

Dollar Buys As Much Now as 10 To 20 Years Ago

Penney Co. Quotes History of Price Deflation; Compares With Pre-War Costs

Retail prices on staple merchandise in cotton, silk, rayon and wool materials establish new low levels, according to a statement just given out by the J. C. Penney Co., operators of 1453 retail dry goods and clothing stores.

Based on 1929 prices, cotton goods, such as sheeting, curtain materials, blankets, and toweling, show an average decrease of 33 per cent below prices for July, 1929, with approximately 50 per cent of this drop coming since July, 1930.

Men's athletic underwear prices reveal a drop of 37 per cent as an average; work shirts and allied lines, 35 per cent; and certain cotton print goods have declined to an average of 39 per cent.

Cotton goods alone show a purchasing power for the dollar at present prices equal to \$1.51 in 1929.

In silk goods, women's hosiery shows an average decline of 37 per cent since July, 1930, with price drops since July, 1930, being equal to those during the year preceding. Full fashioned silk hosiery which sold for \$1.49 a pair in 1929, is now priced at 95 cents.

In neckwear, ties which sold for 98 cents in 1929 and for 79 cents in 1930, are now regularly priced at 49 cents.

Based on the 1929 buying power of the dollar, present purchasing power is equivalent to \$1.72 in many of the silk items.

Declines in rayon materials show an average drop of 32 per cent in hosiery, 50 per cent in women's underwear, and 46 per cent covering all rayon goods sold by the company.

The purchasing power of the 1931 rayon dollar is equal to that of \$1.85 in 1929.

Wool goods reveal a decline of 21 per cent as the average for blankets since 1929, and 40 per cent on bathing suits. The average decline in prices of wool merchandise compared with prices for the same or equivalent items in 1929, is 33.1-3 per cent.

In woolen goods, one dollar this year equals in purchasing power \$1.50 in 1929.

In certain shoe lines the average drop in prices has been 17 per cent.

Dramatic price reductions were announced on a wide spread number of lines of merchandise late in June of last year, when the J. C. Penney Co. set the lead in bringing retail prices down to a basis justified by replacement costs.

Officials of the organization state that on many lines prices are lower than they have been at any other time during the past 19 years.

On certain merchandise prices are at low points not equaled for the past 20 years.

Old Clock Declines To Strike 13 Times

WOODLAND.—Maybe there is something to this superstition about the number "13." The old clock in the tower of Woodland's ancient city hall seems to recognize the danger, anyway. The clock has served the city faithfully for 45 years, but recently something slipped in its antiquated mechanism.

As a result it always strikes once more than the actual hour—with the exception that 12 o'clock is always sounded correctly. No 13 strikes for this clock. And just to be sure nothing happens, the city fathers have ordered it removed for repair.

By the United Press

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Art Exhibition at Library Is Worthy of Much Study

Have you ever noticed (we won't say studied) the exhibition of some outstanding art work that is to be found in groups on the walls of the Torrance library? If you haven't, then you've really missed a real treat. Both Mrs. Isabel Henderson, the librarian, and Mrs. Dorothy Jamieson, assistant librarian, regret that more people haven't taken the time to look at the collection now on view. It is through the courtesy of Torrance G. Welch, a nephew of Jared Sidney Torrance, founder of this city, that the library is able to present such an interesting series of artistically framed pictures.

"We have learned that the library visitors whom we would expect to notice the etchings, camera studies and other pictures have not so much as given them a glance," Mrs. Jamieson said this week. "While others, people that you would think had no interest in art, have spent hours studying each picture."

Own Work in Group

Mr. Welch, an amateur photographer of high standing in the various amateur camera associations in this country, has added some of his finest pictures to the group of etchings, colored charcoal drawings and one unusual Chinese rubbed-paper print. Every so often, according to Mrs. Henderson, the library is sent new pictures to replace those which have been on view some time.

The camera studies, of which one titled "A Street in Canton," is the feature of the exhibit now on view, depict Mr. Welch's keen interest in that phase of modern art. His Canton Street scene is exceptionally fine because of the way the lights and shadows bring out the mystery of the Orient. One Chinese figure is shown in the photograph, a point that serves to accent the locale of the scene.

Features of Exhibit

But the really outstanding picture is a modern French etching of simply an Arab, a camel, a small fire, and—limitless space. This bit of fine art is notable because of the suggestion it gives with but a few lines of great expanses of sand and sky. Go to the library today and see this etching.

Another picture on view here that deserves more than passing mention is a fine bit of craftsmanship in pen and ink. Here is a line engraving of the outer staircase in the courtyard of the Bargello Palace in Florence. The artist, whose name is Maurice Pechet, and whose story is rather interesting, has depicted the great stone walls and baronial plaques, in infinite detail—it reminds one of Gustave Dore's great drawings because of the superb artistry of detail. Pechet, the artist, is said to be a recluse in Italy. Once a year he comes out of his hermitage and leaves his drawings with a Florence art dealer—asking no price but simply enough to live on. He has won wide acclaim for his work.

