

HERE'S YOUR SHARE!

# TRAINLOADS of WHITE GOODS

STARTS THURSDAY JAN. 4th

Yes! Trainloads of White Goods roll into hundreds of Penney stores from coast to coast for this annual January savings event! It's a signal for the thrifty everywhere to take stock of their needs... to come to Penney's... to buy for months ahead... to save!

We Cannot Guarantee to Maintain These Low Prices!

"NATION-WIDE" TESTED QUALITY

## SHEETS and CASES

81 x 99" SHEETS **88c**

Closely woven! That's why they feel so smooth and wear so well!

42 x 36" CASES **23c**

BARGAINS in DOMESTICS!

BARGAINS!

Special Purchase! Woven Warm Reversible

Wool

Blankets

82% Wool!

Extraordinary fortunate purchase from a large manufacturer, enables us to sell them at the Record Low Price of

**\$3.69**



## "Belle Isle" Muslin

9c Yard

Unbleached

We've sold hundreds of thousands of yards throughout the country! You'll be enthusiastic about its superior strength... its soft, smooth finish. 36 inches wide!

SNOWY IRISH ALL-LINEN DAMASK

Beautiful, lustrous quality! Good for years of use! Way below the replacement price, yard **\$1.19**

Napkins, 20x20, 6 for **\$1.25**

SAVE—buy ready-cut pieces!

HEAVYWEIGHT COTTON TOWELING

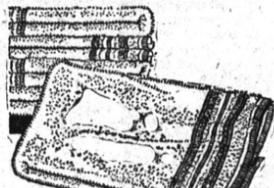
5 YARD PIECE **43c**

All pure cotton, bleached. Twill or herringbone weaves. Red striped borders. Highly absorbent! Famous for long wear!

## Buy Lots of These BIG FLUFFY TERRY TOWELS

17 x 35" SIZE: **10c**

When we saw these towels—and found we could sell them for 10c—we stepped right in and bought a colossal quantity! They're a value you'll long remember! Select from new patterns and a choice of colors! Absorbent! Large size!



Limited Quantities! COTTON CRINKLE

## BEDSPREADS

80 x 105" SIZE: **97c**

Hurry! We can't say how long our stock will last at this low price! Cream and colored grounds! Scaloped!



Save on These Deep Nap, Plaid

## BLANKETS

66 x 80" **\$1.98**

We searched the market for months—and here's the best blanket value we could find! They're heavy 3 pounders... with a 3-inch sateen binding! Lovely pastel colors!



# J. C. PENNEY Co. Inc.

1269 Sartori Torrance

## Many Millions To Be Distributed By Edison Company In New Work

The Southern California Edison Company will be instrumental in the distribution of approximately \$14,750,000 in its territory during 1934 in new construction, operation and maintenance, taxes and payrolls, according to the announcement yesterday of Harry J. Bauer, president. The announcement was made at a meeting in Los Angeles of Edison company division and district managers, which C. C. Bartlett, Redondo Beach district manager, attended. The company's board of directors, Mr. Bauer told the managers, has approved the budget and the new business program for the new year. The \$14,750,000 to be distributed is exclusive of bond interest and other payments for the use of capital.

Funds of the 1934 budget payroll, operations and maintenance and new construction, totaling approximately \$9,700,000 will be expended according to requirements in the 11 divisions comprising Southern California Edison Company territory in Southern and Central California. These 11 districts include 28 geographic districts, where the bulk of the new construction work will be done this year to meet the requirements of new business. For the most part, this new construction will be extensions and reinforcements of existing service lines and the reinforcement of distributing station facilities.

Commenting further upon the distribution of funds to be made by the company this year, Mr. Bauer said that the Edison tax bill will be approximately \$5,050,000, or about 34 per cent of the total to be distributed during the 12 months.

The Edison company's program for 1934 will carry forward the energetic commercial development plans inaugurated in November of last year, Mr. Bauer said. "Our present aggressive effort to stimulate business in our territory is keyed to the new optimism which is apparent throughout the country. The already favorable response by the electrical trade and the public indicates that 1934 will reward the individual or the organization which both thinks and acts constructively. Increased buying of electrical power shows the healthy condition of the country at large and of Southern California in particular.

