

# Penney's 31<sup>ST</sup> Anniversary Celebration

Once again—a feast of gala "thank you" values! Values prepared for YOU—and for millions of other thrifty shoppers whose patronage has made possible Penney's ever-mounting prestige. For 31 years we've been forging steadily ahead! Each INCREASE in our sales volume has meant a DECREASE in cost to you. For the more we buy the less we pay—and the less we pay, the smaller the cost to you.

Come! It's our party—your opportunity for still higher quality at still greater savings!

Chardonized  
Women's  
**HOSE 15c**

Seamless Chardonize—all the most wanted costume shades! Wonderful value!



WOMEN'S  
Rayon Striped  
Cotton  
**Union Suits 2 for 49c**

**Congoleum MATS**  
15 1/2" x 27"  
A Real Anniversary Feature. **5c**

Foot Ease — for **98**

**BLACK KID HOUSE OXFORDS**

Record Saving! Fine Leather Turned Sole



"Sew and Save" With Penney's Piece Goods! Startling Anniversary Values!

FLAT RAYON 1/2 yard 49c  
PRINTED RAYON CREPES, yd. 49c  
PRINTED ALL SILK CREPE, yd. 69c  
39 inches wide. New Spring Prints in Plaids, Checks and Stripes. Marvelous quality.


SLIPTEX, a new slip-fabric, at only, yd. 15c  
GRAND SLAM BROADCLOTHS, yd. 10c  
HOLLYWOOD VOILES, yd. 15c  
SHORELAND BROADCLOTHS, yd. 19c

AVENUE PRINTS, Vat Color and Fast, yd. 8c  
MUSLIN, "Famous Belle Isle Brand," bleached and unbleached. Was 6c; NOW, yd. 5c

CRETONNES 35" to 36" wide. Imitation Warp Prints. 10c  
REMNANTS 1-3 off Silks, cottons, rayons, mixed fabrics. 1/2 to 5 yd. lengths.  
RAYON DAMASK, 36-in., yd. 25c  
Colors: rose, blue, red, gold, green.

**PEN-CO NAPS**

**15c** box of 12  
New Size - New Style "The Perfect Product"



MEN'S  
**SLACKS**

Flannels and Tweeds New Colors  
Biggest Pants Value Ever Offered at **\$1.98**

MEN'S  
**Garters - 25c**

**Linen Crash TOWELING**

A special-of course! 17-inch part-linen crash! Colored stripe borders. Assorted colors. Made for long life.

Always "Tested Quality!"  
**5 yds. for 29c**



Earthquake Feature UNION MADE  
**PAY DAY OVERALLS 49c**

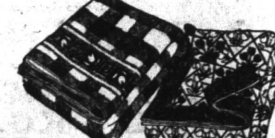
Slightly damaged by water during the earthquake at Long Beach factory. We have taken over the entire stock for your benefit. Men's and boys' sizes in sturdy 2.20 blue denim, triple stitched, bar-tacked. Some carpenter, painter and express stripes.



Yes, Madame, genuine "SUNGLOW"!  
**PRINTED BLANKETS**

Patterns in rose, blue, green and other colors. Single Blankets, sized 70 x 80. Just the proper weight for summer comfort.

**59c**



"TESTED QUALITY"

**HAND EMBROIDERED! Porto Rican Nighties**

for Misses and Women! **25c**

Dainty hand-made, appliqued nainsook gowns! Flesh, white; pastel contrasts.



Boys' Swiss Ribbed Cotton  
**Shirts and Striped Broadcloth Shorts 15c Each**

Men's and Boys' Retan Bal  
**OUTING SHOES 98c**  
Composition Soles All Sizes



THESE FAST COLOR  
**Fancy Pajamas**  
Will Make Fast Friends

At this new low price! **79c**

Unexcelled! Only Penney's colossal buying power makes possible this record economy!

Fancy broadcloths with contrasting trims—in slip-over and surplice styles!  
Boys' Sizes 69c



Men's Mercerized  
**Union Suits 49c**

It's the amazingly fine quality of the mercerized cotton that makes these outstanding! Panel rib! Button-shoulder style!



A SMASH HIT at  
Men's Tailored **49c set**

**Shirts and Shorts**  
Just think! Both at this great savings! The shirts are combed cotton Swiss ribbed—the shorts are of fine 100x80 count broadcloth. Both trimmed with harmonizing piping—the best looking set we have ever sold for 98c.



**J.C. PENNEY CO. Inc.**  
1269 Sartori Avenue, Torrance, Calif.

## This Is Spring House Cleaning Time In Torrance

This week has been designated "Spring House Cleaning Time" by Proctor & Gamble, manufacturers of soaps and cleansing products, whose Pacific coast factory was recently erected at Long Beach.

A group of Proctor & Gamble products are being featured this week at special prices by the Associated Grocers in Torrance. Representatives of Proctor & Gamble have been active this week arranging attractive displays of the company's products in local food stores. It is planned to take pictures of the most attractive displays.

**IMPROVING**  
Friends of Mr. and Mrs. B. E. Suttle, 1020 Portola avenue, will be glad to know that their little daughter, Mary Margaret, who has been seriously ill for the past month, is now improving.

