

PENNEY BUILDING IS CREDIT TO FIRMS WHO ERECTED IT

Modern Features in Store Construction Used for the First Time in Torrance; Local Contractors Help in Work

Credit for the erection of the beautiful new store building for the J. C. Penney Company in Torrance should be given to Sidney J. Babcock, general contractor, and a group of sub-contractors, whose reputations for good workmanship and dependable materials has been recognized by the J. C. Penney Company.

The new store building embodies everything that is new and modern in scientific store planning and construction, and introduces many new features for the first time in Torrance.

There is no wood construction on the front of the building. Copper, galvanized iron and tile are used

THE BUILDERS

- General Contractor—Sidney J. Babcock, 201 North McLay, Santa Ana.
Electrical Work—Torrance Electric Co., 1419 Marcelina Ave., Torrance.
Plumbing—Torrance Plumbing Co., 1418 Marcelina Ave., Torrance.
Lumber—Mullin-Hayes Lumber Co., 1752 Border Ave., Torrance; Bear State Lumber Co., 3229 E. Anaheim St., Long Beach.
Hardwood Floors—Callahan Bros., 307 Wright St., Santa Ana.
Millwork—Santa Ana Lumber Co., 4th and Artesia Sts., Santa Ana.
Brick—Atkinson & Duclos, Western Ave. and 176th St., Gardena.
Tile Front—M. D. Moffitt, 1200 Redondo Ave., Long Beach.
Painting—A. J. Mitchell, 1932 Tilson Drive, Santa Ana.

exclusively in the front. The tile is of an uncommon variety, manufactured by Robt. Rossman, a New Jersey manufacturer of front proof tiles and one of the oldest firms in the tile business in the United States. New specifications of J. C. Penney Company store, according to Sidney J. Babcock, general contractor, require California tile products.

The original building plans called for pine floors throughout, but after careful study, the owners of the building decided to use clear maple flooring laid on full wood joists with a two foot clearance from the ground. This will prevent dry rot and any possible danger of termite infection.

The roof is a nationally advertised brand and carries a long guarantee.

The new building is 30 feet wide by 140 feet long. There is a mezzanine 35 feet by 30 feet, and an office balcony, 17 feet by 30 feet.

Details of the interior of the J. C. Penney Company building are given in another story in this section of the paper.

In commenting upon the construction of the new building, Sidney J. Babcock, general contractor said, "Owing to the fact that we were unable to obtain some of the materials and crafts in Torrance, it was necessary to go out of the community to get them. However, it is the policy of the J. C. Penney Company to require the general contractor who secures the job to give everything possible to the community in which the building is being built, providing of course, that all things are equal as to price and quality."

Elegant New Store Enhances Torrance

(Con. from Page 1, This Section)

On the left at the head of this aisle is the hosiery department. A display cabinet at the head of the aisle is decked with fine hosiery. Additional fine hosiery and more of the more every-day variety is found on the shelves behind the counter along the aisle. Women's and children's hosiery are included.

Other Departments

The next one encountered is the piece goods department, stretching the entire length of the room. First are silks, then woolsens, then wash goods and then white goods. Toward the rear are sheets, sheeting, towels, and outtings.

At the rear is a greatly enlarged department devoted to a complete line of draperies and beddings. Comforters, pillows, blankets and fine draperies are featured. They are displayed on shelves and counters.

On the Mezzanine

Continuing to the mezzanine floor the ready-to-wear department is reached. This department is fitted with high quality linen carpets, soft and durable. In the center of the large room on the second floor tables carry displays of millinery. The walls are lined with display cabinets. At one side is a row of rooms where fittings can be made. Near the center is a special four-sided alcove mirror. This mirror contains three sets of glasses, so that three persons may use it without crowding. The glasses in each compartment are so arranged as to give views of the garment from several angles.

Throughout the entire building an unusually adequate lighting system is used. The lighting was arranged after scientific study had determined the number, location and size of electric lights that would give the maximum effect.

In addition to electric lights, a number of skylights and windows provide good sunlight. In the piece goods department, in particular, an unusually large skylight has been provided. These allow sunlight for the matching of colors.

