

The "Blue Eagle" has a very real meaning here



For 31 years the Penney organization has been proving in actual service the soundness of today's "NEW DEAL."

This has a Special Meaning for Homes

The Penney "New Deal" has brought direct benefits to many millions of families... three generations of people.

These benefits... direct savings in money spent and the satisfaction in use which only honest merchandise provides... rest squarely on economies of operation passed on to the customer.

This did not take place overnight. It took time.

The national "New Deal," too, may require time before each one of us feels any direct benefit. But the purpose of the program provides just that... better opportunities, better conditions, lower taxes.

That means a lot to every family. But it demands cooperation and support.

The Penney "New Deal" is in effect now. It offers values for every member of the family. It offers, too, interested, thoughtful service by store personnel who take a real interest in your needs... they're local people... your neighbors.

ONE of the very first organizations to display this symbol of the industrial "New Deal" was the J. C. Penney Company.

To qualify required no great preparation... no drastic "reorganization." For the Penney stores had been conducted on N.R.A. principles ever since the first of these stores was founded... back in 1902.

At Penney's the "New Deal" is actually thirty-one years old! For many of the fundamentals on which this national association of locally operated stores rests are strikingly similar to those of today's great governmental program.

J. C. Penney's idea was simple. Employees were to have a chance to share in ownership. Wages would provide for real living, not bare existence. Each sale would show a small profit, but there'd be many sales. Merchandise would be plainly marked, sold for just what it was. Experience would be pooled to develop operating efficiency at rock-bottom cost. Waste would not be tolerated. Complacency phrases today... but "revolutionary" in the mercantile world of 1902!

The Penney "New Deal" worked. More and more stores were required to supply the needs of a buying public that, almost for the first time, was actually sharing in economies of operation.

Penney values simply could not be duplicated. For serving (not dominating) these stores was a skilled and experienced central buying staff that knew values and where to find them.

Today there are nearly fifteen hundred Penney stores, living proof that the principles for which the "Blue Eagle" stands are sound, that the difficulties can be overcome, that cooperation will make such a plan win out.

That's why the J. C. Penney organization believes in the "New Deal." It has seen it at work for 31 years!

J. C. Penney Co.

Incorporated

New LOWER Prices On SUEDE JACKETS and LEATHER VESTS

SUEDE LEATHER JACKETS, Co-sack model, adjustable button straps and cuffs. Slash pockets. Unlined.

Men's Horsehide Leather Vests. Blanket lined, improved adjustable belt, twill sleeve lining, two slash and straight pockets.



\$5.85

Fine White Handkerchiefs With Hemstitched Borders

Men's Sizes 17x17 in. Women's Sizes 12x12 in.

3 for 10c 5 for 10c

An NRA Value-Giving Achievement House Frocks

These are made of 80x80 count Percales, in Beautiful Patterns. The Styles and Quality will surprise you.

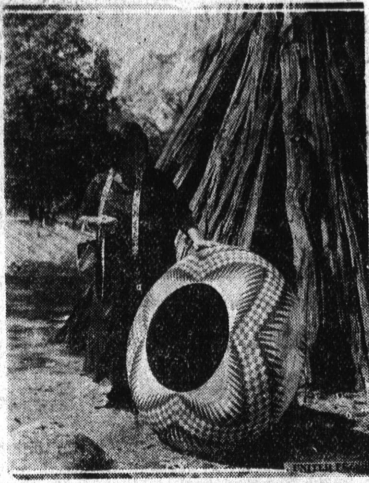
Full Cut 66c Sizes 14 to 52

J. C. PENNEY CO. Inc.

1269 SARTORI, TORRANCE

Just the Same As Century Ago

Lucy Tellez, Yosemite Valley Indian woman, worked four years on the baskets with which she is pictured. The basket, largest ever made in the valley - three feet in diameter and two feet deep - was made entirely with natural materials, willow bough framework, white grass roots, red rosebud roots and black fern roots.



