



EVERY DAY IS

Mother's Day

AT PENNEY'S!

To the millions of American mothers we speak today with friendship and with feeling. Bringing up a family is the most important job in the world, and the hardest, and the J. C. Penney Company well knows it!

So to the mothers of tiny babies—to the mothers of school age youngsters—of teen age boys and girls—of fighting men and helping women—we speak!

If your problems never seem to end—if the war has served to multiply and enlarge them—remember, many of them can be solved at Penney's.

For the Penney platform has always been to simplify mother's family shopping—to treat mother's family budget with courtesy and care.

You will find at your Penney store the most serviceable Socks, Shirts and Shorts; the best in Bootees, Blankets and Bonnets; the thriftiest in Towels, Thimbles and Thread; the first and finest in Fashions, Fabrics and Footwear.

All of these things—and hundreds more! Not, today, in quite the same wide selection as in other years, but still the very best that wartime conditions make possible. For the vast and united buying power of Penney's 1,611 stores enables us always to secure the most and the choicest possible from the nation's finest mills and factories.

At Penney's we have never made deliveries, or handled installment buying, or carried charge accounts, or operated costly luxury stores. Mothers know that the economies made possible by this policy have resulted in consistently low, budget-saving prices.

As for profits, every Penney purchase has been profitable two ways: a big profit to the purchaser in real and measurable savings, and a small profit to the Penney Company with which to carry on its business. Big savings and small profits have always been characteristic of Penney stores.

And so, Mothers, we greet you on your day. We extend our good wishes and the promise of our continued help. We ask you to believe that we run our stores so that every day is Mother's Day at Penney's!

PENNEY'S
J. C. PENNEY CO., INC.

1261-1265 SARTORI AVE.
TORRANCE

THE AMERICAN MOTHER'S WAY IS THE THRIFTY WAY—THE THRIFTY WAY IS THE PENNEY WAY!

Mrs. Lola Hoover Re-elected Chairman of Red Cross Unit

The annual meeting of American Red Cross, Torrance Branch, held at headquarters last Monday evening was conducted by Mrs. Lola Hoover, chairman.

Election of officers and other important business was transacted. Re-elected to serve for another term of office were Mrs. Hoover, chairman and Mrs. A. H. Silligo, first vice chairman, Mrs. C. A. Curtiss was elected secretary.

New by-laws were adopted and reports of various committees were heard. Service bars, denoting one year's service, were presented to Misses W. C. Sillence, M. J. Beale, L. G. Barkdull and C. A. Curtiss.

MASONS TO SPONSOR CARD PARTY

Torrance Lodge, No. 447, F. & A. M., will sponsor a card party at Masonic Temple Saturday evening, May 15. Everyone is cordially invited to this benefit affair.

V.F.W. AUXILIARY TO MEET SUNDAY

Members of V.F.W. Auxiliary will meet at 1:30 p.m. Sunday, May 9, at Labor Temple on Border avenue. New officers will conduct their first meeting.

BOX SOCIAL AND PROGRAM PANNED

The Young Ladies' Alpha Guild were hostesses last Friday evening to members and friends of Central Community church when they sponsored an old-fashioned box social. V. E. Deems, as auctioneer, inspired considerable competitive bidding after which boxes were opened and a delicious picnic dinner enjoyed. A program featured readings by Mrs. Harry Wagner and Mrs. Richard Gaston, instrumental solos by Thomas Ulrich and Carl Pisel and vocal solos by Mrs. Gustafson and Dudley Hough ton.

STUBBLEFIELDS ARE DINNER HOSTS

Honoring her parents, Mr. and Mrs. W. S. Gerry of Bellingham, Wash., Mr. and Mrs. E. C. Stubblefield, of 712 Acacia ave., were dinner hosts Sunday. The Gerrys, who have been visiting here for the last three weeks, left the following day for their home. Covers were also placed for Mr. and Mrs. Walter Harrison of Long Beach and Mr. and Mrs. Hershel Carter of Compton. Later, Mr. and Mrs. Les Pyron of Compton and Mr. and Mrs. Sam V. Rauss joined the group.

