

The modern kitchen has a telephone

When the coffee pot is about to boil over, the steak about to scorch, or the cake just ready to be frosted, how convenient it is to be able to answer a ringing telephone right in the kitchen! It saves countless steps. It costs but a few cents a day.

Simply call our Business Office.

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

FESS GROCERY CELEBRATES 13TH BIRTHDAY

Tells of Interesting Episodes of Early Torrance Life—Bargains at 3-Day Sale

Torrance's oldest grocery store will celebrate its 13th year of business here this week by a supreme value giving Birthday Party on Thursday, Friday and Saturday. You've guessed the place, already—the Fess Grocery and Market, 1321 Sartori avenue.

It was just 13 years ago on January 3, 1917, that John Fess threw off his workman's uniform and donned the grocer's apron, and thus became the proprietor of the sixth retail store in Torrance. The Modern Industrial City only boasted of 300 population at that time and its only civic official was a watchman. Ed Voorhees, who patrolled his beat on a bicycle. It was on one of these rounds that the bicycle "cop" noticed bargains in the Fess Grocery and upon investigation found that a large quantity of the store's goods had been piled out on the sidewalk ready to be loaded onto a waiting truck. "Officer" Voorhees nabbed one of the thieves, but three others of the robbery gang escaped with

\$40 from the cash drawer. The first Fess Grocery was located in the old James block on Calverly avenue, but after six years in this location, the market was moved to the new Masonic Temple building on Sartori avenue where it has remained ever since. "All I brought to Torrance was a load of furniture, a dog, and a cat—and, oh, yes, a wife," said John Fess in reminiscing of the early days. "There was one vacant room in the rooming house and restaurant conducted by Myrtle Adams on El Prado, in the building now occupied by the Roll Tan Hotel and Cafe. I took the room, and discovered later in the evening that another man had been put in to share my bed. A few days later, Mrs. Fess and I rented a house on Arlington and we have lived within two lots of this spot ever since, as the home we later bought was just two lots on Arlington removed from the house we first rented."

Both Mr. and Mrs. Fess have been active in Masonic circles, and in 1924, John Fess was elected master of the Torrance lodge. He has also been an active member of the Torrance Volunteer Fire Department for the past 11 years. "I am happy to say that I still number among my customers, some of the early residents of Torrance, and it is a source of great satisfaction and will with deep gratitude that I now welcome them as well as my other customers and the people throughout this district to the 13th birthday party of the Fess Grocery and Market," Mr. Fess stated.

A number of jobbers and distributors are joining with the Fess Grocery and Market in arranging the three-day birthday sale, and some exceptional values and special demonstrations have been arranged which are given in detail in a full page advertisement in this issue. Among the manufacturers and jobbers who are co-operating with the Fess Grocery in the birthday event are: M. A. Newman & Co., Hamer Packing Company, Best Foods Products by Simon, Levi, Gold, Sosa, Baker, L. S. Harris, Challenge Baking, Flat-O-Ede, Jams, Wilson and Cudahy meats, and a number of other nationally known products. A package of M. J. B. soap will be given free with each two pound can of M.J.B. coffee, and there is also an exceptional free vanilla offer. A series of surprises is promised by Mr. Fess in the way of special demonstrations and birthday offerings.

Fess Grocery & Market

1321 SARTORI AVE.

PHONE 9

13th

13th



ALSO

SEE FULL PAGE ANNOUNCEMENT THIS ISSUE



We Recommend and Guarantee

Banner Milk

We recommend it because of its cream-like flavor—free from the usual burnt taste often found in evaporated milk. SPECIAL 3 TALL CANS 25c



SPECIAL

Nut Margarine Sale

2 lbs. 25c

Reg. 18c lb.

THURSDAY, FRIDAY, SATURDAY ONLY

"A FINE SPREAD FOR BREAD"



Fred J. Wadley, Jr., was elected Potomate of Al Minnikah Temple at the annual election held on January 11. He is the 31st Potomate elected to the local Shrine organization since its formation in 1888.

STATE PICNICS

OHIO

Under the auspices of the Federation of Ohio State Societies, all who ever lived in Ohio are invited to meet for the great picnic reunion, all day Saturday, January 25th, 1930, at Sycamore Grove Park, Leno, Angiers.

President Harry B. George will be in charge of the excursion. There will be a varied program consisting about two o'clock but the main purpose will be to have a good time. All the tourists and visitors from the old home state are invited as well as our residents. Coffee will be supplied for all. Each one is asked to pass the word around to other Buckeyes.

A New Year Opportunity!



Happy New Year! Do you really want out?

If you are in earnest about this Happy New Year business, you'll come in and let us show you how we can start you off on the safe and solid road of Pay-As-You-Go. You'll be astonished at the difference it makes in your outlook on life when you have no unpaid bills to face on the first of the month.

The J. C. Penney Co. wishes everyone a Happy New Year. We do more than wish it. We'll show you how to have it if you give us a chance.



Silk Hose Feature Value

A pure silk stocking, semi-sheer for only 98c! Mercerized top and sole and comes in popular colors.

98c



Growing girls will especially like these pretty patent slippers with brown and parchment fancy grain trim. Priced only

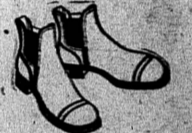
\$2.98

OUTING FLANNEL

Remarkable! . . . but it's a typical J. C. Penney value! Yard—

10c

White, also in stripes and checks in light and dark colorings. 26 inches wide. Soft and warm for many uses.



A comfortable work shoe made of black elk with double chrome sole, leather heel, and elastic side gores.

\$3.49

"Pay Day" Overalls

Or Jumpers. Union Made

Serviceable garments of heavy 220 blue denim. Cut full and roomy for freedom of movement. Triple-stitched throughout with six pockets. Overalls or jumpers at—

\$1.29



These shoes will carry you through the winter with dry, warm feet. Double soles and storm welt. Black or brown.

\$4.98

Work Socks

Heavy weight cotton socks, carefully knitted from yarns selected for their durability. In assorted plain colors. An exceptional value for the working man.

2 pairs for 35c



NOW Is The Time to Get a Real Hat Value

Smart lines and well-balanced brim and crown. The DOUBLE THICK BRIM is a feature. The season's favored colors.

\$3.98

Men's Coats

Of Black Horsehide

Practical for only from the standpoint of warmth, but also because of their smart looks and fine wearing qualities. Warmly lined and made with full belt and four pockets. As sketched.

\$14.75



Luggage Values

Your Opportunity to Save

The materials and workmanship in this hand-luggage are up to our requirements in every detail. Several styles, colors and sizes to choose from . . . every one an exceptional value. See our selection now at these low prices—

Suitcases

98c to \$9.90

Bags

98c to \$7.90

HITT AND RUNN—Sure, It Wore Well, But That Wasn't the Point—the Blooming Thing Was Worn Too Long!



BY HITT