

Penney Store Reaffirms Thrift Policy in 40th Anniversary Sale

P.T.A. Council Elects Officers

Mrs. W. J. Schroeder was re-elected president of the Gateway P.T.A. Council at the meeting Monday at Torrance high school. Other officers named were Mrs. Charles E. Woodcock, first vice-president; Mrs. A. E.

Fiscus, second vice-president; Mrs. G. A. Carvill, financial secretary; Mrs. W. J. Donaher, treasurer; Mrs. Frederick Van Oppen, auditor, and Mrs. O. W. Mitchell, historian.

Mrs. J. Marriot, president of Lomita San Pedro Council, was a guest. Mrs. William Jolley, president of Torrance High School P. T. A. introduced Miss Elizabeth Parks, girls' vice-principal of the school, who inform-

ed the association that the Torrance High P. T. A. was an excellent organization which operated wholeheartedly with the school.

A simplified line of standard food containers is being developed by the glass industry in cooperation with the department of commerce.

The Romans introduced the bagpipe into the British isles.

SAD COMMENTARY
The demand for repeal of the recently enacted pension for congressmen is assuming proportions in congress and throughout the country. The creation of this pension at this time was a sad commentary on the quality of our national law making body.

The 1942 rice crop of Ecuador is expected to be the largest in the country's history.

BOUNCING BRONC
Western prairie weed growers promise to yield enough rubber to tide us over. So that's where the bucking bronco gets his bounce?

SLIGHT SARCASM
One editor classifies under the head of "Public Improvements," the announcement of an opposition senator's retirement.

Read our Want-Ads.

All Departments Ready With Consumer-Saving Up-to-Minute Stocks

Thrift is nothing new to the J. C. Penney Company, to its founder, who decided in 1902 to sell only for cash so he could save people money by eliminating credit costs, or to the great national mercantile firm today which is starting its 40th anniversary sale today. The Torrance Penney store at 1261 Sartori ave. is participating in the anniversary jubilee demonstration of vigorous, intelligent and democratic sales appeal that should have a wide interest in this community.

An integral part of the Torrance business scene since 1928, the local Penney store is now held as the No. 1 model of the entire national organization because of its arrangement of stock, floor plan and display of merchandise for every member of the family.

Since moving into the new and enlarged quarters Oct. 1, 1940, Manager Hillman Lee and his staff of 24 regular and extra clerks and helpers have constantly endeavored to bring to this community the best obtainable merchandise at the lowest possible cost.

Sale Advance Planned
"Back in 1902 when the Penney business was founded, hard work and spartan living were the general rule," J. C. Penney, founder of the firm, declared. "Our first little store in Kemmerer, Wyoming, was dedicated to thrift and all through the years, as our business has grown, thrift has continued to be our guiding principle."

Preparing for the great sale that starts today, Manager Lee called his department heads together several weeks ago to plan the local store's contribution to the 40th anniversary jubilee of the company.

Department Heads Listed
Together they worked out the arrangements, ordered the stock which is piled high awaiting thrifty shoppers. Their foresight has enabled local residents to acquire merchandise at prices which will probably never be seen again until long after America realizes a victorious peace.

About 10 million women are employed in the Union of Soviet Republics, the department of commerce reports.

Proud of Store



Hillman Lee... A member of the J. C. Penney Company for the past 13 years, Manager Hillman Lee of the Torrance store will celebrate his sixth anniversary in this city May 1. He is a member of the Torrance Rotary club and several other local organizations and is active in civic affairs. He is proud of the fact that his store is the model for the national Penney organization and, if native initiative and sound business judgment continue to serve him, he intends to keep it the No. 1 example of a store with a distinct sales appeal to an ever-widening circle of satisfied customers.

