

PENNEY BUILDING IS CREDIT TO FIRMS WHO ERECTED IT

Modern Features in Store Construction Used for the First Time in Torrance; Local Contractors Help in Work

Credit for the erection of the beautiful new store building for the J. C. Penney Company in Torrance should be given to Sidney J. Babcock, general contractor, and a group of sub-contractors, whose reputations for good workmanship and dependable materials has been recognized by the J. C. Penney Company.

The new store building embodies everything that is new and modern in scientific store planning and construction, and introduces many new features for the first time in Torrance.

There is no wood construction on the front of the building. Copper, galvanized iron and tile are used

THE BUILDERS

General Contractor—Sidney J. Babcock, 201 North McWay, Santa Ana.

Electrical Work—Torrance Electric Co., 1419 Marcelina Ave., Torrance.

Plumbing—Torrance Plumbing Co., 1418 Marcelina Ave., Torrance.

Lumber—Mullin-Hayes Lumber Co., 1752 Border Ave., Torrance; Bear State Lumber Co., 3229 E. Anaheim St., Long Beach.

Hardwood Floors—Callaham Bros., 307 Wright St., Santa Ana.

Millwork—Santa Ana Lumber Co., 4th and Artesia Sts., Santa Ana.

Brick—Atkinson & Duclos, Western Ave. and 176th St., Gardena.

Tile Front—M. D. Moffitt, 1200 Redondo Ave., Long Beach.

Painting—A. J. Mitchell, 1932 Tilson Drive, Santa Ana.

exclusively in the front. The tile is of an uncommon variety, manufactured by Robt. Rossman, a New Jersey manufacturer of front proof tiles and one of the oldest firms in the tile business in the United States.

The original building plans called for pine floors throughout, but after careful study, the owners of the building decided to use clear maple flooring laid on full wood joists with a two foot clearance from the ground. This will prevent dry rot and any possible danger of termite infection.

The roof is a nationally advertised brand and carries a long guarantee.

The new building is 30 feet wide by 140 feet long. There is a mezzanine 35 feet by 30 feet, and an office balcony, 17 feet by 30 feet.

Details of the interior of the J. C. Penney Company building are given in another story in this section of the paper.

In commenting upon the construction of the new building, Sidney J. Babcock, general contractor said, "Owing to the fact that we were unable to obtain some of the materials and crafts in Torrance, it was necessary to go out of the community to get them. However, it is the policy of the J. C. Penney Company to require the general contractor who secures the job to give everything possible to the community in which the building is being built, providing of course, that all things are equal as to price and quality."

Elegant New Store Enhances Torrance

(Con. from Page 1, This Section)

On the left at the head of this aisle is the hosiery department. A display cabinet at the head of the aisle is decked with fine hosiery. Additional fine hosiery and more of the more every-day variety is found on the shelves behind the counter aisle. Women's and children's hosiery are included.

Other Departments

The next one encountered is the piece goods department, stretching the entire length of the room. First are silks, then woolsens, then wash goods and then white goods. Toward the rear are sheets, sheeting, towels and outings.

At the rear is a greatly enlarged department devoted to a complete line of draperies and beddings. Comforters, pillows, blankets and fine draperies are featured. They are displayed on shelves and counters.

On the Mezzanine

Continuing to the mezzanine floor the ready-to-wear department is reached. This department is fitted with high quality linen, carpets, soft and durable. In the center of the large room on the second floor tables carry displays of millinery.

The walls are lined with display cabinets. At one side is a row of rooms where fittings can be made. Near the center is a special four-sided alcove mirror. This mirror contains three sets of glasses, so that three persons may use it without crowding. The glasses in each compartment are so arranged as to give views of the garment from several angles.

Throughout the entire building an unusually adequate lighting system is used. The lighting was arranged after scientific study had determined the number, location and size of electric lights that would give the maximum effect.

In addition to electric lights, a number of skylights and windows provide good sunlight. In the piece goods department, in particular, an unusually large skylight has been provided. These allow sunlight for the matching of colors.

The entire building is very adequately ventilated. It is heated by

steam. The ceilings are of steel and are strongly built. Every possible safety factor has been provided. Fast Cash System

A carrier system for handling cash with seven carriers has been installed. This new system is among the most modern. Penney Merchandise

More than 75 per cent of the merchandise handled in the store bears the J. C. Penney Company label, according to Buffington. This means that the merchandise has been manufactured under the direct supervision of the company, insuring uniform quality, he explained.

