

Penney Co. Employees Promote War Bond Sales



BIG DENOMINATION BUYERS . . . at the J. C. Penney store War Bond booth on the opening day of the drive were Mrs. Billie Kerber (at left) purchasing a \$500 bond from Mrs. Veda Peer and Dr. O. E. Fossum (at right) buying a \$1,000 bond from Mrs. Naomi Mauk. Hillman R. Lee (center), store manager and chairman of the Fourth War Bond campaign, witnesses the sales.

"WE DID IT BEFORE . . . and we'll do it again," declare this group of employees at the Torrance store of the J. C. Penney Co. as they organize for the Fourth War Loan Drive. In the September drive this same group topped its quota for retail clerks, and they are off to a flying start on the Fourth Loan campaign. Their War Bond sales on Tuesday, the opening day of the drive, exceeded \$10,000.

In the top row, reading left to right are: Juanita Reise, Helen Lee, Ann Jolley, Hillman Lee, manager; Veda Peer, Vernon Harmer, Almeda Smith, Harold Hof, asst.-mgr.; and Naomi Mauk. Seated are: Nona Farquhar, Myrtle Moore, Mary Hunt, Elsie Gillum, Wilma Braasch and Mary Jo DeWitt.

Dominguez Flood Channel Project Aided by County

Upon motion of Supervisor Oscar Hauge, assurance was given by the City of Los Angeles by the Board of Supervisors at Tuesday's meeting that the Flood Control District will cooperate to the extent of \$75,000 for the purchase of rights of way or as partial sponsor's contribution toward a Federal Works Agency project for the construction of the Dominguez Channel from the Los Angeles Municipal Airport downstream to Rosecrans ave. when and if such a project is approved by the Federal Works Agency in accordance with application recently made by the City of Los Angeles.

In order to provide immediate flood relief to the Los Angeles Municipal Airport and large industrial and residential areas in its immediate vicinity, the City of Los Angeles is proposing an open trapezoidal channel lined with asphaltic concrete beginning at the easterly side of the airport on Redondo road and running easterly parallel to Imperial highway and located approximately two blocks northerly therefrom to a point in the vicinity of Yukon ave. and thence in a general southerly and easterly direction to a point of discharge into the improved Dominguez Channel at Rosecrans ave. The proposal includes the construction of concrete bridges at all essential street crossings, which bridges will be of sufficient size to provide for the construction of the ultimate improvement. Officials of the Federal Works Agency have indicated that they will recommend approval of this project with 90 percent federal financing and 10 percent sponsor's contribution. It is estimated that the total construction and right of way cost of the project will be \$1,134,000, of which it will be necessary that local interests contribute \$113,400. In addition, engineering costs are estimated at \$26,000, making a total cost to local interests of approximately \$180,000. The city engineer of Los Angeles has requested the Flood Control District to assist in the project to the extent of \$75,000, indicating that he will recommend

STORKatorials

Torrance Memorial hospital:
To Mr. and Mrs. Pete Barrera, 1630 West 213th st., Torrance, boy, Jan. 10.
To Mr. and Mrs. Vernon Harmer, 1750 Andreo ave., Torrance, boy, Jan. 9.
To Mr. and Mrs. Robert L. Moffitt, 2412 El Dorado ave., Torrance, boy, Jan. 9.

POLICE STATION PAINT

The front offices of the Torrance police station have been improved with a fresh coat of paint. "The first they have had since Pearl Harbor," commented Chief Stroth.

that the city finance the balance.

Dr. Hauge believes that this is an excellent opportunity to accomplish the immediate construction of this section of the proposed Dominguez Channel at relatively small cost to the Flood Control District. The project is not included in the federal flood control program for Los Angeles County, which makes it probable that under ordinary conditions it would have to be completely financed by local funds.

License Renewals Should Be Mailed To Sacramento

There being no place in Torrance to receive applications, motorists are urged to send their 1944 license renewals by mail direct to the Department of Motor Vehicles, 12th and N sts., Sacramento.

