

Founder moved west to live in a dryer climate

"When I went to Kemmerer in 1902, I had no idea that (in 1921) we would have 313 stores...but that didn't prevent me from doing my best and working with all my might. Do unto others as you would have them do unto you."

— James Cash Penney

Just over 100 years ago, James Cash Penney opened up a small store in Kemmerer, Wyo., the Golden Rule, which would be built into the J.C. Penney Co.

Penney was born Sept. 16, 1875, on a farm near Hamilton, Mo. He started working on neighboring farms when he was 8, raising livestock and working crops to buy his own clothes.

About two years after he graduated from high school, he became a clerk in a general store. He quit after his doctor advised him to move west, to a dryer climate, to avoid getting tuberculosis.

After buying a butcher shop in Colorado, which failed, Penney went to

work for another dry goods store, then went into partnership with his bosses to open the Golden Rule on April 13, 1902, in Kemmerer.

The store prospered, and Penney bought out his partners and opened two new stores in five years. He expanded quickly. He would soon offer his managers the chance to invest in a new store. If they put down one-third of the cost, Penney would provide the rest.

The name Golden Rule was being used by some of the company's competitors, so in 1913, the firm changed its name to J.C. Penney.

Today, the company has over 1,300 stores, and 190,000 employees. Penney himself served as a director until his death on February 12, 1971.

Clyde Lambert, a former manager of the Goodland store, said he met the chain's founder at business events.

"I feel very fortunate that I actually knew Mr. Penney," he said, adding that they first met at national meetings in

Omaha, and he and his wife attended a dinner for him.

"He enjoyed talking about his life," Lambert said, "the pitfalls and hard

times he had.

"He was a very remarkable guy, very person-oriented."

Penney would go to New York,

where the company bought its cloth, Lambert said, and would buy a sample. He would wash it and test it and make sure it was quality material

before he would sell it.

"He was just that kind of man," Lambert said. "He liked to make sure the items he sold were worth selling."

Store merchandise changes with the times

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ago, and she bought them. She plans to donate them to a museum some day, she said.

The store got its first catalog in 1969, Lambert said. Today, most of the sales are made through the catalog.

"We have a small store, and it would be impossible to stock something for everybody," said Pete Smith, manager of the Goodland and McCook, Neb., stores. "So we have a very large catalog."

People dress more casually than they used to, Smith said, causing the store

in Goodland to stop selling neckties about a year ago, and to reconsider other items.

"We have to be selective about what we display," Smith said.

"I would rather drop dress shirts and have another row of denim jeans."

The biggest change has happened in the past few years, he said. The store manager no longer buys merchandise. All ordering is done centrally, through a district office.

"Mr. Penney never would have imagined that," Smith said, adding that the process makes the manager's job

easier.

"We used to have to buy clothes six to eight months out," Smith said. "Fashions change, and we could end up with truckloads of stuff nobody would want."

Smith said centralized buying works better. There are some mistakes, he said, but every Penney store has the same merchandise. A manager won't not buy an item just because he doesn't think it will work.

Smith recalled that when Nike sneakers first hit the market, his manager said there was no way the store could sell them, and didn't want to buy

them. He eventually was persuaded, but some managers refused to buy them and missed out on some good money.

"Our job is a lot easier (with centralized buying)," Smith said. "We can manage our stores, and take care of our customers, which is the most important thing."

After all the changes, employees say one thing hasn't changed since the days of Mr. Penney — service.

"We like to think that we have the best service in the business," Smith said. "That's what Mr. Penney had, and that's what we want."

No tax raise versus basic services funding

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were elected on a very conservative ticket that says you don't raise taxes and that's what they're committed to," Mosher said. "We have committed to funding basic social services and we have to do that."

Before raising any taxes, said two women in the Republic County town of Scandia, legislators should look at government expenses, including their own.

"You could budget-cut a lot of that government crap," said Mary Brown, 40, co-owner of Scandia Corner Grocery. "You want to tax something? Legalize prostitution and tax it. Legalize pot and tax it. We're not stupid out here, just tired of it."

Co-owner Denise Strait, 45, was just as upset.

"Politicians need to take a good look at what they're spending on themselves. I think we're taxed to death and in this economy," Strait said.

"Any cuts are going to hurt the farmers. It's going to kill them," she added. "It's really sad out here right now."

Those views were echoed 150 miles to the west in Oberlin, the Decatur County seat, by 43-year-old businessman Kirk Young as he ate breakfast at

the Frontier Cafe.

"The government can't be calling for more cuts and more taxes — that's ridiculous," said Young, who owns a used semi-truck dealership. "I want them to cut programs and cut taxes. Smaller government is the answer."

In Bird City, a community of 500 people another 55 miles to the west in Cheyenne County, school Superintendent Sam Besson said his hometown doesn't get much money from the state and wasn't worried about cuts. He said new taxes wouldn't be good for anyone.

"Basically, on the budget they'll do what they want to do and we don't have much of a choice," he said. "I just hope they do the right thing because we don't have the answers either."

Back at Harsh Drug in Seneca, Hammes and Schraad had continued to disagree.

"I don't want them to raise taxes," Hammes said.

Schraad replied, "They're going to have to."

"Maybe, but they shouldn't," Hammes said.