The entire building is very adequately ventilated. It is heated by

steam. The ceilings are of steel and are strongly built. Every possible safety factor has been provided.

Fast Cash System

A carrier system for handling cash with seven carriers has been installed. This new system is among the most modern.

Penney Merchandise

More than 75 per cent of the merchandise handled in the store bears the J. C. Penney Company label, according to Buffington. This means that the merchandise has been manufactured under the direct supervision of the company, insuring uniform quality, he explained.

The display windows at the front of the store are particularly noteworthy, and among the finest in Southern California.

Buffington Sees Big Future in Torrance

(Con. from Page 1, This Section)

able to do so, all labor on the construction work is contracted for among local builders, as it is the policy of the J. C. Penney company in all matters to co-operate with local interests wherever possible.

"We consider our stores to be an asset because they endeavor to bring constantly better values to the community; they furnish regular, dependable employment to local residents; they advertise heavily in local newspapers, and they are important factors in local community progress.

"A manager is not only expected to serve his community through the efficient management of his store but also to represent the J. C. Penney Company in the various civic activities furthering the development of the community. The success of the store he manages and in which he is co-partner, is bound up with the progress and development of the community, toward which the organization makes every effort to contribute."

Mr. Buffington extends a cordial invitation to the public to attend their formal opening Thursday, evening from 7 p. m. to 9 p. m., and all day Friday and Saturday.

BU

"When Better Work Is Done Will Do It!"

Prompt and attention to the job on the new J. C. Penney in record time.

Torrance El 1419 Marcelina Ave.

"STANDARD" Plumbing Installation

J. C. PENNEY Co. Torrance Company F. L. PARSONS 1418 Marcelina Ave.

Best Work For Success TO THE J. C. PENNEY Co.

F. M. Buffington Torrance Store Manager Mullin-Hayes Lumber Co. 1752 Border Avenue Phone 61

State Affairs (Continued)

Carnahan and Speaker Levey announced their selection. The committees and personnel:

Aviation: Senators Joseph L. Pedrotti of Los Angeles; Victor J. Canepa, San Francisco, and Bert A. Cassidy, Auburn; Assemblymen Roy Bishop, Alameda; Melvin Cronin, San Francisco, and Robert B. Fry, San Francisco.

Narcotics: Senator Sanborn Young, Los Gatos, and Assemblyman Robert L. Patterson, Taft.

Billboards: Senators Herbert J. Evans, Monrovia; James M. Allen, Yreka, and John J. Crowley, San Francisco; Assemblymen Ray R. Ingels, Ukiah; M. J. McDonough, Oakland, and Ray Williamson, San Francisco.

Prison Reform: Senators C. C. Baker, Salinas, and Thomas A. Maloney, San Francisco; Assemblymen Chester M. Kline, San Jacinto; Harold C. Cudman, Berkeley, and Albert Morgan, Berkeley.

Retiring and modest, Lieutenant-Governor C. A. Smith, eschews crowds, a speech-making, other pageantry of public office. These activities by choice and custom he leaves to the State's Chief Executive. It was, therefore, no small event when Lieutenant-Governor Carnahan consented to speak last week at the luncheon meeting of the All-Kern-County Service Club, on the County fair grounds, at Bakersfield.

Carnahan's topic: State financial problems and the recently inaugurated State re-organization plan put in motion by Governor Young.

To Speaker Edgar C. Levey last week came additional duties, additional honors. At a meeting of the Legislative Tax Investigating Committee, created by the last Legislature to make a survey of State taxation problems, committee member elected Speaker Levey as chairman. Senator Breed of Piedmont was chosen vice-chairman; Assemblyman Sewell, secretary.

Other members of the committee: Senators Nelson of Eureka, McKinley of Los Angeles; Jones of San Jose; Assemblymen Deuel of San Jose, Jones of Ontario.

Farm Promotion

Prime among the factors of California's farm promotion progress has been the search for new markets, the expansion of present markets, survey and research work, and the promotion of co-operative marketing agencies by the State Department of Agriculture.