Novel Luncheon to Raise First Aid Fund

Members of the "Think of Others" club will entertain with a waistline luncheon at noon Wednesday, April 15, at the home of Mrs. A. L. White, 2384 Sepulveda blvd. Proceeds will be used toward the purchase of a First Aid kit for the Warden's Post, Sector 27 (bounded by Sepulveda and 21st st., Arlington and Crenshaw blvd.). For information call Torrance 690R.

Nicotinic acid, an important member of vitamin B complex—and not nicotine, has a new name, "Niacin," chosen by National Research Council.

Wild strains of pigs in China produce the best bristles for high-quality paint brushes.

1609 Penney Stores Mark Firm's Milestone



The company has traveled a long road since Penney's first little store in Kemmerer, Wyoming (right). Now it includes such stores as the company's largest, in Seattle (above), which, in many ways, does several times the business which the first store did in its first year of operation.

In a celebration featuring the historical background of the business, the J. C. Penney Company marks its fortieth milestone. 1609 stores all over the country are taking part in the celebration, which extends through the month of April. The keynote of the event was set by the founder of the company, J. C. Penney.

"We have chosen Thrift as the theme of our fortieth anniversary," said Penney, "because it seems to us particularly timely to stress the need for our return to pioneer simplicity."

"Today America is at war. Now, in wartime, because of the tremendous job ahead of us, we must learn again to work hard and to live simply—to put into the preserving of America what we once put into the building of it—to return to the old ways of thrift and savings that were the



J. C. Penney behind the counter during the closing days of the company's fortieth year, a place he still loves to occupy after 40 years of storekeeping!

general rule at the beginning of the century. "We feel that the Penney Company is well equipped to make a substantial contribution toward the thrift and savings of the nation—because the Penney Company knows from long experience what thrift is all about. Thrift is nothing new to the Penney Company—it is our stock in trade. When the Penney business was founded in 1902, hard work and spartan living were the general rule. Our first little store in Kemmerer, Wyoming, was dedicated to thrift, and all through the years, as our business has grown, thrift has continued to be our guiding principle."

This thrift theme appears in advertising and window displays in Penney stores all over the country, together with messages reminiscent of his early store days by Penney.



To You...

A PERSONAL MESSAGE FROM THE FOUNDER OF THE J. C. PENNEY COMPANY:

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A TREMENDOUS TASK LIES AHEAD OF US!

Today America is at war. Now, in wartime, because of the tremendous job ahead of us, we must learn again to work hard and to live simply—to put into the *preserving* of America what we once put into the *building* of it—to return to the old ways of Thrift and Savings that were the general rule at the beginning of this century.

We feel that the Penney Company is peculiarly well equipped to make a substantial contribution toward the Thrift and Savings of the nation—because the Penney Company knows from long experience what thrift is all about.

Thrift is nothing new to the Penney Company—it is our stock in trade. When the Penney business was founded, in 1902, hard work, and spartan living were the general rule. Our first little store in Kemmerer, Wyoming was dedicated to Thrift, and all through the years, as our business has grown, Thrift has continued to be our guiding principle.

THRIFT AND SAVINGS ARE A BIG PART OF THE JOB

The Penney Co.'s practice of Thrift and Savings is evidenced in everything we do: We buy for cash and sell for cash; we make no deliveries; we eliminate all costly frills and extravagances; we operate on an extremely small margin of profit per transaction; we buy at the source in the most economical quantities; we save at every turn! All this means that now when Thrift and Savings mean more than ever, it will pay you, it will save precious dollars for you, always to shop first at Penney's.

WE REDEDICATE OURSELVES, TODAY, ON OUR 40th ANNIVERSARY, TO THE SERVICE OF AMERICA

We rededicate ourselves to Thrift and Savings. We rededicate our 1600 stores, which now stretch from coast to coast, to the great job of helping American families to continue to live well for less.

THE PENNEY WAY IS THE THRIFTY WAY—THE THRIFTY WAY IS THE AMERICAN WAY!



J.C. Penney

1902 - PENNEY'S 40th ANNIVERSARY - 1942