FROM CANOGA PARK

Mr. and Mrs. Harry W. Phillips and baby daughters, Marjorie and Joan of Canoga Park were recent Torrance visitors. Phillips, a son of Mr. and Mrs. W. G. Phillips of 2023 Andrea ave., is principal at Eton Avenue school at Canoga Park.

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STORKatorials

New arrivals - of - the-week at Torrance Memorial hospital were:

JIMMY NOZISKA . . . was born to Mr. and Mrs. Alvin Noziska, Redondo Beach, May 3 weighing 8 pounds. His father is employed at Deak Aircraft and his mother is the former Dorothy Smith.

RAMONA LEE VERNAND . . . was greeted by Mr. and Mrs. L. R. Vernand, Redondo Beach, May 3 weighing 7 pounds 11 ounces. Her father is a commercial fisherman and her mother is the former Florence Ramona Evers, The grandparents are Mr. and Mrs. C. E. Vernand, Los Angeles, and Mr. and Mrs. A. E. Evers, Redondo Beach.

PETER GEORGE BOYNTON . . . was welcomed by Mr. and Mrs. P. G. Boynton, Jr., Redondo Beach, May 2 weighing 8 pounds 12 ounces. His father is in the Army Air Corps at Great Falls, Mont. and his mother is the former Mary Vandegriff. The grandparents are Mr. and Mrs. Fred Vandegriff and Mr. and Mrs. E. J. Boynton, all of Redondo Beach.

MARY JOSEPHINE DARROH . . . was born to Mr. and Mrs. A. J. Darroh, Redondo Beach, May 2 weighing 8 pounds 11 ounces. Her father is employed at the Columbia Steel plant and her mother is the former Rosalie Craig. The grandparents are Mrs. Florence Craig, Portales, N. M., and Mrs. R. H. Darroh, Redondo Beach.

MARY ANN FRISINGO . . . was welcomed by Mr. and Mrs. Joe Frisingo, Lomita, May 1 weighing 5 pounds 15 ounces. Her father is employed by Bethlehem Shipyard and her mother is the former Mary Ann Likens. The grandparents are Mr. and Mrs. C. S. Likens and Mrs. Frank Frisingo, all of Lomita.

RAY GENE McMAHAN . . . was greeted by Mr. and Mrs. S. L. McMahon, 2176 25th st., May 3 weighing 8 pounds 2 ounces. His father is employed at Calship and his mother is the former Edna Mae Jennings. Ray Gene has a half-sister, Azra, 15, and a half-brother, Sam William, 10.

DONALD CHARLES SION . . . was born to Mr. and Mrs. Donald Sion, 1254 Gramercy ave., April 28 weighing 8 pounds 9 ounces. His father is a private at Fort Bliss, Texas, and his mother is the former Barbara Jean Woodcock. The grandparents are Mr. and Mrs. Charles W. Woodcock of this city and Mr. and Mrs. L. W. Sion of Gardena. The baby has three great-grandmothers.

Young People to Dance Friday Night

The regular bi-weekly dances for young people of the community, sponsored by St. Andrew's Episcopal church, will be held tomorrow (Friday) night at the Woman's Clubhouse. The chaperones will be Mrs. Emma Quaggin, Mrs. Hugh Sherfy, Mrs. Grace Stewart and Rev. Paul M. Wheeler.

Letters to Editor

IN APPRECIATION
April 28, 1943.

Mr. Grover Whyte, Editor The Torrance Herald,
Dear Mr. Whyte:
In behalf of the Torrance Ministerial Union and the church people of Torrance, I wish to express our sincere appreciation and thanks for the splendid church publicity given in the Easter week edition of the paper.

The feature church display given undoubtedly was a contributing factor, and possibly the primary one, of record church attendance in some, if not all, of the local churches. The Lenten Meditations served also to prepare the people for a better and more worthwhile observance of Easter.

Sincerely,
(Signed)
H. WESLEY ROLOFF,
President Torrance Ministerial Union.