To farmers about to plant crops, to farmers about to harvest crops, to farmers with crops harvested and ready for markets, the State Department of Agriculture issues official news concerning crop, market, and price conditions throughout the United States so that California farmers may be protected against over-production, glutted markets, low prices. This State activity has added greatly in making California's farmers prosperous, successful.

It was, therefore, a distinct setback to farmers when Director of Agriculture G. H. Hecke announced last week that the promotion of new markets, the expansion of co-operative agencies, and the crop reporting service had been dropped as activities of the Department of Agriculture, that these activities had been transferred to the newly-created Division of Commerce, of the Department of Finance. No set-back would this action have had it not been for the fact that the Division of Commerce, created last spring by the Legislature, has only \$75,000 with which to begin this biennium.

Farmers and political observers apparently took Director Hecke's announcement to mean that there would be no further active co-operation by a Department of Agriculture official in the formation of marketing plans, such as the Turkey Growers' Association and the olive market extension plan now afoot. The announcement came at a time when California growers collectively were rather encouraged toward bettering their market organizations because of pruned crops and expanded prices. Last week many a farmer viewed as a misfortune the fact that no going concern is at hand within the State's administration to carry on this work.

To newsgatherers at Sacramento last week, Director Hecke declared that his department would concern itself in the future only with regulatory and service branches of the agricultural work. The new Federal Farm Board, said Director Hecke, must assume responsibility for increased efficiency in marketing.

Said Director Hecke: "The Department of Agriculture (in its reorganized form) should be prepared to assist existing co-operative marketing organizations to carry heavier loads rather than to promote too speedily new organizations."

The new Division of Commerce, which will take over the market promotion activities of the Department of Agriculture, probably will be able to do nothing more than study conditions and enlarge to an extent California consumption of California products during the next two years. Reason: Limited funds will retard more extended activities. Capitol rumor mongers last week said that E. L. Sisson, former Assemblyman from Colusa, Glenn and Tehama counties, would head the Commerce Division.

The personnel of the new State Board of Agriculture, an administrative plan accepted by the Legislature as a stabilizing shield and backer for the Department of Agriculture, soon must be appointed by Governor Young. Chino's Robert A. Condee, president of the State Agricultural Society, will be a member ex-officio.

Likely to be included among the new members of the new board: Merrit H. Adamson, Los Angeles, president of the Adohr Stock Farms; J. H. Brennan, Newcastle, president of the Growers' Co-operative Marketing Association; Senator Frank S. Rogge, Stockton, author of the bill creating the board; and Lloyd S. Tenny, San Francisco, president of the California Vineyardists Association.

Others under consideration by Governor Young: S. S. Knight, Feather River, president of the California Fruit Raisers' Association; H. S. Hazeltine, Los Angeles; Ward S. Minturn, Fresno; A. T. Spencer, sheep man; E. L. Adams, Chico, and Roy M. Hagen, power among cattlemen.

State's Liability

Should an automobile bearing the great seal of California and operated in the pursuit of State business, crash into the motor car of a citizen, preventing too-hasty marriage of youthful couples. Little trouble have the sponsors of the law found so far in finding support to withstand assaults.

NEWS REVIEW SECTION

Class Legislation

While Controller Riley last week questioned the legality of the Public Liability Law (see above) also did he question the constitutionality of the administration statute appropriating \$475,000 for construction of a State prison and farm for women delinquents. To Attorney-General Webb, Controller Riley last week sent official papers requesting a legal opinion on the statute's constitutionality. Riley's reason: the statute smacks of class legislation.

To differentiate between men and women convicted under statutes applicable to both, is unconstitutional, said Riley. The result would be, he said, that while many men convicted for specified offenses would be punished by county jail sentences, women would be placed in a State institution, where their reformation would be the guiding rule, not their punishment.

Hesitation Law

Nowadays just as many matrimony-contemplating couples leave the State to be married as they did before the three-day "hesitation law" was passed two years ago. This was revealed last week by statistics from the San Francisco branch of the State License Bureau.

The falling off of marriages after the passing of the law, it was thought, was only a temporary tendency which would die down after the marriageable couples became accustomed to receiving the three-day publicity. The legislation, however, is still proving itself to be still a strong force in causing elopements and trips outside of the State and country.

