

Let's

1. MAKE A GARDEN or
2. PAINT THE HOUSE or
3. REPAIR THE ROOF or
4. ADD A ROOM or
5. RESURFACE THE FLOOR or
6. REPAIR THE FURNITURE.

DO IT NOW!

LET'S DO IT NOW WHILE PRICES ARE THE LOWEST FOR A DECADE. LET'S BEAT RISING PRICES. LET'S ACT NOW AND

Save

Public Lecture

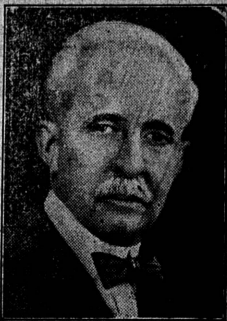
At Social Hall, 2171 Torrance Blvd.
 Every Wednesday, 12, 2:30, 7:30 p. m.
 The Great Truth at Last - The Wisdom of the Ages.
 First Time Given In 2000 Years
 The Secrets of Life and the Hidden Powers of Man Revealed.
 The Way to Freedom For All Men!
 PRIVATE CONSULTATION FREE, 10 A. M.

Huge Shipments of New Goods Arrive For Penney Anniversary

Frank M. Buffington, manager of the J. C. Penney Department Store in Torrance, announced Monday morning before he left for San Francisco to attend the Penney Company's annual convention at the Hotel St. Francis, that the local store had just completed receiving shipments of huge quantities of new Spring merchandise purchased months ago for special selling during the 32nd Anniversary Celebration of the founding of the company. The anniversary, which is celebrated nationally in all Penney stores, began last week and will continue throughout the remainder of the month.

In commenting on his unusually large shipment of goods, Mr. Buffington pointed out that the local Penney store was enjoying the busiest season in its history. "March went over big with us here," he said, "and the company as a whole had a large sales increase. Judging from the exceptionally large volume of sales so

FOUNDER



J. C. PENNEY

far this month, we are all set to shatter records in April."

Mr. Buffington called attention to the fact that the Penney Company, in planning for this year's anniversary celebration, had bought in enormous quantities to supply all of their nearly 1500 stores, and hence had been able to purchase at a lower level.

"Regardless of increased costs in wages and overhead," said Mr. Buffington, "the Penney Company is maintaining its long-established policy of passing on to its customers every possible saving from advantageous buying and economical operation. This anniversary was planned months ahead," he said, "and because of advantageous buying operations at that time we are now able to offer some items at prices even lower than last year's level."

"It is true," he continued, "that increased manufacturing costs have to be met, but the Penney Company, realizing that wages and incomes of a great many people have not kept pace with increased production costs, has endeavored to absorb these costs in economies in operation and carefully planned buying. In this way we are able to keep prices scaled down more in line with income levels. Yes, recovery does call for higher prices but there can be no recovery if goods aren't sold, and the Penney Company has always found that the way to get goods sold is to keep them at prices people can afford. The public response to our anniversary values has proven the wisdom of this policy."

132 Nominations Will Be Made At August Primary

SACRAMENTO, (UP)—California voters will nominate candidates for 132 state offices, in addition to county and city offices, in the primary election August 28, according to information contained in an official program released by Frank C. Jordan, secretary of state.

Offices for which candidates are to be nominated are governor, lieutenant governor, secretary of state, controller, treasurer, attorney general, four members of the state board of equalization, superintendent of public instruction, one United States senator, 20 representatives in congress, 20 state senators, 80 members of the state assembly, two associate justices of the district courts of appeal.

Candidates must file their declaration of candidacy and sponsor's certificates some time between May 31 and June 23. Registration of voters for the primary will close July 12.

Steady Improvement Increases Home Value

A new coat of paint, repairing or replacing the roof, adding an additional room or possibly repapering the walls are just a few of the improvements that will add greatly to the value of your present property. A run-down condition naturally detracts from the original beauty and will cause a house that would ordinarily last a life time to deteriorate in a comparatively short time. Many homes bought now on the rising market and properly taken care of will undoubtedly increase in value. There is a subconscious sense of well-being that accompanies living in an attractive house with a well-kept lawn; a house that is neatly painted, well cared for; such a house or home fairly radiates the atmosphere of a successful life whether the size be three rooms or 30 rooms.

Extra Outlets Are An Advantage

By increasing the number of wall and floor plug-ins, additional comfort and convenience can be obtained. An outlet close to the bed or beds makes it possible to have a light within your arm's reach in case of emergencies—and anyone who has bumped heads and skinned toes groping in the dark for a switch will welcome such a handy light with open arms.

In the front room an extra outlet or two can change the whole aspect of that room at night; better lights offer lighting efficiency and this is sadly neglected in a great majority of homes.

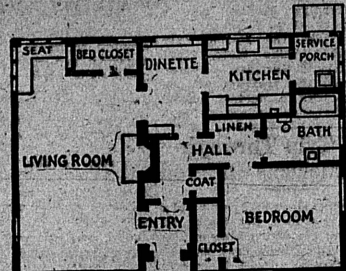


Journal House Pattern 345

COLONIAL SPANISH ARCHITECTURE

The smaller the house the more necessary it is to make an accurate study of the proposed floor plan. Household confusion is so easy to exist in a small house. With a plan spread out before you there is an opportunity to study the house, room by room. A good way to carry out such a study is to start at the front entrance and mentally conduct yourself on a tour of the rooms.

Besides the arrangement of the rooms, the ability to furnish them pleasingly is important. Location of windows and doors are often deciding factors in the placing of furniture. Also the possibility of arranging furniture in various ways is helpful. To do this well it is necessary to have double convenience electric out-



lets placed judiciously, so that in no matter what position the furniture is placed there will be available electric light.

