

A Look into the JCPenney Past:
Listen and Enjoy LP's from the 60's!

This special presentation is dedicated to Ted Schmidt, HCSC Alumni Club Century Club member, September 4, 1926 – September 15, 2025.



Ted is pictured receiving a certificate of recognition for his generous donation to the relocation of James Cash Penney's statue from Plano, Texas to Kemmerer, Wyoming in August 2021 at the First Annual Golden Rule Day and Statue Dedication in Kemmerer, Wyoming.

The J.C. Penney Company presents "Penney Proud"

Penney's 60th Anniversary (1962) Music by Michael Brown

Featured songs include:

1. **"Penney Proud"**
2. **"Just Fine"**
3. **"Penney Managers Work Song"**
4. **"Penney People"**
5. **"May I Have Your Penney Charge Card, Please?"**
6. **"A Fable"**
7. **"Opening Day at the Golden Rule"**
8. **Mr. James Cash Penney**
9. **"Penney Proud" (reprise)**
10. **"We've Loved Ev'ry Minute"**

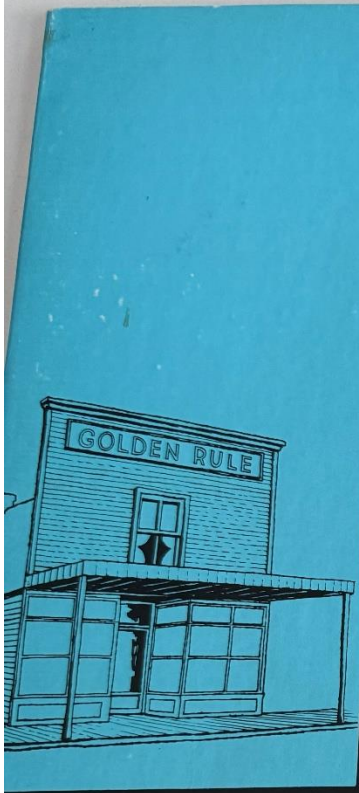
The back cover of the album features a letter from W.M. "Mil" Batten, President of the J.C. Penney Company celebrating the 62nd Anniversary of the company.

Side 1

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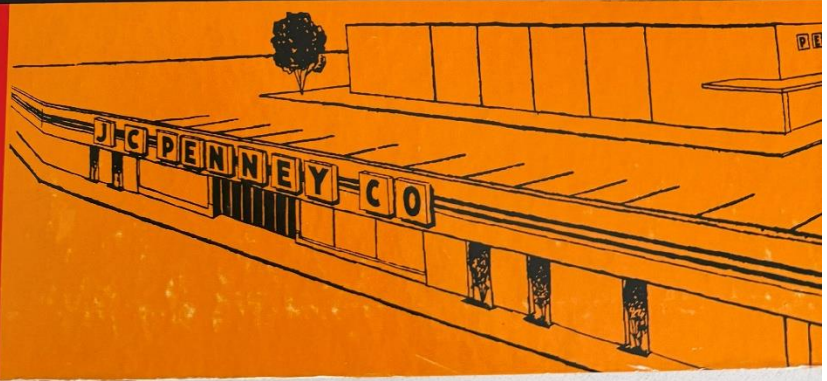
Side 2

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**The J. C. Penney
Company**
presents

**PENNEY
PROUD**



The J. C. Penney Company

presents

MICHAEL BROWN

IN

PENNEY PROUD

an entertainment in honor of its 60th anniversary



WITH

Maureen Bailey
Betty Ann Busch
Ellen Martin
Leila Martin
Beth Oughton
Cynthia Wayne
Arthur Arney
Walter Farrell
Tom Mixon
Jack Naughton
Kenneth Nelson
Jack Timmers
The Robert Harter Singers

PROGRAM

1. "Penney Proud" (instrumental).
2. "Just Fine."
3. "Penney Manager's Work Song" starring Ellen Martin.
4. "Penney People."
5. "May I Have Your Penney Charge Card, Please?"
6. "A Fable."
7. "Opening Day at the Golden Rule":
Townsppeople, Miners, Ranchers, Wives Entire Company
Two Cowboys Jack Naughton, Jack Timmers
Miss Lou Weatherby Cynthia Wayne
Miss Lizzie Weatherby Beth Oughton
Jim Penney Michael Brown
Banker Walter Farrell
Boarding House Proprietress Betty Ann Busch
Chinese Laundryman Arthur Arney
Young Girl Maureen Bailey
Wagon Driver Kenneth Nelson
Miss Jane Leila Martin
John Tom Mixon
Evangeline Ellen Martin
8. Mr. James Cash Penney.
9. "Penney Proud" (reprise).
10. "We've Loved Ev'ry Minute."

Words, Music & Continuity by Michael Brown

Orchestrations & Vocal Arrangements: Norman Paris

Orchestra conducted by Mr. Paris

Production Manager: David Carter

Standby for Mr. Brown: Kenneth Nelson

Film Direction by William Herrick

Filmed at Tomlin Studios Recorded by A&R Studios

**Production Designed, Staged and Executed by
Muller, Jordan & Herrick, Inc.**

A Donahue Sales Corporation Production



The cast in costumes of 1962.
The Sunday School Committee.



The cast in costumes of 1902.
The Weatherby Sisters: Cynthia Wayne, and E



People of Kemmerer head for the Golden Rule.