To Oregon and Nevada chiefly are the fees for licenses going. In spite of this, members of the Legislature are satisfied that the law is preventing too-hasty marriages of youthful couples. Little trouble have the sponsors of the law found so far in finding support to withstand assaults.

The law is unnecessary, declare opponents, for the reason that county officials always exercise judgment in preventing minors or persons under the influence of liquor from getting licenses; also the opposition declares that fast transportation permits couples to get around the law by merely traveling to a neighboring state or into Mexico. Airplane elopements, statistics show, have not yet become numerous. If they do, the only remedy will be for the neighboring states to adopt laws similar to those of California.

Political Notes

Richardson Silent

Returned to his summer home at Long Beach after a two-months tour of Europe, ex-Governor Friend W. Richardson last week was besieged by politically curious newsgatherers. They wished to get from the ex-Governor a statement whether or not he would be a candidate to oppose Governor Young in 1930.

Confronted by newsmen with reports, circulated recently, to the effect that he would positively enter the gubernatorial race, former-Governor Richardson smiled, pulled his mouthache, would not comment definitely.

Said Richardson: "I have no definite plans politically. I have been too occupied this summer enjoying myself abroad. Many of my friends, I am told, consider future political activities for me. Of course, their wishes always are to be respected, but thus far I haven't given the matter a thought."

When reporters asked direct questions, cited current rumors and sought direct replies, the former-Governor avoided answering, launched instead into a description of his European trip.

For two and a half months the ex-Governor, his wife, their two sons, John and Paul, toured France, Spain, Algeria, Italy, Sweden, Norway, Scotland and England. While in Spain, the Richardson party spent some time in Seville, where preparations were being made for a world exposition.

Much and unstinted praise had the former-Governor for the enter-

Shuler's Foible

Because he takes a keen interest in things political as well as things religious, dynamic, bombastic Rev. R. P. Shuler of the Los Angeles Trinity Methodist Episcopal Church always is in literal "hot water." This time he must stand trial for asserted libelous remarks he made about Plaintiff Ex-Mayor Cryer.

Although Los Angeles' Municipal Judge Pope some time ago assumed the "fighting preacher" demurrer to the complaint, Superior Judge Shaw last week reversed this decision on the appeal of the City Prosecutor. That the demurrer be overruled, that Shuler be arraigned to court, were the orders issued by Judge Shaw in a four-page opinion.

On articles printed in Bob Shuler's magazine are the charges based; one charge on the printed remark, "Don't take bribes by the real estate route; if you do not know what I am driving at, ask Mayor Cryer." On the statement made by Shuler that Mayor Cryer had gone into office poor, later became wealthy, was the second charge based.

English Visitor

From the mist shrouded shores of Britain last week came Winston Churchill, one-time Chancellor of the Exchequer (Conservative Party) to California. In San Francisco he performed social obligations, was received by officials, high society, watched the seals disport themselves on the rocks of San Francisco Bay. For years, he admitted, his husband had gone into office poor, later became wealthy, was the second charge based.

At the end of the week, as guest of British-baiting Publisher William Randolph Hearst, he toured to Southern California. At Hearst's San Luis Obispo ranch in San Luis Obispo County he was entertained.

Later, to interviewers he said, concerning England: "Ramsey MacDonald's Labor government will get along all right—if it does not get too socialistic."

Concerning the Palestine (Jew vs. Arab) situation, he said: "Whether Arab nor Jew can be given the right-of-way. The future of both depends on their living side by side as best they can. The Arabs... have nothing before the Jews deplorable; everything they have now they owe to Jewish accomplishments. But they were envious of their prosperous neighbors. The disturbance could not have been foreseen or prevented. Our problem is one of policing until harmony has been restored."

Concerning prohibition, Churchill said: "If prohibition were attempted in England, the people would immediately throw out the government who tried it. The problem is being solved in England satisfactorily through high taxation, restriction of drinking hours in public places. Under this system England has halved the liquor consumption and criminal convictions. The people respond to a temperance program where they would bitterly resent prohibition. In United States, prohibition will have to be worked out by the people in their own way."

