### THURSDAY, JULY 9, 1931

## **Dollar Buys As** Much Now as 10 To 20 Years Ago

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

Retail prices on staple merchan-dise in cotton, silk, rayon and wool materials establish new low levels, according to a statement listi styten out by the J. C. Penney Co., operators of 1453 retail dry

oods and clothing stores. Based on 1929 prices, cotton oods, such as sheeting, curtain wown and a success, 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.

July, 1980. Men's athletic underwear prices reveal a drop of 37 per cent as an average; work shirts and alled lines, 35 per cent; and certain's cot-ton print goods have declined to an average of 39 per cent. Cotton goods alone show a pur-chasing power for the dollar at present prices equal to \$1.51 in 1229.

29. In silk goods women's hostery was an average decline of 37 r cent below 1925 prices, with fee drops since July, 1930, being ual to those during the year ceeding. Full fashfonde silk hos-eceding. Full fashfonde silk hos-y which sold for \$1.49 a pair 1929, and at, \$1.29 a pair last up, is now priced at 98 cents. In neckwear, ties which sold for cents in 1929 and for 79 cents 1939, are now regularly priced 49 cents.

t, 49 cents, Based on the 1929 buying-power the dollar, present purchasing wer is equivalent to \$1.72 in any of the silk items. Declines in rayon materials show average drop of \$2 per cent in Supreads, 50 per cent in wom-i's underwar, and 16 per cent ivering all rayon goods sold by ie company.

using power of the ollar is equal to that \$1.85 in 1929.

In 1929, goods reveal a decline of cent as the average for s since 1929, and 40 per bathing suits. The aver-line in prices of wood mer-compared with prices for-ne or equivalent items in 33.1.3 mercent per o ance compared with prices for same or equivalent items in is 331-3 per cent. woolen goods, one dollar this equals in purchasing power in 1929. certain shoe lines the succ

certain shoe lines the aver-drop in prices has been 17 cent. fighte min

price reductions were an-Drastie price reductions were an-anneed on a wide spread number ' lines of merchandise late' in une of ast year, when the J. C., enney Co. set the lead in bring-ing retail prices down to a basis listified by replacement costs. Officials of the organization-ate that on many lines prices re lower than they have been at ny other. time fluring the past ' vears.

years. n certain merchandise prices of at low points not equalled for Mrs past 20 years.

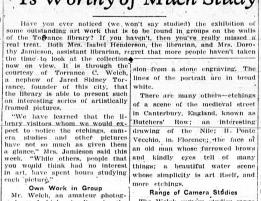
# **Old Clock Declines**

By the United Pre DLAND. — Maybe

WOODJAND, — 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 recos-nize the danget, any way. The clock has served the city faithfully for 5 years, but recently qomething slipped in its antiquated 'mechan-isn.

a result it plways strikes more than the actual hour-the exception dut-12-o'elock ways sounded correctly. No trikes for this clock. And just e sure nothing happens, the fathers have ordered it re-d for result.

nose



Art Exhibition at Library

Range of Camera Studies The Welch camera studies rar

and speet hours studying each pictury." Own Work in Group Mr. Welch, an annateur photog-rapher of bigh standing in the various annateur camera associa-tions 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 place those which have been on view some time.

TORRANCE HERALD, Torrance, Calif.

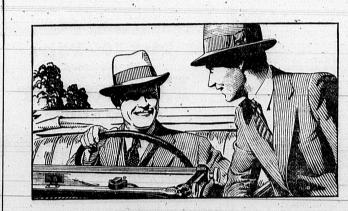
## **Business Women** Is Worthy of Much Study Name Committee **Heads For Year**

At its first meeting for the fisc car, held Monday night, July 6, he National Business and Pro-essional Women selected new ommittees and planned a beach party to be held instead of its regular dinner meeting, July 21, at Cabrillo beach.

The following were nen of the different uliët M. Young, edu entities: oung education: Caro-bh-emblem; Crace Biggs, Ethelwyn Niles, health? e Lynch, international re-tha Bohree user Artha Tang hel Tansey, membership; Paye Howard, program; Lute Fraser, Jiefty: Phoebe J. Milburn, pub-relations; Bessie Myors, trans-tation; Ricke Myors, trans-tation; Rick Accordsay; a. P. Bowen, decorations; Mar-st, G. Shell, music; Juliet, M. 16; partiamentarian. response to an-beat lic relati

Last rites for Mrs. Mutilda Val-entin, mother of Mrs. C. A. Benzel, 2815 Amdreo avenue, were held at Stone and Myers chapel Tuesday afternöon, Mrs. Valentin, who yau 73 years old, passed away at, her daughter's home Jelf 4. Rev. G. A. Schuster of the Luth-eran ehurch officiated, and inter-ment followed at. Inglewood Me-moiral park. Mrs. Valentin had made her home in Torgance for the past 12 years, coming here from St. Louis, Mo., where two other daughters and a son reside Century-old adobes in Los reles and vicinity are being tored and refinentished in early ashion for  $La \sim Flesta$  de Los reles, the city's 150th birth etc, September 4, to 13.

Down Work in Group
Mr. Weich, an annuture photors, and photor of high standing in the factor of high standing high st



## Drive a Six and you'll *buy* a Six

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der performance in the Chevrolet Six without one penny extra for maintenance and operation. It costs no more for gas, oil and tires! And maintenance expensé is actu-ally reduced by the freedom from destructive vibration. Drive a Chevrolet Six and discover these facts for yourself. Come in today!



**Mother of Local** 

Woman Passes On

Moving

PHONE TORRANCE

53

Tolson

Transportation

System: Inc.

ing contest at the lumbe 4. The jousting continues spinning log.



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Last Call!

Funds deposited elsewhere may be trans-ferred to Torrance on or before July 10th WITH-

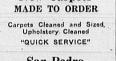
OUT LOSS OF INTEREST; as savings deposits



# t low points not equated to an ast 20 years. Clock Declines To Strike 13 Times De the Defined Press New Carpets MADE TO ORDER

vork, Incidentally, the Bargello, which 'echet's art brings to Torrance escidents, a conception of Renais-sance architecture that is not to be found elsewhere, is the city hall of Florence, Italy, according 16 Mrs. Henderson. It is centuries

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