J. C. Penney Company Officially Opens New Torrance Store Tomorrow

Star Furniture Invites Everyone to Saturday Night Birthday Party

Birthday Party Store

Eight years ago — on Friday, Oct. 13, 1932— J. G. Koch opened his Star Furniture Company in Torrance. The 13th jinx didn't hinder his success which culminated a few years ago in the present fine new store building at the corner of Sartori and Post avenues.

In celebration of this ninth anniversary of The Star, Koch and his staff of salespeople are inviting the public to a gala birthday party Saturday evening of this week. A great array of gifts for men, women, and children has been provided and will be given to all visitors at the store Saturday evening. The store will be closed during the day Saturday, opening at 5:30 p.m. for the birthday celebration which will continue well into the night.

"We know of no better way of showing our appreciation to the people of this community for the success we have enjoyed during the past eight years than to give them a party, with gifts for all," said Koch, "and we want you all to come and bring the children as we think we have some things that will delight their hearts, too."

Co-incident with the Birthday Party which is planned as a social event — the Star Furniture Company is conducting a spectacular Anniversary Sale beginning today and continuing all next week. In addition to many outstanding values, the store's advertisement in this issue contains a coupon, good for $5 toward the purchase of any living room, bedroom, or dining room suite, or any room-size rug.

During the past few weeks, The Star Furniture Company has remodeled its large store building by the installation of typical room displays, giving customers the opportunity of visualizing the furniture as it would appear in their homes. Just this week The Star opened a special gift section and a number of famous lines of gift merchandise have been added, including the celebrated 1847 Rogers Bros., silverware, table linen, china dinnerware, jewelry and many other gift items.

J. G. KOCH
. . . has gifts for all guests

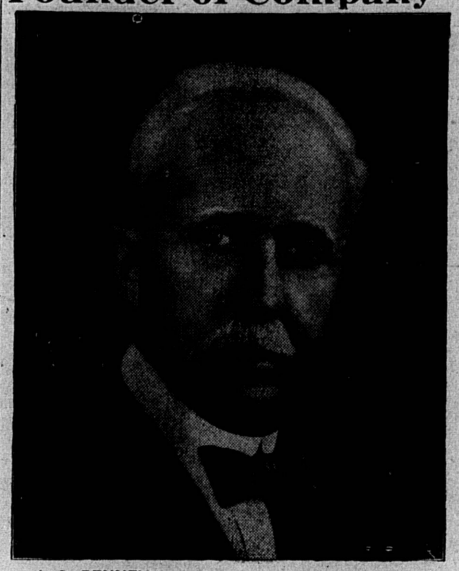
Assistant Manager at Penney's Comes From Lancaster

Manager Hillman Lee of the new J. C. Penney Store here has a new assistant in Q. K. James who has been with the Penney organization for more than 10 years. James was recently transferred here from Lancaster and formerly worked in the Wilmington Penney store. He is married and has a three and one-half year old daughter, Orva Lee.

The assistant manager said this week he is very happy to return to the harbor district and plans to move his family here at once.

Special Merchandise Values to Be Featured at 1259 Sartori

Founder of Company



J. C. PENNEY was born in Hamilton, Mo., where he later clerked in a dry goods store. He opened his first store in Kemmerer, Wyoming, in 1902, as one of three partners. Out of this humble beginning grew the present Penney Company with stores in every state in the Union. Starting with little cash, but a definite policy of square dealing, Penney has proved, through the phenomenal growth of the company, the soundness of his policy.

Manager Lee With Big Firm For 13 Years

Promptly at 9 o'clock tomorrow the doors of the new J. C. Penney store at 1261-65 Sartori avenue will be officially opened for business. Thousands of dollars' worth of new merchandise will be displayed in every department at the opening, according to H. R. Lee, manager.

The new reinforced concrete building, just completed to house the Penney store is thoroughly modern, and convenient in every respect. It has given Penney's twice the space that there was in its former location at 1269 Sartori avenue.

No effort has been spared in making the new store more attractive and comfortable, a convenient place for local customers to shop and one which typifies the progressive attitude of business in Torrance.