Remittances should be made by postoffice money orders or certified bank check, as no personal checks will be accepted. Amount of the license fee may be found on the lower left hand corner of the white slip carried in the car for which license renewal is being sought. If any change in address of the applicant has occurred, the old address may be crossed out and the new one written on the face of the white slip, which must be enclosed with the remittance. Persons having any doubt about the foregoing instructions should see the police department in Torrance, which has received a chart and other information for those interested, Chief John Stroth advises.

The deadline for renewals without attached penalties has been fixed for Feb. 4 at midnight.

DRIVER FINED
George B. Clark paid a fine of \$75 in the Torrance city court last week after he had been deemed guilty of drunk driving. Clark resides in Los Angeles.

Most of your friends away?

If most of your friends are away now—in the service—doing war jobs—don't you feel left behind sometimes? Why not get in the midst of this war? Join the WAC! You can see new places, make new friends, learn interesting things—while you are doing vital work to speed victory. The Army needs your help urgently. This is your chance! For full details apply at the nearest U. S. Army Recruiting Station (your local post office will give you the address). Or write: The Adjutant General, Room 4415, Munitions Building, Washington, D. C.

Bond Sale Goal Of Penney Force Is \$40 Million

Last July during the Second War Loan Drive, employees of the J. C. Penney Company throughout the nation sold over 40 million dollars in war bonds, and they came right back in the Third War Loan in September with sales of over \$20 million.

"We want to beat our \$40 million record for the Fourth War Loan," stated Hillman R. Lee, manager of the Torrance store, who is also general chairman of the Torrance War Loan campaign.

Indicating that the staff at the Torrance store intends to contribute its full share to the national Penney Company quota, local salespeople at the Penney store on Tuesday, the first day of the Fourth War Loan, sold in excess of \$10,000 in bonds, and they have been pushing sales every day since, according to Manager Lee.

The first day sales were given a substantial boost when Dr. O. E. Fossum, dentist, purchased a \$1,000 bond and Mrs. Billie Kerber bought a \$500 one.

L. A. Red Cross War Fund Quota At \$5,930,000

Los Angeles' quota in its 1944 Red Cross War Fund drive will be \$5,930,000,000, the Los Angeles Red Cross chapter announced this week.

Gurney E. Newlin, chairman of the unit, said that the goal, to be raised in a campaign starting March 1, is part of the national drive for \$250,500,000 of which 85 per cent will be spent for Red Cross services to American fighting men and women and their families.

"The Red Cross next year will face its greatest task in its long service to humanity," Newlin emphasized. "The Army and Navy are growing daily, and so are our obligations to them."

Remainder of the Red Cross War fund, he reported, will be used on the home front, mainly in disaster relief work, war aid

Lewellen Lists Promotions In State Guard

Enlisted men, members of Company H, Second Battalion of the 39th Infantry Regiment of the California State Guard have been advanced in rank recently, according to Capt. Robert Lewellen, commanding officer of the company, stationed in the armory at Torrance Municipal park.

Promotions announced are as follows: Charles C. Ray, first sergeant; Joseph La Porte, staff sergeant; Thomas Ramskill, sergeant; Bruce R. Clements, sergeant; Gerald L. Alter, corporal T/5; Guy R. Hight, corporal; Thomas T. Walker, corporal; Frank Bollene, Lawrence E. Brooks, Clarence L. Jones, E. Russell Martin, Robert H. Marquardt and James R. Wilkes, private, first class.

Dr. F. H. Raer of Lomita is the company surgeon and Lenora Cochran, with a rating of corporal, T/5, WADC, is the volunteer company clerk. Capt. Lewellen reports.

Tuesday Night Drills
Regular drills are now being held only on Tuesday nights with work on the rifle range and field work on the last Sunday of each month. On Thursday nights of each week, all officers and non-commissioned personnel of the company are ordered to Long Beach for school.