WOMAN SOCIETY HALLOWEEN CARNIVAL

Job's Daughters are giving a Halloween carnival in the Woman's clubhouse Saturday evening, October 21. Everyone is asked to wear a costume and mask. There will be several booths, one for fortune telling, one where candy will be sold, and another where one may get punch. Music will be furnished by Junior Ulrich and his Hotentots.

WOMAN'S CLUB DANCE

Torrance Woman's Club will hold their regular lodge dance in the Mandarin ballroom at Redondo Beach, Saturday evening, October 21. Tickets may be secured from Mesdames Lon-Ralston, Carl Marshall, C. T. Rippy and Chas. Schultz.

WILL PLAY FOR SAN PEDRO CLUB

Madame Teala Billini, concert pianist, will be one of a trio of musicians who will put on a program for the National Business and Professional Women of San Pedro, Thursday evening, October 26.

Madame Billini will play two solos and take part in two trios. The other musicians are Mr. and Mrs. Gardner of San Pedro, and John, who will also be heard in solos and trios.

VISITING PARENTS

Mr. and Mrs. R. L. Burger, 2317 Torrance boulevard, have as their house guest, their daughter, Mrs. T. H. Falliche, of Pomona.

JOB'S DAUGHTERS

Fathers and mothers will be special guests at the regular meeting of Job's Daughters in the Masonic Temple, Tuesday evening, October 24.

RETURN FROM VACATION

Mr. and Mrs. William M. Bush, 1731 Plaza del Amo, have returned from a month's vacation. They attended the World's Fair at Chicago and visited with friends and relatives in Kansas City, Kansas.

DINNER GUESTS

Mr. and Mrs. Roland Sanderhoff, 1538 Post avenue, had as their dinner guests Saturday evening, Mrs. Charlotte Kingston of Chicago, and Mr. and Mrs. J. Louis Hayes of Los Angeles. Dancing at the Mandarin ballroom in Redondo Beach was enjoyed by the group later in the evening.

PENNSYLVANIA VISITOR

Mr. and Mrs. Gus Kaufmann, 1612 Post avenue, have as their house guest, their nephew, Harold Kaufmann, of Washington, Pennsylvania.

CHEERIO CLUB

Pacific Electric Cheerio Club will celebrate their third birthday when they meet at the home of Mrs. W. H. Gilbert, 2567 Sonoma avenue, Friday, October 20. There will be a short business session which will include the election of officers. Everyone is invited to attend as an especially nice evening is planned. Mrs. Dan Barnard will serve as co-hostess with Mrs. Gilbert.

M. E. CIRCLE MEETINGS

Methodist Woman's Aid Society Circles were entertained at their regular meetings Tuesday afternoon. Circle No. 1 met at the home of Mrs. E. Hopkins, 1511 Engracia avenue. Circle No. 2 met at the home of Mrs. R. Hogue, Arlington avenue. Circle No. 3 met at the home of Mrs. Mary Spoon, 2771 Torrance boulevard.

ATTEND DISTRICT MEETING

Mrs. Laila P. Bowen, president; Mrs. Juliet M. Young, past president; and Miss Lute Fraser, of the National Business and Professional Women of Torrance, attended the Los Angeles district meeting held at the Woman's club, Hollywood, Saturday afternoon.

Red Cross Roll Call Conducted In November

Relief Work Many Times Value of Receipts Carried Out This Year

Simultaneously with an announcement by national headquarters of the American Red Cross in Washington, D. C., that the 17th annual roll call of that organization will be conducted in the period from Armistice Day to Thanksgiving, November 11 to 30, inclusive, a very enlightening report just received from Mrs. Caroline Collins, chairman of Torrance branch, Los Angeles chapter, American Red Cross, reveals in minute detail some of the outstanding phases of the relief work carried on in Torrance during the past year by the local branch.

Figured at actual monetary value, the relief administered by the Torrance branch reaches a figure in excess of 20 times the total amount of its receipts during the 1932 roll call.

The largest single item on the report shows that 4200 sacks (102,900 pounds) of government farm board flour, with a value of \$3087, were distributed by the Red Cross to local families in the past 12 months.