**Ancient Cannon Displayed**  
ALBANY, Ore. (U.P.)—An ancient cannon that spent 60 years at the bottom of the Willamette river is being displayed here. The cannon, lost in the wreck of a river steamer, was dredged up recently. The cannon is of the same type that armed the "Constitution."

But my pleasant memories have faded like the filament of a dream. This first expectant bottle carried with it no blind-door mystery of the days of yore, no music, no sparkle of foreign shores, but was served by the same caterer's blonde that has been supplying me with Maryland milk and Virginia corn-bread. As I parked my tray on the table I wished for some of my good friends with Milwaukee fronts and Blue Ribbon tastes like

## Notes From Washington

By Charles J. Colden  
Congressman, 17th District

I have indulged in one fifteen-cent bottle of the so-called golden brew. Another of my fond delusions has fallen with a crash. I have cherished pleasant dreams and fond memories of Manila beer flavored with the sparkling spring water of the tropic mountains. I have maintained that it is superior and delicious. Maybe it was the Philippine climate. I have yearned for the exhilarating brew and the enchanting orchestras on the banks of the roaring Rhone and the castled Rhine. I have recalled the colorful hours at the Cafe de la Paix and other refreshing spots on the boulevards of Paris. And I have

often thought what a boon these pastimes would be to my hard-pressed, nerve-racked American friends restoring them to happy hours of relaxation and social content.

But my pleasant memories have faded like the filament of a dream. This first expectant bottle carried with it no blind-door mystery of the days of yore, no music, no sparkle of foreign shores, but was served by the same caterer's blonde that has been supplying me with Maryland milk and Virginia corn-bread. As I parked my tray on the table I wished for some of my good friends with Milwaukee fronts and Blue Ribbon tastes like

Art Waite of the News-Pilot who won a medal in Vienna, and Grover Whyte of the Torrance Herald and Gilmeister, who chambers for the composites, but space forbids me mentioning others that should be included.

I timidly attacked this promising bottle all alone. It was my first adventure since my departure from the hospitable ice-boxes and home brew of my generous friends in the seventeenth district. "If my dry friends should take a peep at me now," I guiltily mused. I tipped the bottle and the glass began to lather like a latherer in harvest time. I put the glass to my nose to sample the odor. It smelled like horse liniment. Then I carefully tasted it and it reminded me of a combination of horse-radish, horse-feathers and choke-cherries. And the public is lapping up this stuff like a hungry hound laps up clabber-milk back in Missouri.

Did I feel a wave of wild intoxication? Not I. If you held my nose and forced a keg of it down my throat with a horse-pistol I might feel the effects but never—never voluntarily. May be yours is a better brand. And to think I lay awake listening the night of the beer celebration in Washington and thinking from so much noise that it must be good. So I shall humbly return to coffee, malted milk, old-fashioned cow brew and maybe some Southern gentlemen will introduce me to a mint-julep during dog-days. To me, Washington brew is as flat as failure as Coca-cola.

Exasperated and disappointed by my three-point-two experiment I was driven to the movies to drown my sad experience. To me a majority of movies resemble the lather on the new brew. But I fell for this one, "Gabriel Over the White House." It is not a burlesque on politics like "The Merry-Go-Round" or "O'Casey Sing," but a serious political propaganda show based on the vital issues of the day. All of the House members were invited to be guests of the show and most of them came away deeply impressed. Many see the characteristics of Roosevelt and the unfolding of the new deal in this picture.

The House has been wrangling and battling over the District of Columbia appropriation bill which failed to pass the lame-duck session. The House has cut the appropriation bill more than two million and is contributing nearly six million to the expenses of the capital city. From the howl going up from the Washington newspapers you would think that the city was again being captured, sacked and burned by the British. The members that are fighting to reduce the government contribution are being roasted to a frazzle. One member, by his opposition to Washington appropriations, is getting a column a day of caustic criticism and he retaliates from the floor occasionally by pouring vitriol of wrath upon the newspapers. So the merry-go-round war keeps up from session to session.

Under the bill as passed by the House, the taxes in Washington are being reduced from \$1.70 per hundred dollars valuation to \$1.50 and still the natives complain about the niggardly House and are preparing to carry their grievances to the more generous Senate. The other end of the capital has always been more considerate. Some one has been unkind enough to suggest that their liberality is somewhat due to the fact that once upon a time some influential senators owned property in Washington, but that's ancient history. When I hear some of these Washington complaints I would like to never know until Pitchfork Frank swap my tax-bills to Washington

## New Highway To Long Beach Due To Be Opened Soon

Del Amo street between Alameda street and Long Beach boulevard, a new connection between Torrance, Gardena and the North Long Beach-Compton section, will be opened to traffic in about one week, according to the county road department.

Decision to improve another one-half mile of Del Amo street between Long Beach boulevard and the Los Angeles river derived the original opening date for the project. This work is under way by the county road department forces today.

