

J. C. Penney

Has Faith in God

And In

The Future

J. C. PENNEY, amiable, intelligent, foreseeing merchant and owner of many farms throughout the country, recently added to his riches a degree of Doctor of Law awarded by Wyoming University in recognition of his services in behalf of the common good.

"Business is on a higher plane today than at any time in my forty-three years of experience," Merchant Penney said, sitting behind his office desk in the store at Sixteenth and Champa Street, Denver, Colorado, when interviewed by Frances Wayne. "When I was a youngster I used to worry a lot because I couldn't for the life of me make out why a man couldn't be successful in business and be a Christian. I wanted to be both with all my heart. Perhaps because there was too little Christianity in business and industry in the past and because there were so many showdowns through investigations and the like, I at first could not see the way. But today, a man cannot only be a Christian, but if he works hard enough he can be a success in business, too.

"Sure as this Colorado sunshine, there is a great difference between methods of yesterday and of today.

Truth in advertising has given people greater confidence. Competition, which used to be a cut-throat process, has been turned into co-operation. Customers look at labels required by law and know what they are getting. Men who really want to succeed, not alone in their pockets but in the esteem of the public, which is more important, know it is poor business to lie and to cheat. Backing the desire for right doing are strong sustaining laws.

"In short, Christian doctrine must apply wherever men and women get together to build."

He spoke, as of a cold statistic, of the 535-million-dollar business done by his organization the last year — 46 millions more than the previous year and at a time when conditions were more trying than ever before.

"So I believe we are going to get on and up and ahead in this country of ours. We are not going to be afraid. We are going to trust in God and work."

As Penney talks there is none of the professional evangelist in his tone or method. He might be driving a hard bargain on a bill of goods. He is not goody-goody or preachy. Just a plain,

I-believe Christian who doesn't worry any more about whether one can be a business success and a good Christian at one and the same time. He has discovered one can be both.

As was said to Joshua regarding the Pentateuch, it can now be said of the completed Bible to every "I-believe-Christian":

"This Book shall not depart out of thy mouth: but thou shalt meditate therein day and night, that thou mayest observe to do according to all that is written therein; for then thou shalt make thy way prosperous, and then thou shalt have good success."

(Joshua 1:9)

Reprinted from NOW September 21,
1945 R. G. LeTourneau, Inc., Publisher.