In the same period some 3939 garments, made of government cotton and with a very conservative value of \$1769.50, were given to our local needy. An additional 10,223 yards of cotton yardage served a double purpose in not only supplying material for hundreds more garments but also in creating employment for a number of local women. The report shows that, during the month of August, for instance, 47 women were given 2366 hours employment on the Torrance sewing project, making up this yardage into additional garments. These women were paid by the county out of federal funds.

According to Mrs. Collins, all except 50 cents of each membership received during the forthcoming roll call will go entirely to the support of local activities such as above. Five types of membership will be available: Annual, \$1.00; contributing, \$5.00; sustaining, \$10.00; and supporting, \$25.00, although larger amounts will be welcomed in the form of contributions.

As announced in the Herald last week, the supplies furnished by the Red Cross for sewing work here will be discontinued after this month. If the women who have been earning wages by this means are to continue to do so, some arrangement must be made locally to supply them with material which will cost about \$15 a month.

Mrs. Collins has invited these women to contribute a small amount of their earnings each week to pay for a membership in the Red Cross at \$1.00 a year, to show their appreciation of the help they have received from this source and a number have agreed to do so.

Headquarters for the Torrance Relief Society, which reopened last week after two months vacation, have been moved to the vacant store on Gramercy avenue formerly occupied by Graham Bros. tailoring shop.

LONG BEACH VISITORS

Mr. and Mrs. W. D. Goodin and family of Long Beach, were dinner guests at the home of Mr. and Mrs. H. C. Barrington, 1452 Engracia avenue, Monday evening.

DELEGATES TO GRAND CHAPTER

Mrs. Carrie Parks, worthy matron of the Torrance Chapter, Order of Eastern Star, and Mrs. Gwendolyn Knudsen, an associate worthy matron, are delegates at the meetings of the Grand Chapter in Long Beach, this week.

ALL-DAY SEWING

Torrance Hospital Auxiliary will hold an all-day sewing in the Nurses Home on Engracia avenue, Wednesday, October 25. Everyone is especially urged to come out. There is a need for the sewing now.

MRS. ROCKEFELLER PLANS ROGUE HOME MARSHFIELD, Ore. (U.P.)—Mrs. John D. Rockefeller III will have a summer home built on her 280-acre tract on Rogue river, according to plans announced by her father, Elton H. Hooker of New York. The tract was purchased three years ago. Many prominent San Francisco millionaires have summer cabins on the Rogue, famous for its fly fishing.

SEVENTY-FOURTH ANNIVERSARY SALE

- BOKAR COFFEE lb. 23c
- EIGHT O'CLOCK—lb. 17c RED CIRCLE—lb. 22c
- BUTTER CLOVERBLOOM FULL CREAM lb. 21c
- BEER BLUE RIBBON SCHLITZ 12-oz. bottle 10c
- DUTCH GIRL (No Bottle Deposit)

- Red Beans SULTANA 1-lb. can 5c
- Baker's Cocoa 1/2 lb. can 10c
- Spaghetti ENCORE can 5c
- Vinegar CRYSTAL quart bottle 10c
- Sparkle GELATIN DESSERT ALL FLAVORS pkg. 5c
- Pears DEL MONTE No. 1 can 10c
- Tomato Juice CAMPBELL'S can 5c
- Tender Peas SWEET No. 2 can 10c
- Raisins DEL MONTE SEEDED OR SEEDLESS 15-oz. pkg. 5c
- Asparagus TIPS DEL MONTE 10c
- Ivory Soap MEDIUM cake 5c
- Nucoa MARGARINE lb. 10c