Capt. Lewellen says all Torrance and Lomita area who desire to serve in this unit of the guard, can secure information and sign up if accepted at the barracks in Municipal park, Torrance, Tuesday evening or Sunday mornings, where Sergt. Thomas Ramskill is in charge. There is urgent need for more men for the company, he says. Work has started on the construction of the company's new armory, and more equipment has been received from the Army's Quartermaster Corps. This is and health, educational and safety service.

More than 100,000 volunteer workers, representing all sections of the metropolitan area of Los Angeles, will participate in the drive next March, Newlin announced.

being issued to the enlisted men and includes full dress and field equipment, the commanding officer declares.

More Recruits Urged
"We have an excellent guard organization, we have much work to do, and need to recruit the company to full strength as soon as possible, with regular Army units moving out of the area, the time is not far off,

when the guard will have more definite assignments that must be taken care of. It takes trained men for the work, we are training them, and any man who wants to help his country, and keep his job at the same time, should be able to spare the small amount of time required for the fine course of training the company is providing," Capt. Lewellen asserted.

Women of America

IT'S UP TO YOU!

OUR ENEMIES have boasted that American women are pampered, luxury-loving morons who would be of no help to our fighting men at war. But — they were wrong. American women everywhere are doing a bang-up job — in the service, in industry, in business, on the farm and in the home. But — bigger incomes are tempting some women to buy luxuries they've wanted, perhaps for years, but which they don't really need now. Every true American woman prays that the war will end — soon. But you've got to do more to hasten

victory, for 1944 is the year of decision. You've got to do your full duty by our boys at the front by keeping up your regular purchases of War Bonds by buying at least one extra \$100 Bond during this Drive and by saving every cent you can in the world's best investment — War Bonds of the Fourth War Loan. When the war is over, you'll have a lot more money to buy what you want. Meanwhile, you can exult in the knowledge that you are fighting for your country in the most effective way possible. Women of America — it's up to you!



This sticker in your window means you have bought 4th War Loan securities.

Let's All BACK THE ATTACK!

Torrance Laundry & Dry Cleaning Co.

1842 Carson

Phone Torrance 141

This is an official U. S. Treasury advertisement—prepared under auspices of Treasury Department and War Advertising Council

" PLUMBING REPAIRS "

Take care of your Plumbing . . . to be sure it lasts for the duration. Even minor repairs should be promptly made. Call us for Expert Advice and Dependable Work.

TORRANCE PLUMBING CO.

F. L. PARKS
1418 Marcella Phone 60-J
Opposite Post Office

Keep the Flag flying

BOOST YOUR BUYING!

EVERYBODY—AN EXTRA \$100 WAR BOND IN THE 4th WAR LOAN DRIVE

YOUR government is urging you — urging everyone with a job and an income—to buy an extra \$100 War Bond in the Fourth War Loan Drive.

That's the least being asked of every American—over and above your regular, month-in-and-month-out purchases. We've got to have that extra money for victory!

And it won't be easy for most of us to set it aside! Taxes and living costs are a heavy burden. We'll just have to sacrifice and skimp and save to put this drive across!

Do without everything you don't absolutely need for happiness and health. Don't buy a single useless thing or waste one precious penny. And put everything you can possibly raise into War Bonds.

No sacrifice you can make can approach the sacrifices of our marines on the blood-soaked sands of islands in the Pacific or our soldiers who are fighting their way mile by mile towards Berlin. No sacrifice you can make can remotely match the selfless heroism of our gallant flyers over Germany or our sailors grappling with the tricky, stealthy Japanese fleet!

Our boys are giving up their homes and their families, their sweethearts and their jobs, even their lives.

Let's back them up by buying United States War Bonds—the strongest and most productive security in the world. Buy an extra Bond in the Fourth War Loan Drive. You'll help to keep Old Glory flying everywhere it belongs!

PENNEY'S

J. C. PENNEY CO., INC.