"Beginning with mid-July of 1933, the electrical power output of the Southern California Edison Company, on the basis of a week by week comparison with the corresponding period of the previous year, turned definitely upward. The rising curve, continuous with but two deviations that reflected holiday conditions, has ranged from .98 per cent increase at the outset to as high as 1.14 per cent increase from one week in November. This favorable condition with respect to output gain of the Edison company is indicative of the trend of other electric utilities of the Pacific coast and parallels closely the national trend. As we enter the new year we are now able to say definitely that there has been an upturn in the demand curve on electric utilities of sufficiently long duration to justify our belief that the upturn has been established."

Income Tax Blanks Mailed This Week

Collector of Internal Revenue John P. Carter, today released instructions from the commissioner of internal revenue to release individual income tax blanks for return of 1933 income tax on January 2, 1934. These are Forms 1040 for return of incomes of \$5000.00 or more, and Forms 1040-A for return of incomes under \$5000.00. Partnership and fiduciary returns will be released when and as received. Individuals who do not receive forms by mail can secure the same at the collector's office, 939 South Broadway, Los Angeles, second floor, and at all branch offices, on and after January 2, 1934. Two hundred thousand will be mailed on January 2, 1934. All married persons who have a net income of \$2500.00 or more must file returns; all single persons who have a net income of \$1000.00 or more must also file; all persons whose gross income is \$5000.00 or more must file returns regardless of the amount of net income.

Collector Carter urges all persons to file their returns without delay to avoid the rush which attends the last weeks of the filing period.

Christmas Carols Entertain Sick Man

C. H. Quandt, who is recovering from a month's illness at his home in the Meadow Park tract, was happily surprised on Christmas Eve when a group of 125 persons serenaded him with Christmas carols. The singers were members of the Walteria Community and Torrance Baptist church congregations. The visitors called at the Quandt home following an outdoor service held in Walteria where Mr. Quandt had provided a decorated Christmas tree.

ARROWHEAD TELLS AGE

YAKIMA, Wash. (U.P.)—An Indian arrowhead was found in a tree being felled by Will Ogburn. The arrowhead was in perfect condition. It was found between the bark of the pine and the 250th ring in the tree, indicating it had been shot sometime in the 17th century. Ogburn said he counted 300 rings in the tree.

MIXED NUTS

SALEM, Ore. (U.P.)—Nuts, 573-363 pounds of them, were delivered to the local unit of the North Pacific Nut Growers' Cooperative during the last season. The filbert crop was 336,175 pounds, while the walnut pound-ages totaled 237,185.

## Dunlap Says He Did Not Pull Lady's Hair

Eddie Dunlap, 2168 Torrance boulevard, reported in last week's Herald as having engaged in an altercation with Mr. and Mrs. R. Wilhelm, 733 Sartori avenue, over an automobile accident, denies that he pulled the lady's hair as noted on the police blotter, or conducted himself towards her in any way unbecoming a gentleman. The affair between him and Mr. Wilhelm was settled later out of court.

## Man Without Gun Scares Burglar

An attempted burglary at the home of Louise Hamilton, 317 Camino de las Colinas, Hollywood Riviera, early Friday morning, was thwarted when R. E. Brignall, sleeping in the house, awoke in time to see a man's hand at the window. Brignall called out loudly, "Wait till I get my 38," and the intruder took to his heels. Police investigation disclosed footprints but no other clues.

HARMONY HAS 3.2 PERCENT

EUGENE, Ore. (U.P.)—It was the Harmony district and not Beers which reported a 3.2 school levy for next year. The Beers community levy was 10 mills.

**Earn 4%**

ON YOUR SAVINGS

Member Federal Home Loan Bank

Torrance Mutual Building and Loan Association Sartori at El Prado

# ASSOCIATED AGROCCERS

Announcing... A SERIES OF WEEKLY SALES all through 1934 which will bring you variety, suggestion and savings. Here is our Sale Number One: FRIDAY, SATURDAY, JAN. 5-6

Butter Brookfield, **20c** Per Pound

- Mother's Cocoa, 2-lb. can 18c
- Mity Nyce Corned Beef, per can 15c
- Prem. Choc., 1/2-lb. 10c
- Grape Nuts, pkg. 15c
- Pink Beans, 3 lbs. 15c
- Purex, lge. bot. 9c

