertained the R. E. H. Bridge Club at her home Monday evening.

Hospital Notes

Felix Sullivan was dismissed from the hospital Wednesday and Mrs. Kermit Jeffries and son were dismissed on Sunday.

Births

Mr. and Mrs. Merle Hickey, a girl, Sunday, Sept. 13. Mr. and Mrs. Lynus Howard, a son, Saturday, Sept. 12. Mr. and Mrs. Marvin Anderson, a son, Wednesday, Sept. 16.

CARD OF THANKS

We desire to express our sincere and heartfelt thanks to the many old friends and neighbors and to the members of the American Legion for their many acts of kindness following the death of our beloved father and brother.—The Armstrong Family.

Prowlers And Trespassers

All persons are hereby notified to keep off of Section 30, township 29, Range 9, Iowa township, or you will be prosecuted to the full extent of the law.

H. R. ALLEN.

John Melvin went to Norfolk Tuesday on a few days' business trip.

Mr. and Mrs. John Miller entertained around twenty guests at a farewell party Tuesday evening, honoring James Soukup, who leaves soon for the Army.

Mr. and Mrs. C. F. Grill entertained twelve guests at a pinochle party and refreshments at their home Saturday evening.

Mrs. E. Cooper and son returned to their home at Elk Point, Wis., last Sunday, after spending a few days here visiting Mrs. Anna McCartney.

Mrs. C. F. Lundgren took her son, Roy, and Mabelle Osenbaugh to Lincoln Tuesday, where they will attend University of Nebraska this year.

Mr. and Mrs. C. W. Porter received word that their son, Sergeant Ralph Porter of Tyndall Field, Fla., and Miss Nora Moore of Panama City, Fla., were married recently.

Miss Darlene Grass arrived here Tuesday afternoon from Denver, Colo., to spend until Saturday visiting her parents, Mr. and Mrs. P. A. Grass, at Ewing, and friends here.

Walter Ferris, of the U. S. Navy Reserve, who was enroute from San Francisco, Calif., to Charleston, S. C., spent from Friday until Tuesday here visiting friends.

Outlaw Grocery

We carry a good supply of Groceries, Meats, Fruits and Vegetables, and have practically every item you need. We have a good supply of Goods that are short now, such as Coffee, Tea, Prunes, Raisins, Pork and Beans, Pineapple, Cocoa, Spices, Fresh Beef, Candy, and White Syrup. Following are some of our prices:

WATERMELONS, large size, red ripe and sweet, sandhill raised; 1c per lb. 100 lbs. or over, 90c per 100 lbs.

APPLES, good Illinois Jonathan eating apples; 5 lbs. 19c.

CABBAGE, good clean solid heads; 1 1/2c per lb.

CRANBERRIES, new, fresh; per lb. 19c.

CANNING FRUITS OF ALL KINDS.

Canning Supplies of All Kinds At Lowest Prices.

COOKIES, fresh, 2 lbs. 29c.

LIGHTHOUSE CLEANSER, 3 large cans, 10c.

SARDINES, Tomato or Oil, 2 tall cans, 15c.

VINEGAR, quart bottles, 11c.

COFFEE, Butternut or M.J.B. Brands, 1 lb., 33c; 12-lb cases, 32c per lb.

MATCHES, 6-box carton, at 21c per carton.

CRACKERS, Midget Saltine or Honey Grahams, two 1-lb. pkgs. for 31c.

COMB HONEY, 1-pound carton for 15c.

HONEY, 1/2-gallon glass jars, 75c per jar.

WHITE SYRUP, 1-gallon glass jars, 69c.

KOOLADE, 3 pkgs. 10c.

DRINK CONCENTRATE, two 8-oz. bottles, any flavor, for 15c.

COCOA, Our Mother's Brand, 2-lb can, 21c.

LAUNDRY SOAP, four large bars for 15c.

ALASKA SALMON, 1-pound tall cans, 22c.

SACCHARINE PILLS, 2 large pkgs., 25c.

GRAPEFRUIT and TOMATO Juice, 1/2-gallon cans, 23c.

NEW DEAL OIL COMPANY offers special prices on Gasoline and Fuels in barrel lots. Buy it now, while you can buy it.