The display windows at the front of the store are particularly noteworthy and among the finest in Southern California.

Buffington Sees Big Future in Torrance

(Con. from Page 1, This Section)

able to do so, all labor on the construction work is contracted for among local builders, as it is the policy of the J. C. Penney company, in all matters to co-operate with local interests wherever possible.

"We consider our stores to be an asset because they endeavor to bring constantly better values to the community; they furnish regular, dependable employment to local residents; they advertise heavily in local newspapers, and they are important factors in local community progress.

"A manager is not only expected to serve his community through the efficient management of his store but also to represent the J. C. Penney Company in the various civic activities furthering the development of the community. The success of the store he manages and in which he is co-partner, is bound up with the progress and development of the community, toward which the organization makes every effort to contribute."

"When Work Will D"

Torrance 1419 Marcelina

"STAN" Plum

J. C. PENNEY

Torrance 1418 Marcelina A

J. C. PENNEY

EIGHT

Agriculture

(Continued)

Walnut Success

Despite heat and the walnut husk fly, both bitter enemies of the walnut, the Richard Walnut Association (near Santa Ana) expects a huge crop of walnuts this season. A. J. Smiley, manager of the Richard Association thinks his organization will handle 1000 tons this year, compared with 345 tons last year. Processing of the walnuts will probably be started about October 1.

In the Anaheim district, on walnut trees hang between 1100 and 1200 tons of apparently marketable fruit. Good quality and color are features of the crop, but slight infestation has spoiled a small percentage. On the whole, the crop is better than last year when only 400 tons were marketed, and a large percentage of color and heavily infested. Growers marketing through the Anaheim Walnut Association have recently received \$5000 as final payment on culls from the 1928 crop, making a total of \$160,000 paid to member growers for that year.

Declining Raisins

Raisin manufacturers, other users of grapes were not worried last week at the announcement that the California raisin grape crop had decreased this month to 1,000,000 tons, for this is only one per cent lower than last month's output.

Table grape production declined 11,000 tons, making a total of 350,000 tons of grapes available for domestic use.

No forecast has been made of the dried raisin crop for 1929, but experts believe it will be somewhat lower than last year. At present, Thompson's seedless grapes are being picked for drying. In spite of the lateness of the season, fresh Thompson's are moving between States at a rate equal to that of last year.

The Fairs

Southern Fairs

Throughout Southern California last fortnight and this week, many were the county fairs held, are being held, will be held. Also was the California State and Western States Fair brought to a successful close last week.

From Chico's Robert A. Condee, president of the California State Fair and Western States Exposition last week came news that the record for attendance had been broken. From all over California and the Western States had come approximately 450,000 people, eager to observe the resources of the West. For next year, the directors fixed the fair date for August 30 to September 9. Decided too was it to hold it in honor of California's 80th anniversary of admission to the Union. The theme of next year's fair will be "Eighty Years of Progress."

Idaho's Governor Baldrige last week discussed Idaho's participation in this year's fair. He declared Idaho was particularly

friendly toward California; that Idaho's entry into this year's State Fair had brought excellent results. In the Wyoming exhibit, people from twenty-eight states and ten foreign countries registered. This fact alone, thought Idaho's Governor, shows the drawing power of the California Fair, which offers a splendid opportunity to build up trade and business relations between the Western States.

San Diego. Last week San Diego exhibited to the world its resources. Piled high on exhibition were the fruits of the tree, the vegetables of the field. In other parts of the Balboa Park grounds were shown many a cow, horse, other farm animals. Eleventh in the history of San Diego's fair was this last one. It represented County development in every field.

Kern County. On September 15 ended the Kern County Fair at Bakersfield. Here also was a representative of the county's produce. Prime in interest at Kern's fair were the horse exhibits, horse racing. Enlarged and improved were the stables, other equine accommodations. Said R. E. Cady, secretary-manager of the Kern Fair: "Kern people are eager to see good horse races."