HILLMAN LEE
. . . host at open house

Improved Service

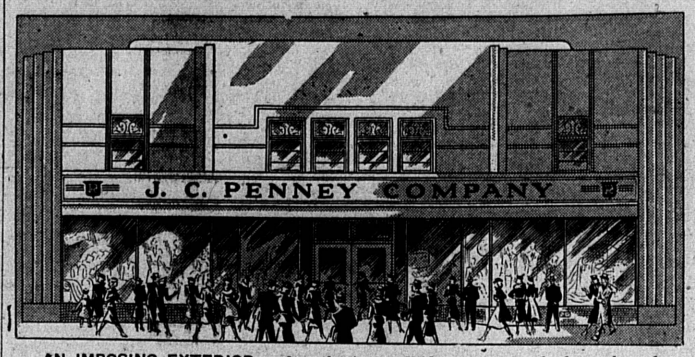
"We would like to take this occasion," says Manager Lee, who has managed the store for the past four years, "to tell the people of Torrance how much we appreciate their continued support and patronage. The Penney Company believes in Torrance. Our new store is proof of that. And we feel that Torrance believes in the Penney Company. The steadily increasing volume of business that made our new store possible is to us proof of that. We hope in our new store to provide the additional comfort and even better service that our customers deserve."

Lee has been with the Penney Company since September, 1927, when he joined the organization as an extra salesman in the store in Burbank, Calif. After considerable experience in the Company, he was in May, 1936, appointed as manager of the local store.

The Torrance Penney store was first opened in September, 1929. It is one of 130 stores in California, the first of which were opened at Needles and Chico in April, 1914.

—Want Ads 25c—

Front Allows Larger Displays



AN IMPOSING EXTERIOR makes the new J. C. Penney store one of the most attractive in the 1200 block of Sartori avenue. Wide expanses of plate glass frame display windows and provide for a greater exercise of window-decoration art.

Leaders of Campaign to Re-Elect President Here Are Announced

Two local Democratic leaders Mrs. Julia Cucci, state central committeewoman, and Gordon Arnold, county central committeeman, have been authorized to handle the campaign for the re-election of President Roosevelt in Torrance. They were given this responsibility by Robert Hillyer, head of the 68th District county central committee.

In addition to those reported last week as favoring a third term for the President, the following announced their support in behalf of the local campaign this week: Mr. and Mrs. Fred Quaggin, Mr and Mrs Ralph Rugraffe and Mr and Mrs Robert Ashley.

East Torrance May Make School Survey

Plans to conduct a survey of elementary school-age children in the East Torrance district were discussed Tuesday night by the East Torrance Chamber of Commerce at a meeting in Gene Hamilton's real estate office at 1612 West Carson street.

Pastors Want Pueblo Regarded As "Social Not Political Issue"

Joining the Torrance Coordinating Council in its move to improve housing conditions in the Pueblo, Mexican settlement in the north Torrance area, the Torrance Ministerial Association this week addressed the following letter to the city council:

"The Ministerial Association of this city wishes to publicly express its dissatisfaction with the social and health conditions in Torrance created by the Pueblo and the response, to date, of the City Administration toward that problem. In behalf of the church members in Torrance, the Ministerial Association respectfully urges the city council to further consider the problem and to regard it as a social and not a political issue."

Mayor Tom McGuire asked City Clerk A. H. Bartlett to write Rev. C. M. Northrup, chairman of the Ministerial Association, and owners of the Pueblo property that the council would be interested in hearing a full discussion of the problem next Tuesday night, Oct. 15, starting at 7:30 o'clock.

A party of local ministers and Coordinating Council leaders which toured the settlement recently found much to be desired in the way of improvement, according to a written report given the council by the late Rev. Father Joseph V. Fitzgerald. They proposed that septic tanks be installed as the first step toward rehabilitation of the settlement.

Ask Mrs. F. D. R.'s Aid

The council took no action on the request after hearing Jake Isen, who said he represented the Pueblo owners, defend housing conditions there as being "far better than any other Mexican settlement within 30 or 40 miles from here."

Glenn Jain, acting city engineer, pointed out that septic tanks would have to have a collection system the same as any sewer project and City Attorney John E. McCall said that such an improvement would have to be requested by the property owners and an assessment district formed to pay for the work.