The improvement will represent a total cost of about \$4.39 which the Los Angeles river bridge cost \$46,000, the Compton creek bridge \$2500 and the grading and paving work the balance.

critics for they add to \$4.39 which is some burden when compared to the \$150 capital rate. Los Angeles school rate alone is higher than all of the District of Columbia rates combined. Uncle Sam is a generous giver but I fear some of the beneficiaries are unappreciative.

The committees on banking and currency and agriculture had a real scrap over the president's farm-loan bill. According to custom and precedent the banking and currency committee claimed the measure should be referred to them. The agricultural committee contended that the bill was primarily a farm-relief measure. Speaker Rainey might have referred the bill but he chose to let the House decide. After a furious discussion the House voted to send the bill to the agricultural committee. It was urged by many of those representing the farmers that the banking and currency committee is too friendly with the bankers and that the farmer's interests should be paramount in this instance. It is said that the president will soon send in a bill for the relief of home-owners in the cities.

I have frequent business with Senator McAdoo's office and it is one of the busiest spots in Washington. Because of the pressure of business, he cannot possibly see all of his callers. His acquaintance extends to every part of the nation and apparently a majority of them want a political appointment. Some of them are from Los Angeles and if they are willing, they are given a job immediately. The present staff is hurried and there is work for everybody. But as there is no pay the volunteers are scarce or do not linger long as living expenses in Washington are not to be sneezed at.

One of the helpers informed me that the office has been unable to answer thousands of letters yet and the problem now is to find storage. Also that the senator received 1400 telegrams on one measure. If the senator, in all his callers he would be obliged to work 24 hours per day and cease all other labors.

Senator McAdoo is playing a big part in legislative matters and banking and currency engross him largely. His previous experience as secretary of the treasury make him a very valuable man to the country in the present crisis. He has labored diligently on the insurance of bank deposits and many believe he is the only senator who can steer that important measure through the upper house. The fine thing about Senator McAdoo is that he is exceedingly able and experienced, has the people's interest at heart and is a dynamo of energy. And this is no idle compliment.

Pick-ups: Bill Traeger voted just like I did twice on the same day. I suspect Bill is going Democratic. As my name is called first I can't help it. The Kid Reporter of the Southwest Topics should investigate. Just because I kidded John Burke of Long Beach others had to pick on him. John is a prince and my near neighbor. He was called home because his home was wrecked. I heard nothing of his resignation until I read it in a Los Angeles newspaper. His office is just across the hall from mine and I ought to know for I see him frequently. When do we get home? Some of the prophets say June 1, but we'll never know until Pitchfork Frank gives us our orders.

## QUALITY MARKET

2171 Torrance Blvd., Cor. Portola. Ph. 93.

Specials for Friday and Saturday  
These Prices Effective at Above Address Only

**BUTTER**  
CLOVERBLOOM  
or  
MEADOW GOLD **1b. 8c**

When purchased with box 3 dozen homemade Mary Ann Cookies at 25c

**EGGS** U. S. Extra, Large, Fresh From Ranch, doz. **17c**

**GOLD MEDAL Softasilk CAKE FLOUR** Cake Tray FREE! Large Pkg. **19c**

**OXYDOL** Jigsaw Puzzle FREE! Large Box **18c**

**TOMATOES** Blue Bunny, Solid Pack, Large 3/2 Can **9c**

**CAMAY SOAP** 3 bars **13c**  
Kind to Face and Hands. FREE—40-piece Jigsaw Puzzle!

**BROOMS** RED HANDLE **29c**

**CRISCO** 3 lb. can **49c**  
FREE Spatula.

**Baker's Premium No. 1 CHOCOLATE** 1/2-lb. Cake **19c**

**FOLGER'S COFFEE** a. lb. can **29c**

**BEN HUR COFFEE, Drip or Regular** lb. **27c**

**Wesson Oil** PINTS 19c  
QUARTS 37c

## MEAT DEPARTMENT

2171 Torrance Blvd. and 1406 Cravens

Extra Fine Yellow Skinned  
**Frying Chickens 23c**  
Extra Fine Grain Fed

**Rabbits . . . . pound**

**Legs of Milk Lamb . . lb. 19c**

**SKINNED HAMS** lb. **14c**

**Eastern Bacon** 1/2-lb. Pkgs. Each **10c**

Lean Rib Boiling Beef  
Breast of Veal  
Breast of Lamb  
Pure Lard  
Best Compound **8c lb.**  
2 lbs. 15c

Fresh Ground Hamburger Steak  
Fresh Pork Sausage  
Fresh Pork Spareribs  
Legs of Pork, whole or half  
Center Cut Pork Shoulder  
Pork Loin Roast **12 1/2c**  
POUND

## VEGETABLES and FRUITS

2171 Torrance Blvd., Corner Portola, Phone 93

**STRAWBERRIES 6 boxes 25c**  
Ideal for Canning or Short Cakes

**BEANS, Fresh and Tender** 2 lbs. **25c**

**NEW SPUDS, No. 1 6 lbs. 25c**

**ARTICHOKES, Large Size** each **5c**

**PEAS, - - fresh lb. 5c**

**ORANGES** Juicy, Sweet **6 doz. 25c**

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