Ventura. Comprising the fair offerings at Ventura last week were prize produce, blue ribbon livestock, blooded horses, thoroughbred dogs, poultry, goats, rabbits, sheep, hogs and cattle, etc. (See News Review, week of Aug. 26-31.) From Pomona came its Municipal brass band to play in Ventura. Other than the productional exhibits, a consistent program of entertainment was given. It included track events—harness, running and relay races, the carnival midway, concerts, exhibitions by the Goddard dirigible balloon, other diversions.

From many a town in Ventura County came hordes of exhibits, entertainers. Community exhibits came from Oxnard, Santa Paula, Saticum, Simi Valley, Fillmore, Moorpark, Mound and Camarillo. Other counties represented in Ventura's fair were San Bernardino, Riverside, Orange, Santa Barbara and Los Angeles. All these contributed exhibits.

Pomona (Los Angeles County Fair) opened September 17, continues until September 22. About 107 acres of Pomona property are being used to house the entire exposition; 10 acres of the whole is occupied by the exhibits and carnival plays. In prizes, \$75,000 will be awarded to successful contestants of 2000 different contests. Large is this prize appropriation, larger than has ever been offered before by any county fair in the country. Many a building has been planned for the present fairgrounds, one of which has already been started. These will aid in making the grounds a permanent location for this annual exposition.

Riverside's Southern California Fair. Racing ostriches, greased pigs, husband-calling contests, hog calling contests, horse racing, vaudeville and thrillers, have all been inaugurated as part of the Southern California Fair's program. From September 24 to 29 it will be held. By popular applause on the opening day will be chosen the "sweetest girl" in Southern California. From all over Southern California, from other States have been entered myriads of fruit, vegetable, animal exhibits. From far and near have they come, seeking recognition, prizes. Exhibits have been sent from Arizona, Idaho, Kansas, and Utah.

Judges for the livestock exhibits were announced last week. They are C. E. Howell and G. E. Gordon, University of California; Professor H. W. Atkinson, University of Idaho; C. V. Castle, Los Angeles; C. E. Teher, Santa Monica; R. P. Geringer, Los Angeles; A. L. Babcock, Riverside; G. P. Welton, Ontario; J. G. France, San Diego; Dr. C. S. Tomeroy, Riverside; A. Botke, Santa Paula; Thomas L. Hunt, Laguna Beach; C. Von Scheinad and H. J. Ryan, Los Angeles.

Aviation California Leads

Last fortnight the Cleveland Aeronautical Chamber of Commerce conducted a survey. News had come to them that airplane and engine production was at the highest peak in the history of aviation.

planes per capita. In California there is one plane to every 5,778 persons. California is second in the number of planes owned with a total of 519.

In all the United States, Illinois ranks third in the number of planes owned with 300; fourth is Pennsylvania with 244; fifth, Michigan with 235; sixth, Ohio with 230; seventh, Missouri with 193; eighth, Texas with 173; ninth, Oklahoma with 134; tenth, Wisconsin 121; eleventh, Massachusetts with 109; twelfth, Washington with 108.

Three states, Nevada, New Mexico and Maine have less than five planes each. In the entire United States there are 7117 planes.

Byrd Supplies

To get a fresh supply of fuel oil, provisions, instruments for Commander Richard E. Byrd's South Pole expedition, the famous Whaler, C. A. Larson, dock at Los Angeles Harbor this week. Although this is his first trip to the Pacific Coast since the expedition left in October, 1928, the mother ship docked only long enough to load on supplies. It stayed less than twenty-four hours.

In addition to supplies for the Antarctic adventures, the whaler loaded many thousands of barrels of oil. It docked at the export pier of the Western Oil and Refining Company in the West Basin.

Recalled by residents will be the farewell ceremonies given the ship in October, 1928, when it left to join the expedition on the eastern coast. At that time more than 700 people assembled on the docks. Since leaving the expedition safely encamped in the Antarctic wastes, the Larson has been on a long whaling cruise.

Airport

Completed last week was the purchase by the Western Air Express of 188 acres in Pasadena for a gigantic new landing field, administration building, passenger station, hangars, repair shops. Construction of the metal, octagonal-shaped hangar already has been completed; work on the other structures will begin immediately, resulting in one of the largest, most complete air stations in the State.

Payment made by the City of Pasadena was said by officials to be the largest amount ever turned into the municipal treasury at one time. It amounted to \$476,805 and was in two checks. One was \$467,354.25 for the City Farm land itself; the other \$9,450.93 for interest on deferred payments. The interest amounted to \$51.21 a day.