Rev. Ben Lingenfelter revealed this week that he has addressed an appeal to Mrs. Franklin D. Roosevelt asking for help in his long campaign to remedy what he believes are slum conditions in the Pueblo. The veteran minister said he informed the wife of the President that "local officials have refused to act and the Federal Housing Authority has found the Mexican settlement too small to justify a Federa slum-clearance project."

Penney Doll Show Will Be Friday, Oct. 18

Here's real news for every girl from four to 40 in Torrance!

Manager Hillman Lee of the J. C. Penney Company store has arranged to present his annual Christmas pre-view of dolls at a special show next Friday evening, Oct. 18, from 6:30 to 8:30 o'clock.

He says the display will be larger than ever, and the program will include a play for all children. He invites all girls in the city to the pre-view to "oh" and "ah" at the newest creations in dollies.

TO REMOVE SAND

An accumulation of drift sand at the intersection of 190th street and Prairie avenue will be cleaned up by the city street department. Councilman George V. Powell called attention to the pile at council meeting Tuesday night.

Sell that car thru a 25c want ad. Call Tor. 444.

"Public Notices"

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACTS OF CONGRESS OF AUGUST 24, 1912, AND MARCH 3, 1933

of Torrance Herald, published weekly at Torrance, California, for October 1, 1940.

State of California)
County of Los Angeles) ss.

Before me, a notary public in and for the state and county aforesaid, personally appeared Grover C. Whyte, who, having been duly sworn according to law, deposes and says that he is the publisher-owner of the Torrance Herald and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations, printed on the reverse of this form, to-wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher, Grover C. Whyte, Torrance, Calif.

Editor, Grover C. Whyte, Torrance, Calif.

Managing Editor, Grover C. Whyte, Torrance, Calif.

Business Manager, Grover C. Whyte, Torrance, Calif.

2. That the owner is:

Grover C. Whyte, d. b. a. Torrance Herald, 1620 Post Ave., Torrance, California.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state)

None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

GROVER C. WHYTE.

Sworn to and subscribed before me this 7th day of October, 1940.

WALTER C. BRADFORD.
Notary Public.
(My commission expires May 28, 1944.
(Seal)

. . . DOUBLE Your Money Back

Mr. Hunter If These Shells ARE NOT EQUAL TO ANY YOU'VE EVER USED . . . LOAD FOR LOAD!

AMERICAN EAGLE "A GRADE" SHELLS

And—Here's the Offer . . . Shoot half a box of American Eagle "A" Grade Shells. If you aren't entirely satisfied, load for load, that they are equal to any you've ever used—return the unused shells in that box and we will refund Double the Purchase Price of the full box of shells, for the half-box returned.

Here are 10 Big Reasons for "A" Grade Dependability

ECONOMICAL . . . HARD HITTING . . . UNIFORM PATTERN

1—Crimped Top Holds Load Firmly.
2—Water Tight Shot Wad.
3—Five Layers of Waterproof Paper.
4—Shell Tube Locks in Base Crimp.
5—Two Gas Tight Air Felt Cushion Wads.
6—Special Powder Wads.
7—Progressive Burning Non-Corrosive Smokless Powder
8—Quick Firing Cap and Primer.
9—Cone Shaped Compressed Fiber Base.
10—Gas Tight 13/16-in. Double Locked Brass Base.

All reports indicate a splendid shooting season—point right with American Eagle "A" Grade shells, and you'll come home with a full bag every time. Ask for low prices on American Eagle "A" Grade Shells—chilled shot loads, loaded with progressive burning smokeless powder.

American Eagle "XL" Grade
HARD HITTING — LOWEST PRICES

12 Gauge—3—1 Drop No. 6 or 8 Shot Box of 25 75c

12 Gauge—3¼—1⅛ Drop No. 4, 5, 6, 7 or 8 Shot Box of 25 87c

Ask for prices on other sizes and loads.

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STYLED TO LEAD BUILT TO LAST

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*Sedan prices start at $898, delivered at Lansing, Mich. Transportation based on rail rates, state and local taxes (if any), optional equipment and accessories—extra. Prices subject to change without notice. A GENERAL MOTORS VALUE
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