Army & Navy

Battle Brains

In Los Angeles Harbor last week was the temporary flagship of the Pacific Fleet, the West Virginia, commanded by Admiral Louis M. Nulton. This huge battleship is present in replacing the fleet flagship California, now undergoing modernization at Puget Sound Navy Yard.

At sea, off the coast, during the week, the battleships maneuvered the battleships New Mexico, Maryland, Mississippi, Colorado and Idaho. They rehearsed short range battle practice, and anti-aircraft practice. This week will see the same battleships doing more short range practice.

Recently, Secretary of the Navy Charles Francis Adams was confronting with a problem requiring intense diplomacy. His was the "job of awarding the Navy's annual

Milestones

Died, George Mearns Finley 38, unmarried son of Mayor T. R. Finley of Santa Barbara; at a Santa Barbara hospital; from "pelagra," a languishing illness.

Died, Argyle Tully, 58, actor, musician, artist; brother to author Richard Walton Tully (Bird of Paradise) at Sierra Madre; from a paralytic stroke.

Resigned, Judge Harlan G. Palmer, Hollywood publisher; from the chairmanship of the Los Angeles Board of Water and Power Commissioners; so that, as a mere member, he might debate from the floor. (See Counties).

Appointed, Jess Hibbs, former U. S. C. football star, to the U. S. C. football coaching staff. He rejoined his team-mates, but in a new, different role.

Appointed, Leo S. Davidson, youthful attorney, as Commander of Ontario's American Legion post.

Appointed, H. N. White, hardware dealer of Anaheim, to be president of Anaheim Chamber of Commerce. Automatically he also became president of the California Valencia Orange Show.

Died, Mrs. Paul G. Ward, 61; cousin to President Herbert Hoover, wife to Hemet's City Superintendent of Schools; at Hemet, a paralytic stroke. Husband Ward has been principal of high schools at Banning, San Jacinto, Red Bluff.

Married, Janet Gaynor, cinematress; to Lydell Feek, tall, young San Francisco attorney; at the home of the bridegroom's father. The wedding was quiet and unostentatious. Honeymoon destination: Honolulu.

Died, Christian Sorensen, 89, wealthy shipbuilder, Whittier bank director; at Whittier. He was born in Assens-Fyen, Denmark.

Appointed Rev. M. L. Kain, rector of Holy Trinity Episcopal Church at Covina; to the pastorate of All Saints Episcopal Church, at San Diego. He succeeds Rev. C. E. Murphy who goes to Amanda Chapel, Carthay Circle, Los Angeles.

Appointed, Dr. Edward Archibald Thompson, pastor of First Congregational Church, at Grange, Illinois; to the pastorate of the First Congregational Church at Pasadena. He succeeds Dr. Daniel F. Fox, resigned.

Re-elected, J. E. Delwiche, as the Grand Knight of the Santa Barbara Knights of Columbus. With him were elected V. A. Doerfler, Deputy Grand Knight; Chancellor Patrick Maher; Inside Guard Theodore Cota; Trustee Samuel McDonald.

Elected, Luther Mahoney to be Grand Knight of North Hollywood Council of the Knights of Columbus. Also chosen were Deputy Grand Knight Thomas Humphrey; Chancellor Victor Mahoney; Recorder Horace Haskins; Treasurer W. C. Ching; Advocate John Waldford; Warden Joseph Wilmarth.

Anniversary, Charles Bonnell, veteran bailiff of Judge Stephens Court, Los Angeles, married 55 years. On his 55th anniversary, he had his first matrimonial tiff. His wife said the anniversary cake would have 55 candles on it. Bonnell said: "One doesn't have candles at wedding anniversaries. One answered his wife: 'One does have candles.' Insisted Bonnell: 'One doesn't.' In the end they didn't."

Sidney J. Babcock General Contractor

J. C. Penney Company, Inc.

CALLAHAN BROS. HARDWOOD FLOORS

Bear State Lumber COMPANY

Mullin-Hayes Lumber Co. 1752 Border Avenue Phone 61

307 Wright St. Phone 764-R Santa Ana, Calif.

Lumber and Building Materials Phone 312-31 Long Beach