A&P QUALITY MEATS

- HAMS SKINNED Whole or Full Half lb. 15c
- Bacon Armour's Eastern Sugar Cured Piece lb. 14c
- Pot Roast CHUCK Eastern Grain-Fed Beef lb. 9c
- Sliced Bacon PREMIUM 1/2 lb. 10c
- Prime Rib Roast Eastern Grain-Fed lb. 15c
- Boiling Beef FRESH lb. 6c
- Pork Roast SHOULDER Eastern Grain-Fed lb. 10c
- Ground Beef FRESH 2 lbs. 19c
- Pork Sausage 100% Pure Our Own Make lb. 12c
- Lamb Legs OR CHOPS Genuine 1933 Spring Shoulder lb. 12c STEW lb. 5c
- Jack Cheese MONTEREY lb. 15c
- Mayonnaise Cheney's Bulk qt. 23c
- Bulk Lard PURE 3 lbs. 23c

EASTERN GRAIN-FED BEEF STEAK

- ROUND, SWISS SIRLOIN, T-BONE lb. 17c
- Apples FANCY BELFLOWERS 6 lbs. 15c
- Potatoes NO. 1 BURBANK 8 lbs. 14c
- Celery LARGE STALKS 3 for 10c
- Grapes TOKAY SWEET 3 lbs. 10c

PRICES EFFECTIVE THURS., FRI., SAT., OCT. 19, 20, 21. OUR PRICES INCLUDE THE 2% STATE SALES TAX.

A & P FOOD STORES

Torrance Herald With Which is Consolidated the Lomita News Published Every Thursday. GROVER C. WHYTE, Editor-Publisher 1336 El Prado, Telephone Torrance 444 Torrance, California

MEMBER California Newspaper Publishers Association MEMBER United Press Associations

Published weekly at Torrance, California, and entered as second class matter January 30, 1914, at the Postoffice at Torrance, California, under the Act of March 3, 1879.

Subscription Rates in Advance Anywhere in Los Angeles County... \$2.00 per year Anywhere in the U. S. Outside of Los Angeles County... \$3.00 per year Canada and Other Foreign Countries... \$6.00 per year Single Copies... 5c

OFFICIAL PAPER OF THE CITY OF TORRANCE Adjudicated a Legal Newspaper of Los Angeles County, Superior Court Case No. 218470, Dated March 22, 1927.

Star Furniture Announces Radio Repair Service

A new certified radio repair service is announced by the Star Furniture Company, 1273 Sartori avenue. C. Alexander, expert radio technician who formerly operated a store in Torrance, has been placed in charge of the new service department.

Mr. Alexander is well known in Torrance and we are sure his host of friends will be glad to learn that his services are again available. Stated H. M. Abramson, manager of the Star Furniture Company in Torrance, prompt and efficient repair service will be given on all makes of radios at reasonable prices. Mr. Abramson stated.

PROVLER ATTEMPTS TO ENTER THREE HOMES

T. Schwering, 1303 Anapola avenue, Mrs. J. H. Rose, 2321 Sonoma, and Mrs. Schwartz, also residing on Sonoma, reported to city police that a prowler had attempted to enter their homes about 2 o'clock Monday morning. The matter was not reported until yesterday.

New Road Opens Virgin Area



Ventura-Maricopa modern highway to open officially October 22 will make available primitive outing area and rugged scenery, such as in Cuyama Valley, shown above, reports the Automobile Club of Southern California.

NOTICE OF INTENTION

Notice of intention to marry was filed in Los Angeles late last week by Harris D. Gregory, 24, of 15246 South Normandie avenue, Gardena, and Murtle I. Campbell, 18, of 15717 South Normandie avenue, Gardena.

Notice of intention to marry was filed in Los Angeles Tuesday by Carl F. Volk, 22, of 1952 Plaza del Amo, Torrance, and Velda I. Brooks, 21, of 7927 Walnut drive, Los Angeles.

Two Harbor City residents also filed notice of intention Tuesday. They were: John Porson, 33, of 250 Fourth street, and Germaine Soderin, 28, of 1521 25th street, Harbor City.

CARD PARTY

Leonard Wood Camp, Spanish American War Veterans, and their auxiliary will give a card party in the Moose hall, 211 1/2 Catalina avenue, Redondo Beach, Friday evening, October 20. Prizes will be awarded for bridge and 500. Reservations may be obtained by calling Mrs. Alfred Gourlier, phone 119.