Milk - 3 Tall Cans **17c** BESS

- Jewel Compound, 3 pks. 25c
- Softasilk Cake Flour, lge. pkg. 29c
- Jolly Time Pop Corn, can 10c
- Instant Postum, 4-oz. 23c 8-oz. 37c

Onkor Soap Powder Lge. Pkg. of Each for **29c**

- Kennel King Dog Food, lge. pkg. 19c
- A. J. Pancake Flour, sm. 10c lge. 25c
- Quaker Oats, sm. 9c
- Diamond Crystal Salt, 2 pks. 15c
- lge. pkg. 19c

Borax Soap Chips lge. pkg. 22c Powder, sm. pkg. 10c

JELLO per pkg. 5c PALMOLIVE 3 bars 14c

\* These Are Your "A-G" Stores

- G. H. COLBURN 645 Sartori, Phone 622
- DOAN'S MKT. 2223 Torrance Blvd. Phone 486
- HARDER'S MKT. 1521 Madrid, Phone 348
- WOODBURN'S 1801 Cabrillo, Phone 175

## STORY 1

Continued from Page 1

before there is any possibility of their receiving C. W. A. work orders, Leonard states.

Gardens has fared much better, as 188 of the 313 registered unemployed have been put to work, it was reported this week.

Three of the four Torrance projects submitted to the C. W. A. have been definitely approved, but the Catalina avenue improvement in the Hollywood Riviera tract was rejected. Mr. Leonard was informed yesterday, on the grounds that there were not sufficient people residing in the district to be benefited by the improvement. The Catalina avenue project involved more labor than all the remaining Torrance projects combined. It was planned to put 236 men on this work, in two shifts of 118 each.

The other Torrance projects which are approved, include streets adjacent to the Fern avenue school, streets surrounding the municipal park, and work within

the park itself. These three jobs will provide work for 120 men. Leonard states, but already 58 men, who are enrolled under the welfare department, are being employed on park work and in the Hollywood Riviera, so Torrance has only 62 vacancies left in its present quota which may be filled, when and if, the funds are made available.

The refusal of C. W. A. officials to put Torrance men to work is through no fault of local officials, Mayor Conner stated yesterday, as the Torrance applications were among the first groups to be filed. "When C. W. A. officials later changed the set-up, we immediately re-applied under the new regulations, and have been bending every effort ever since to secure action."

### BUSINESS OPPORTUNITY

SEATTLE (U.P.)—Speakeasy fixtures were sold at public auction on the post office steps by Deputy Marshal Fred A. Grow. A front bar, back bar, icebox and small cash register, seized by prohibition men in a raid, brought \$10.50.

## STORY 2

Continued from Page 1

ning on similar bills in honor of the President, and all proceeds will be turned over to President Roosevelt to provide an endowment for the Warm Springs Foundation to carry on its work for the relief of sufferers from infantile paralysis.

Beverly B. Smith, local chairman, was busy this week organizing his committees, and appointing a large group of patrons and patronesses from civic and fraternal organizations.

"I am sure we are all grateful for the splendid work which President Roosevelt has done in pulling us out of the depression," Mr. Smith stated, "and every loyal citizen of this community will wish to show his appreciation by taking part in this function, and contributing to the permanent endowment of the Warm Springs Foundation which we all know is so close to his heart."

## Tract of Small Farms Offered

Half-Acre Pieces On Hawthorne, North of Torrance Blvd., to Go On Terms

A tract of small farms on Hawthorne boulevard, one block north of Torrance boulevard in Torrance, was put on the market this week by Guarantee Properties Company of Los Angeles, owners of the land.

Half acres are offered at \$490, with small down payments and no further payments for three years. There are no bonds against the property and no assessments, and six per cent interest is charged on deferred payments, according to the owners. The soil is exceptionally fertile and adapted to raising fruits and vegetables, it is stated. Salesmen will be on the property Saturday and Sunday from 10 a. m. to 5 p. m.

## Scoones Open Building Repair Shop On Post Ave.

H. M. Scoones and his son, H. O. Scoones, announce the opening of their H. & H. General Repair Shop at 1207 Post avenue, Torrance. While the firm will specialize in remodeling houses and store buildings, Mr. Scoones states that he is also equipped to do general construction and repair work on all types of buildings.

Mr. Scoones and his family are well known in this locality, where they have lived since 1921, and he has engaged in the general contracting business since 1923.

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