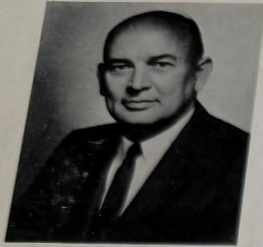


Ellen Martin as Evangeline and Tom Mixon as John.



Michael Brown as Mr. Penn





OFFICE OF THE PRESIDENT
W. M. BATTEN

J. C. PENNEY COMPANY, INC.
330 WEST 34TH STREET
NEW YORK 1, N. Y.

February 1962

Dear Fellow Associates:

Anniversaries traditionally are a time for assessing the achievements of the past as well as setting goals for the future. And so it is with the Penney Company as it observes the 60TH ANNIVERSARY of the founding of its first store back in 1902.

Since this Convention is a special "Report to the Partners," coming as it does sixty years after the opening of the Kemmerer store, we felt you would like to have this memento of the occasion. While the album would be of special entertainment value to anyone, we in the "Penney family" will also find in the lyrics most of the inspiration and ideals that constitute the basic fibres of our great organization.

Many changes have taken place in these past sixty years... as will be the case in the future... but the timeless fundamentals upon which our success has been built need never be modified... nor will they be.

That we are present at this Convention is ample testimony to the fact that Mr. Penney's Kemmerer store was a success... that his vision and determination have played a significant role in the American economy. Now, let us put the past in proper perspective and direct our attention to making even more of the next sixty years than we have of those that have elapsed since "Opening Day at the Golden Rule."

With best wishes.

Sincerely,

W. M. Batten

The J.C.Penney Company presents

“An Evening with Michael Brown and his Friends”

“The Spirit of 66”

Mr. Penney was deeply involved in this special production including being a part of the live music and theatrical presentation! See the back cover of the album for Mr. Penney’s featured participation!

Side 1

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Side 2

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spirit of



THE J. C. PENNEY COMPANY

presents

AN EVENING WITH

Michael Brown
AND HIS FRIENDS

Suzanne Astor Betty Ann Busch Connie Day Joyce Devlin
Gale Dixon Judy McCauley Leo Morrell Leonie Norton Steve Skiles
Gary Sneed Kitty Sullivan Tom Urich Joel Warfield

Fashion Co-ordination

LEE ENNIS

(Fashion Director - Donahue Sales Corporation)

Production Supervised by
DAVID CARTER

Musical Direction by
NORMAN PARIS

Special Costumes and Setting by
David Guthrie

Musical Staging by
ALEX PALERMO

Lighting by
Claire Carter

Audio Director
Phil Ramone

Executive Producer
THEODORE P. DONAHUE
(Vice President - Donahue Sales Corporation)

Recorded at
A & R Studio, N.Y.C

PROGRAM

SIDE 1

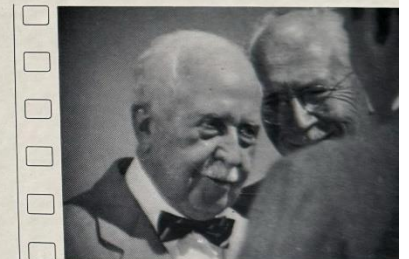
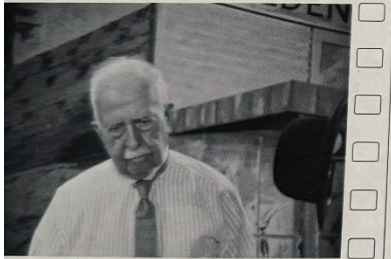
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|---------------------------------------|---|
| 1. Overture | Instrumental |
| 2. Rockin' with the Mods | Featuring Steve Skiles |
| 3. Give Me An American Girl | Featuring Gary Sneed |
| 4. Looks Like You're Falling in Love | Leo Morrell
Steve Skiles
Tom Urich
Joel Warfield |
| 5. How Would We Look Without Zippers? | Featuring Suzanne Astor
With
Steve Skiles
Gary Sneed
Tom Urich
Joel Warfield |
| 6. He's a Penney Man | Featuring Michael Brown
With
Steve Skiles
Gary Sneed |
-

SIDE 2

- | | |
|--|--|
| 1. There's Gonna Be a Party Here Tonight! | Entire Company |
| I'm Home | Featuring Michael Brown |
| R.S.V.P. | Featuring Michael Brown
With
Leo Morrell
Steve Skiles
Gary Sneed
Tom Urich
Joel Warfield |
| There's Gonna Be a Party Here Tonight! | Reprise: Entire Company |
| 2. Opening Day at the Golden Rule | Entire Company |
| Townspeople, Miners, Ranchers
and Wives | Leo Morrell and Joel Warfield |
| Two Cowboys | Connie Day |
| Miss Lou Weatherby | Suzanne Astor |
| Miss Lizzie Weatherby | Michael Brown |
| Jim Penney | Tom Urich |
| Banker | Betty Ann Busch |
| Boarding House Proprietress | Steve Skiles |
| Chinese Laundryman | Joyce Devlin |
| Ellen | Judy McCauley |
| Miss Jane | Leonie Norton and Kitty Sullivan |
| Sunday School Committee | Gary Sneed |
| John | Gale Dixon |
| Evangeline | |
| 3. The Spirit of '66 | Entire Company |

".....there's so much yet to do"

Mr. J. C. PENNEY



Merchandise Clinics, Films
produced by
MULLER, JORDAN and
New York City