Notice

DR. A. E. GADBOIS

Eye, Ear, and Nose Specialist, will make his regular visit at Dr. Carter's office in O'NEILL

Friday, Sept. 25th

Glasses Fitted

First Home Football Game

O'NEILL CITY PARK

Bloomfield vs. O'Neill H. S.

Friday, Sept. 25 - 8:00 P. M.

ADMISSION

Adults: 36c plus 4c tax Season Ticket: \$1.18 plus 12c tax

ATTENTION

Farmers and Poultry Raisers

WE ARE AGAIN IN POSITION TO TAKE CARE OF YOUR POULTRY AND EGGS

We are handicapped a great deal by the loss which we suffered, but it is our intention to rebuild the plant, and any business which we can do in the meantime will help us along on the road to rebuilding. Deliver your produce to the Hatchery building.

Tri-State Produce Co.

O'NEILL, NEBRASKA

Miss Dorothy Yocum and Howard Graves spent Sunday in Omaha visiting friends.

Pfc. Fredrick Krugman of Fort Leonard Wood, Mo., arrived here Saturday on a furlough from the U. S. Army and will visit his parents, Mr. and Mrs. Ed Krugman, at Opportunity.

Mrs. Helen Sirek and daughter, Yvonne, spent Sunday and Monday in Omaha visiting their son and brother, Ted, and other relatives.

Abe Saunto went to Sioux City last Sunday to spend a few days visiting his son, Joe, and family.

Mrs. Irene Dresser returned to her home at Ewart, Mich., Wednesday, after an extended visit here with her brother, E. G. Casey, and family.

Miss Agatha Tonic of Butte was a guest of Miss Noreen Murray on Monday and Tuesday.

Ed Burge and Leon Sargent went to Alliance on Tuesday, where they have employment at the defense plant there.

Mr. and Mrs. Roy Goree and daughter, Betty, of Long Pine spent Saturday with Mrs. Goree's parents, Mr. and Mrs. L. A. Simonson, and other relatives.



YOUR Government urges you to purchase the coal you will need next winter NOW. You will be helping, not hoarding. You will be taking pressure off the nation's coal-mining and transportation facilities in late summer and fall, when both will be badly needed for war purposes. Should you want a loan to pay for your season's coal requirements, this bank will welcome your application.

O'NEILL NATIONAL BANK

O'NEILL, NEBRASKA

Member Federal Deposit Insurance Corporation

The Dance of the Year

CRYSTAL BALL ROOM, ATKINSON

MONDAY, SEPT. 21

A BATTLE OF MUSIC

Harry Collins and Lee Barron Dance Bands

Mrs. Martha Brookhauser and son, Percy, of Orchard spent Sunday with their daughter and sister, Mrs. Grace Wilcox.

Mrs. Elmer Hinshaw returned Saturday from Wheatland, Wyo., where she had been visiting relatives for a week.

Bomb 'em with JUNK



Let's blast Japan—and Germany—and Italy—with the chain lightning of destruction that can be built from the scrap in our cellars, attics and garages, on our farms and in our places of business.

Scrap iron and steel, other metals, rubber and waste materials. It will all be used to make tanks, ships, planes and the fighting weapons our boys must have. It is needed at once.

Sell it to a Junk dealer—give it to a charity or collection agency—take it yourself to the nearest collection point—or consult the Local Salvage Committee... If you live on a farm, and have found no means of disposing of your Junk, get in touch with the County War Board or your farm implement dealer.

Throw YOUR scrap into the fight!

This message approved by Conservation Division WAR PRODUCTION BOARD

This advertisement paid for by the American Industries Salvage Committee (representing and with funds provided by groups of leading industrial concerns).

Local Salvage Committee—Phone: 199

JOHN SULLIVAN, CHAIRMAN

JUNK NEEDED FOR WAR Scrap Iron and Steel



Needed for all machines and arms of war. Fifty per cent of every tank, ship and gun is made of scrap iron and steel.

Other Metals—Rubber—Rags—Manila Rope—Burlap Bags



Needed for making bombs, fuses, binoculars; planes; tires for jeeps; gas masks; barrage balloons; wiping rags for guns; parachute flares; insulation for electric wiring.

WASTE COOKING FATS—When you get a pound or more, strain into a large tin can and sell to your meat dealer. NEEDED ONLY IN CERTAIN LOCALITIES—Waste paper and tin cans—wanted only in certain areas, as announced locally. NOT NEEDED (at this time)—Razor blades—glass