J. C. Penney Company Opens 500th Store In Hamilton, Mo.
Head of World's Greatest Chain Stores of Its Kind Returns to Boyhood Home for Realization of Dreams of Early Years

JAMES C. PENNEY

Starting with the one small store in Kemmerer, Wyo., and with a gathered store added in the same year, Penney's growth has been continuous and unchallenged by any other chain merchant. His early business experience, as a tailor, fitted him for success. His careful attention to the smallest details, as well as the most important, has been a contributing factor in the great success of the company. Mr. Penney always has been a cautious and conservative manager, always leery of risk or rash action. His decisions have been right, and his failures have been few. His greatest achievement has been the development of the Penney chain, which is now the largest in the world. He has built up a business empire that is a credit to himself and to the city where he was born.

The Penney store in Hamilton will be a credit to the city and to the Penney chain. It is a fine building, and the merchandise is of the highest quality. The store is open every day except Sunday, and the hours of operation are from 9 a.m. to 9 p.m. on weekdays, and from 9 a.m. to 5 p.m. on Saturdays. The Penney store in Hamilton is a fine addition to the business section of the city, and is sure to be a success.
Opening Our New Store

ON SATURDAY, APRIL 12

THIS NEW STORE is the 506th link in a great chain of Department Stores that stretches from coast to coast. The opening next Saturday, will have unusual interest to all Hamiltonians for it marks an achievement of a man who was born and reared here.

Twenty-two years ago, Mr. J. C. Penney, a native of this village, laid the foundation for a long line of retail establishments by opening a store at a little mining camp in the mountains of Wyoming. This first store was soon followed by others. The number increased year after year. At the close of 1922, there were 475 stores, scattered in 33 States. This year, nearly a hundred more stores will be added.

It was fitting that Mr. Penney should select his old home town to have the particular store to be numbered 506—a goal he had long desired to attain. That fourteen former Hamilton boys, who are now his associates in the J. C. Penney Company, should be co-partners with him in this store, suggests the pride and interest he takes in everything Hamiltonian.

Mr. Penney obtained his first mercantile experience in the same building and room where our new store is to be located. It is to be a store for Hamilton people, by Hamilton people and for service to all alike.

The store will be under the management of Mr. Frank Duck, who, while not a native of Hamilton, is a life-long resident of Missouri. He has had a long and practical experience as a merchant.

You Are Cordially Invited to Visit Us

And Inspect Our New Business Home!

When this new store was decided upon, our buyers at New York began at once assembling extensive stocks of reliable, up-to-date merchandise for us that we might be thoroughly prepared to open it in a way that would be pleasing and attractive to our patrons and old friends. The efforts of our buyers were successful far beyond our expectation.

A visit to our new business home will quickly demonstrate to you the fact that the buying power of the J. C. Penney Company is exceeded by no other house. Savings are provided that are important. Only the quantity buying for our many Department Stores enables our offering such truly remarkable advantages. Come in! Look around! Tell us what you think. We're eager to serve you.