Incidentally, the Bargello, which Pechet's art brings to Torrance residents, a conception of Renaissance architecture that is not to be found elsewhere, is the city hall of Florence, Italy, according to Mrs. Henderson. It is centuries old.

Many Subjects on View

An unusual addition to the display here is an old Chinese print of a bearded Chinese fisherman. It is on the paper-pubbed charcoal paper that takes an impres-

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Business Women Name Committee Heads For Year

At its first meeting for the fiscal year, held Monday night, July 6, the National Business and Professional Women selected new committees and planned a beach party to be held instead of its regular dinner meeting, July 21, at Cabrillo beach.

The following were named chairmen of the different committees: Judith M. Young, education; Caroline Stroth, emblem; Grace Briggs, finance; Ethelwyn Niles, health; M. Louise Lynch, international relations; Mary Vonderahe, legislation; Artha Bohrer, magazine; Ethel Tansey, membership; Faye V. Howard, program; Lute Fraser, publicity; Phoebe J. Milburn, public relations; Rosalie Myers, transportation; Ruth Haggard, courtesy; Lalla P. Bowen, decorations; Margaret G. Shell, music; Juliet M. Young, parliamentary.

In response to an invitation given some time ago, a number of the Torrance members will attend an all-day beach party to be given by the South Bay club at Hermosa Beach Sunday, July 12.

200 Planes At Beach Saturday

"A thundering herd" of 200 army and navy airplanes from various air reserve bases on the west coast and the battle fleet in the local harbor area will sweep the skies in thrilling air maneuvers over the Long Beach coast front Saturday, July 18, the event to mark dedication of the army and navy bases at the local municipal airport.

Airplanes consisting of Martin bombers, pursuit, observation and transport ships, and a squadron of Marines with 12 ships, will participate in spectacular squadron and battle demonstrations with leading army and navy flyers taking part. Planes will come to Long Beach from Crissy Field, Mather Field, March Field, Rockwell Field, Kelly Field, Brooks Field and fields in Salt Lake, Portland, Seattle, San Diego, and Los Angeles, as well as those from the battle fleet anchored in various Pacific Coast ports. The 47th Pursuit Squadron in command of Lieut. Col. Charles R. Colme is also expected to take part.

DEPART FOR HOME

Mr. and Mrs. John B. Hoffman and infant son departed by automobile last week for their home in Oil City, Pa., after a visit of several months at the home of H. P. Raymond, 1512 Acacia avenue.

This Calls for Footwork



United Press Photo

Mother of Local Woman Passes On

Last rites for Mrs. Matilda Valentin, mother of Mrs. C. A. Benzel, 2815 Andrea avenue, were held at Stone and Myers chapel Tuesday afternoon, Mrs. Valentin, who was 73 years old, passed away at her daughter's home July 1.

Rev. G. A. Schuster of the Lutheran church officiated, and interment followed at Inglewood Memorial park. Mrs. Valentin had made her home in Torrance for the past 12 years, coming here from St. Louis, Mo., where two other daughters and a son reside.

Century-old adobes in Los Angeles and vicinity are being restored and refurbished in early day fashion for La-Fiesta de Los Angeles, the city's 150th birthday fête, September 1 to 13.

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Last Call!

Funds deposited elsewhere may be transferred to Torrance on or before July 10th WITHOUT LOSS OF INTEREST; as savings deposits made at the First National Bank of Torrance prior to closing hours tomorrow will bear interest from July 1st.

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SUGAR	
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S. & F. Fancy 1/2s 2 Cans	35c
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For Breakfast, Luncheon or Dinner—Tuna at Its Best	
Dr. Ross 2 Cans	17c
DOG FOOD	
To Keep Your Dog Healthy	
BORDEN'S EAGLE BRAND Can	19c
MILK Condensed	
Highest Quality for 71 Years	
S. & F. FANCY SLICED No. 2 1/2 Can	19c
PINEAPPLE	
Dole's No. 1 Golden Fruit—Cooling—Refreshing	
LIPTON'S Yellow Label 1/4-lb. Pkg.	22c
TEA	
Ice Tea—The Nation's Summer Drink	
Arctic Sea Can	27c
CRAB MEAT	
From the Cold, Blue Waters to Your Table	
Durkee or Gold Medal QTS.	29c
Salad Dressing	
For That Perfect Salad	
TABLE QUEEN Large 40-oz. Pkg.	29c
Washing Powder	
You'll Be Enthusiastic About This Washing Powder	
Kraft Kay and Pimento Cream Spread 6-oz. Jar and 8-oz.	16c
Kraft French Dressing	
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