Schraad stood firm: "If we don't raise taxes in Topeka, the school districts are going to. Might as well do it in Topeka, where everybody gets it."

Citizens divided on budget

By The Associated Press

A recent trip from northeast to northwest Kansas along U.S. 36 yielded a range of views about whether the Legislature should raise taxes, cut spending or do both to bridge the state's budget gap.

Wathena

Mayor Jim McAnerney:

"There is no such thing as an easy tax. Nobody likes taxes. People might accept them, but levels of services would need to be the same or better."

Troy

Roy Drake, retired farmer:

"Cut some of the spending — that's the way we get to do it out here. The politicians are going to have to do the

same as us, and cut."

Highland

Greg Boschee, business instructor at Highland Community College:

"In rural areas like this, job creation is difficult at the best of times and when you eliminate services, it's almost impossible."

Seneca

Donna Nordhus, special education paraprofessional at Baileyville B&B High School:

I don't know how they raise the revenue, maybe not spend so much. Raising taxes is definitely not good for farmers with the way soybean prices are."

Doing his duty



Bob Juleson, a Goodland police officer, directed traffic and kept an eye on high school students Monday at 13th Street and Cherry. A fire alarm was pulled at the school about 3:15 p.m., and some students reported they smelled smoke. Firefighters checked the building and found no sign of fire.

Photo by Doug Stephens/The Goodland Daily News

public notice

Office of Regional Counsel
Department of Veterans Affairs
5500 E Kellogg
Wichita KS 67218 316-688-6704
IN THE DISTRICT COURT OF
SHERMAN COUNTY, KANSAS
DEPARTMENT OF VETERANS
AFFAIRS, A DEPARTMENT OF
THE UNITED STATES OF
AMERICA, Plaintiff,

vs
FRANKLIN R. WALLS
CRISTIANA A. WALLS
Defendant(s),
Case No. 02C 15

NOTICE OF SHERIFF'S SALE

By virtue of an Order of Sale issued out of the District Court of Sherman County, in the above entitled action, I will on the 17th day of May 2002, at 10:00 A.M., at the main door of the Sherman County Courthouse at 813 Broadway,

Goodland, Kansas offer for sale at a public auction and sell to the highest bidder, for cash in hand, all the right, title and interest of the Defendants above named, in and to the following described real property situated in the County of Sherman, State of Kansas, to-wit:

The South Half (S 1/2) of Lot Two (2), and all of Lot Three (3), in Block Twenty-six (26), in Beahm's Addition to the City of Goodland, Kansas, according to the recorded plat thereof

Commonly known as: 412 Harrison

Goodland, KS 67735
property is levied on as the property of the Defendants above named and will be sold without appraisal to satisfy said Order of Sale.

Sheriff of Sherman County, Kan-

sas
MAURICE D. COPP, Attorney,
#09338

Published in the Goodland Daily News on Tuesday April 23, 30 and May 5.



Everyone Welcome

In celebration of the recent relocation & expansion of Safari Steakhouse. Please join us for a public open house.

6:30 to 8 p.m., Wednesday, May 1.
FREE Hors d'oeuvres
Special May Day buffet only **\$6.95**

1523 Arcade Ave. • Goodland
899-6275

PROPERTY TAX REPORT BY S&T TELEPHONE COOP ASSOCIATION

S&T Telephone Coop Association paid \$596,036.71 in property taxes to the following Northwest Counties for the year 2001:

CHEYENNE	\$217.45	SCOTT	\$2,584.54
GOVE	\$60,566.92	SHERIDAN	\$29,376.52
LANE	\$168,229.36	SHERMAN	\$43,399.40
LOGAN	\$73,912.22	THOMAS	\$212,581.80
NESS	\$193.20	WALLACE	\$1,524.20
RAWLINS	\$3,451.10		

These property taxes, together with the dollars we spend on services, payroll and upgrading our plant facilities, help support the local economy

S&T would like to thank our patrons for your trust and support in our endeavors to provide you with the best state of the art technology.

S&T TELEPHONE COOP ASSOCIATION
320 KANSAS AVE
BREWSTER, KANSAS 67732
PH: 785-694-2256
1-800-432-8294

STATEMENT OF NONDISCRIMINATION

S&T Telephone Cooperative Association is the recipient of Federal financial assistance from the Rural Utilities Service, an agency of the United States Department of Agriculture, and is subject to the provisions of Title VI of the Civil Rights Act of 1964, as amended, Section 504 of the Rehabilitation Act of 1973, as amended, the Age Discrimination Act of 1975, as amended, and the rules and regulations of the United States Department of Agriculture which provide that no person in the United States on the basis of race, color, national origin, age or handicap shall be excluded from participation in, admission or access to, denied the benefits of, or otherwise be subjected to discrimination under any of this organization's programs or activities.

The person responsible for coordinating this organization's nondiscrimination compliance efforts is Steve Richards, General Manager. Any individual, or specific class of individuals, who feel that this organization has subjected them to discrimination may obtain further information about the statutes and regulations listed above from and/or file a written complaint with this organization; or the Secretary, United States Department of Agriculture, Washington, DC 20250; or the Administrator, Rural Utilities Service, Washington, DC 20250. Complaints must be filed within 180 days after the alleged discrimination. Confidentiality will be maintained to the extent possible.



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