



**Stop #6: Original JC Penney Store/First Bank of Kemmerer**

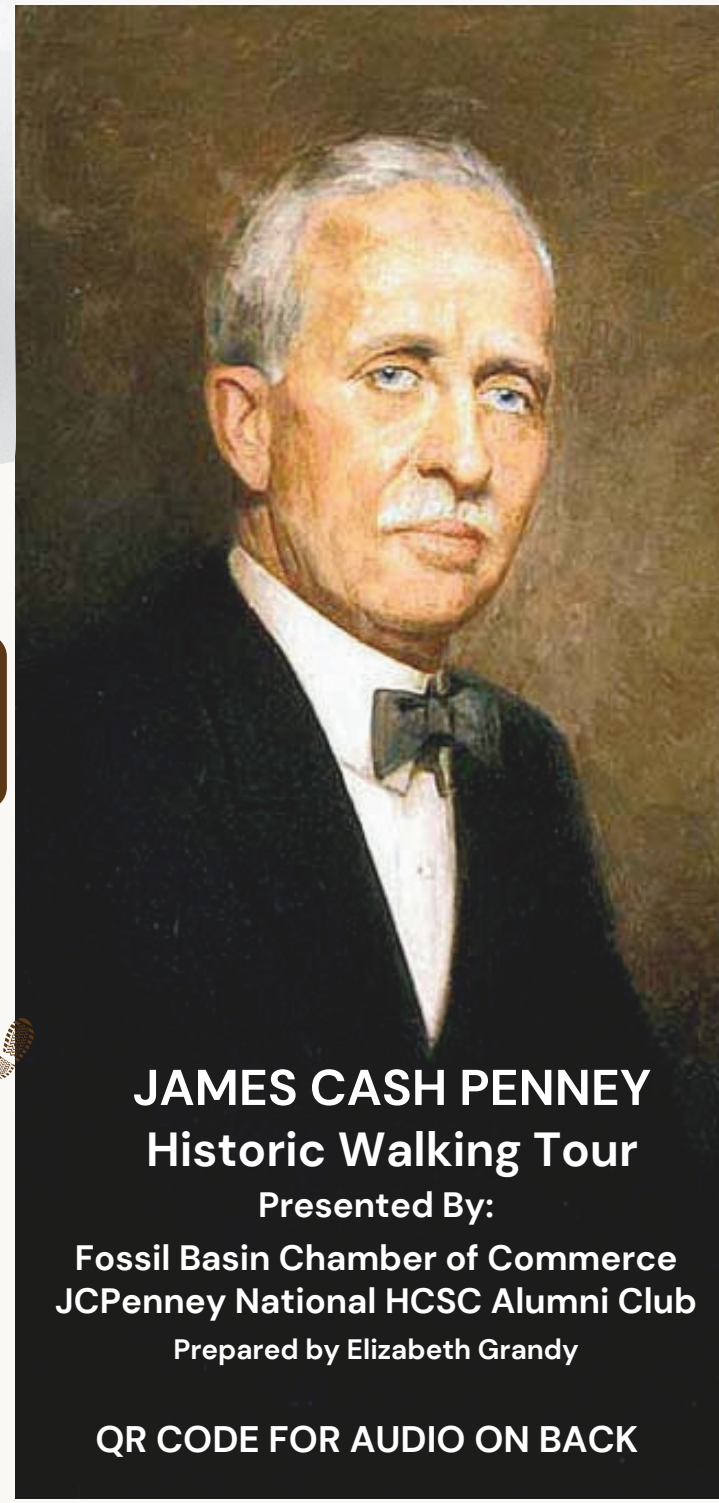
Did you know that J.C. Penney didn't just build a retail empire? He also established this bank to provide financial services for the people of Kemmerer, supporting local businesses and families.

Think about what it would have been like to live in the attic above the Golden Rule Store. What would you have done to stay warm or cook meals? Think about one thing you think the Penneys needed to make their home comfortable.

**Stop #5: The Current JC Penney Store**

Did you know the J.C. Penney company is one of the oldest continuously operating retail stores in America? It started right here in Kemmerer!

Look at the windows of the store. Imagine what kinds of displays might have been set up here to catch people's attention in the early days. Describe something you think would have been displayed.



**JAMES CASH PENNEY  
Historic Walking Tour**

Presented By:  
Fossil Basin Chamber of Commerce  
JCPenney National HCSC Alumni Club  
Prepared by Elizabeth Grandy

**QR CODE FOR AUDIO ON BACK**

## Stop #1: Chamber of Commerce Cabin

Each Lightblub designates Historic Facts to read at each stop

The unique triangular shape of Kemmerer's Triangle Park was designed to guide traffic and welcome visitors. In the early 1900s, it was the first sight for those disembarking trains, with its design helping pedestrian flow move smoothly from the train depot into town.



## Stop #2: James Cash Penney Statue

Did you know J.C. Penney's first job earned him just \$2.27 a month? He believed in saving and hard work, and those principles shaped his success.

Look closely at the statue. What do you notice about J.C. Penney's pose or expression? Imagine what it says about the kind of person he was. Think about a word that would describe him based on what you've learned.



## Stop #3: The Golden Rule Store

Did you know the Golden Rule Store's name came from Penney's belief in treating others how he wanted to be treated? He often said, 'Do unto others as you would have them do unto you.'

Take a moment to imagine stepping into this store in 1902. What might you have purchased? Look around—can you find any clues about what life was like back then? Think about one item you think people needed most.

## Interesting JC Penney Facts

- **A Legacy of Giving** – J.C. Penney believed in giving back, donating much of his wealth to charities, schools, and agricultural programs through the J.C. Penney Foundation.
- **Employee Profit Sharing** – Penney was one of the first business owners to offer profit-sharing, believing employees should benefit from the store's success.
- **Faith and Perseverance** – Raised in a devout Baptist family, Penney relied on his faith, especially during the Great Depression, to rebuild his fortune.
- **Passion for Farming** – Before retail, Penney dreamed of being a farmer. Later, he invested in cattle breeding and supported sustainable farming.
- **A Long Life and Legacy** – Penney lived to be 95, witnessing his single store grow into a national retail empire while staying active in business.
- **Historic Recognition**– Three existing buildings make up the J.C. Penney National Historic Landmark District, recognized by the Department of the Interior since 1978.



## Stop #4: JC Penney Home in Kemmerer

Did you know Penney's first home didn't have electricity or running water? Like many families of the time, they relied on a wood-burning stove for heat and cooking and heating.

Imagine what life was like in Penney's home. How did they stay warm? What did they eat? Look around—what clues can you find about how people lived in the early 1900s? Think about one thing that stands out to you.