Business

Telephones

Last fortnight a new telephone company entered the Pomona Valley field. Purchasing controlling interest in the Pomona Valley Telegraph Company, the Associated Telephone Company, Ltd., already active in other Southern California cities, thus widened its range of service, became an integral factor in Pomona Valley.

Strictly independent is the Associated Telephone Company. Two years ago it started, acquired the properties of the Long Beach Independent Telephone Company. Since then it has taken over concerns in Huntington Beach, Santa Monica, Laguna Beach, San Bernardino, Covina, Glendora, Azusa and now Pomona Valley. The late Pomona Valley Company also served telephonically, Pomona, Claremont, La Verne, San Dimas and Chino.

Therefore, the new enveloping Associated Telephone Company now serves ambitiously thirteen Southern California cities.

The new company's general offices have their location in Los Angeles' Petroleum Security Building. With the change in ownership of the Pomona Valley concern, no change in personnel was announced. Carl H. Lorbeer, present manager, continues in his present office. No changes, either, in the system were announced. New extensions in the future, however, are looked for.

In San Diego county the Pacific Telephone and Telegraph Company last week commenced work on a new Spanish-styled structure at La Jolla. People who paid their telephone bills supplied the \$30,000 which is being spent on the building. In three months it will be completed with a new dial system installed, making a total expenditure of \$230,000.

NEWS REVIEW SECTION

Sports

Grassless Links

Unless some financial plan is speedily found, the city golf course in Balboa Park, San Diego, will be abandoned. Such were the prospects a fortnight ago when Mayor Harry C. Clark declared that in its present condition the course was utterly useless; that its condition prevented tourists interested in the sport from coming and remaining in the southern city. Grassless as it is, the Park Board has no funds to improve it; neither can the Council see its way clear to finance grass-sown links, declared Mayor Clark. The public, and Clark, in present mood opposed to any city appropriations for improving the pleasure grounds.

With failure met the latest agreement between the Board and the Recreational Development Company to finance the links. Reason: the company would want to be protected during the first years of operation by a bonus of 15 per cent. Although one of the Councilmen declared that the agreement between the Park Board and the Development Company was not the agreement the Council had voted upon, Mayor Clark lays no blame on the contracting parties. He refused to remove the members of the Board since, declared he, they were only attempting to reach a plan quickly and without the hindrance of undue formality. So the legality of the entire procedure has been questioned; the proposition is withdrawn.

Unless some magical scheme can be evolved whereby capital can be invested without public opposition, picturesque Balboa Park will have to give up its grassless golf links.

Letters

The News Review section of the La Habra Star is a most delightful and valuable feature. In an interesting way it directs attention to Southern California, and should result in materially increasing the prosperity of that favored part of the country.

J. BRACKENRIDGE HLLIS, Plattsburg, Mo.

I note with interest the article carried in your section of the suburban weeklies of September 10 in which you comment on Adjutant General R. E. Mittelsteadt's plan

for coast defense through anti-aircraft batteries in Southern California.

Being Publicity Director for Battery D, 251st Coast Artillery, California National Guard, located at Long Beach, I am interested in anything published which pertains to that organization.

Your story mentioned the "old 251st artillery" and the National Guard. The 251st Coast Artillery is a National Guard regiment with headquarters at San Diego where the first battalion is also stationed. The second battalion of that regiment comprises two batteries, one at Long Beach and one at San Pedro.

It is proposed to organize two more batteries at Long Beach as the army, which I note you mentioned was under construction at Long Beach, is far enough along to provide adequate housing conditions. The army has not yet been started, only today being definitely assured of a site through action of the Adjutant General in accepting the deed offered by the city for a plot 200 by 204 at Seventh and California Avenue, Long Beach, for the structure.

With the organization of the two new outfits, the entire regiment is to be re-designated anti-aircraft. The expansion and re-organization are as yet mere rumors, nothing official having been given out in that respect. It is possible that more than two units may be organized at Long Beach and that a regimental headquarters may be established at Long Beach, thus making Long Beach center for anti-aircraft defense in California. In that event, the San Diego units would either comprise a new regiment of field artillery, or a new regiment of field artillery. All these units are and will continue to be National Guard organization.

V. D. McCUFFIN, Capt., Battery D, 251st C.A.C.N.G.

Long Beach.

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