Murray Renews CIO 'No Strike' Pledge in War

Torrance residents are showing keen interest in the reports concerning the current coal miners' wage increase controversy. The predominant labor group here, C.I.O., is solidly back of their president, Philip Murray, who stands pledged to President Roosevelt that no C.I.O. union will go on strike in wartime so long as he is head of that organization.

Murray made his pledge at a time when John L. Lewis, Murray's former friend and collaborator, had 480,000 miners on strike in the soft coal fields.

He spoke at a meeting in Oakland Sunday attended by more than 100 representatives of the United Steel Workers of America from 11 western states.

"The war issue," Murray declared, "is bigger than any of the petty things over which we struggle in the United States today, because on the outcome depends the future of the freedom of the universe."

"War always entails sacrifices. People don't live their ordinary lives. They've got to do more to preserve their institutions and their country."

"I should not like to have it said about American labor that you or I leaned over the dying body of an American soldier and said, 'Son, you wouldn't have been dying today had I done my job back home.'"

"My friends, I'm going to tell you—and I tell you with all my heart and soul—I'm not going to break my no-strike pact with the President of the United States of America."

RETURNS HOME

Mrs. Marguerite Amyraud, nee Marguerite Leake, and her year-old son, Gary Norman, have returned from a five-months' visit at the home of her uncle, R. R. Bruere, at Salt Lake City.

Loss of Old Wedding Ring Grieves Woman

Ten years ago her treasured engagement ring was lost and today Mrs. Anna Hippik of 1603 220th st., is greatly perturbed because her plain gold band wedding ring is missing.

She took it off when she started the family washing in the rear yard of her home and laid it on the bench. When she completed her work she looked for the ring and it was gone.

A thorough search failed to locate her most valuable possession and she appealed to The Herald for assistance in recovering it. If anyone has found a plain gold band wedding ring bearing the engraved inscription, "Stephan — Oct. 13, 1912" on the inside, please return it to Mrs. Hippik.

Flowers for Mothers at Christian Church

With Job's Daughters attending the service in a body, Rev. W. W. Jewell, pastor of the First Christian church, will speak on "Our Debt to Motherhood" Sunday morning at 10:40 o'clock. Flowers will be presented to the oldest and youngest mother present and also to the one with the most children at the service.

City Purchases 150 New Trees

One hundred and fifty trees—carobbs and canyons—were ordered purchased at a cost of \$55 for the street department by the city council at an adjourned meeting Tuesday afternoon.

Yemen, in southern Arabia, is one of the few remaining countries which lack a railroad.

TOO LATE TO CLASSIFY
LOST—Columbia V. C. 250 his cycle Tuesday evening on 220th st., between Harvard and Normandie sts. Return to 1533 20th st. for reward.

For Mother's Day

SUNDAY, MAY 9

Whether you wish a personal gift to enhance her charm, or a home gift to brighten her home . . . you'll find it at "Gift Headquarters" . . . the National Home Appliance Company. Below are just a few suggestions from our abundant Gift Ideas:

Leather Portrait Frames
in all sizes, both single and double. Some with military insignia.
75c to \$2.95

Dinner Rings
set with precious and semi-precious gems. New styles just in.

Earrings Bracelets

Roseville Pottery
Grand new shipment of the new "White Lily" Design, in Blue, Brown and Rose

INDIVIDUAL Buffet Trays
Box of 4 Trays
\$1.50 to \$2.00
* Service Locketts
* Mirrors
* Pictures
* Crystal Ware
* Pyrex Ware
* Lamps
* Vases

EXQUISITE PERFUMES

LOVELY DRESSER SETS

And Many Other Gifts to Delight Mother Come and See!

NATIONAL HOME APPLIANCE CO.
HARRY M. ABRAMSON
1328 SARTORI AVE. "FRIENDLY CREDIT" PHONE 78

Dr. R. F. Bishop
Dentist

Introduces
Dr. E. L. Caseres
Associate Dentist

Dr. Caseres is a graduate of the College of Dentistry University of Southern California

OFFICE HOURS
9 a.m. to 6 p.m.

Evenings by Appointment

Suite 107, Torrance National Bank Building
Telephone 341