S-s-s-sh!
 Don't tell the family...

...but give them treat after treat, surprise after surprise, with what you learn in three big days at the

SAFeway STORES HOMEMAKERS' BUREAU

"Kitcheneering"

...the West's greatest Cookery Convention Personally conducted by

Mrs. Edith Jeffers Freeman

Be on Hand at
Torrance Theatre
 on
 Wednesday, Thursday,
 Friday, April 25, 26, 27
 Doors open: 1 P. M.
 Course begins: 2 P. M.
 ADMISSION FREE

Soon the Safeway Stores Homemakers' Bureau under the direction of JULIA LEE WRIGHT brings you "Kitcheneering" ... three marvelous days of demonstrating the finest developments and discoveries of the Bureau's staff and testing kitchen.

You're invited! You're expected! And ... best of all ... you'll be able to thrill family and friends with things absolutely new and new ways of making familiar things amazingly better! Won't you come?



Hearing cheering
 In the kitchens?
 Happy housewives
 In the streets?
 Surely "Kitcheneering's"
 Nearing,
 With endearing
 Treats!

THE SAFEWAY STORES HOMEMAKERS' BUREAU
COURSE IN "KITCHENEERING"



THINK! OF PAUL ZUVER

When Something is Wrong Electrically
 Large, Small Motor Repaired
 No House Wiring Job too Large
 No "Fix-It" Job too Small
 Extra Outlets Installed
 Phone 272-R

ANY Electrical Work Done
 RIGHT and Guaranteed
 GET OUR PRICES
 1011 Portola

Old Floors Made New ...

Machine Sanding and Refinishing
 Hardwood Floors Laid Over Old Floors at Practically
 No Inconvenience to Tenants.

Wood floors laid over cement

Linoleum Treated to Insure Longer Life and Present
 Greater Beauty.
 We Have the Ability, the Equipment and the Desire
 to Take Care of Your Floor Troubles.
 Operating in Harbor District Since 1918

L. J. ACREE

Representing
Southwest Materials Company
 1747 Gramercy Avenue, Torrance, Phone Torrance 98

Soil Off

THE PERFECT NON-INFLAMMABLE
 LIQUID CLEANER

- Cleans Your PAINTED KITCHEN WALLS Like You Dust
- No Water Used No Rinsing No Drying
- Does Not Create Dust Doesn't Scratch



REMOVES INSTANTLY gas and cooking grease, smudges, smoke, kick marks, all soil, with the first application, from interior stucco, sanitary plaster, enamel furniture, gum woodwork, hardwood floors, fire places, etc.

No rubbing or scouring, eliminates the labor of removing like other cleaners. Dissolves the dirt and disinfects as it cleans. Not injurious to the hands. Has a refreshing odor.

POSITIVELY WILL NOT REMOVE PAINT OR GLOSS
 QUART 60c HALF GAL. \$1.00 GALLON \$1.75

Paxman's Hardware
 1219 El Prado Torrance Phone 251

In Advance of Advancing Costs! - - -

The General Contractors' Building Code, under the NRA, has just been approved and will go into effect promptly. This factor, supplemented by other conditions, points very conclusively to an advance in building costs in the early months to come, in both materials and labor.

With the approach of Spring, and with the advance of general business recovery, building will take on added stimulus, which will be still further augmented, undoubtedly, by the prospect of increasing costs, as above noted.

Property owners who have, for one reason or another, postponed the making of needed repairs, remodeling or rebuilding, or the launching of any new building enterprise, may well take advantage of the very moderate costs in effect at this time. All signs point to higher costs to come.

The firms whose announcements are listed on this page are reputable, established local institutions, fully equipped and ready to help you with your building problem. You may employ them with confidence.

TERMS or CASH ...

Foreclosed and repossessed property at prices never before possible to offer. If you will ever want—NOW is the time to buy.

\$2000
 Buys 4-room stucco on Manuel; double garage. Only \$500 down and terms.

\$2500.00
 Buys a large 5-room stucco on Acacia, worth double this amount. \$500.00 cash, balance monthly payments.

\$2250.00
 Buys large 5-room stucco on Beach. Lot 50x140 feet, east front lot. Only \$500 cash, balance monthly.

\$1250
 Buys 50-foot lot on El Prado next to J. C. Smith home. Don't pass this up if you want a real location.

\$1223.20
 Buys new 4-room stucco on Sierra street. Lot 45x55, garage, low taxes. This is a real home and priced for quick sale for cash.

\$1410.40
 Buys large 5-room house with two apartments in rear; good location on Portola. This is a cash price.

\$1500
 Buys large 5-room house on Andree; half a block off Carson. Terms.

We have many other bargains in improved and unimproved property.

Torrance Investment Co.
 PHONE 176

\$1026.00
 Buys good 4-room stucco, breakfast nook, lot 42x100, on 220th street. Don't pass this one up. This one all cash.

\$1307.20
 Buys new 5-room frame on Carson street; garage, cement drive way, lot 40x150. You could not build the house for this price. This is a cash price.

\$924.00
 Buys 5-room frame house, lot 66x635; garage. One acre on Meyler street. This is a real buy for cash.

\$1250.00
 Buys new 4-room and bath; equipment for 500 chickens. Lot 80x180. \$300 cash, balance payments.

ACREAGE
\$650.00
 Buys 1/2 acres on Vermont, south of Carson.

\$1250.00
 Buys 2 1/2 acres on Vermont. Ideal place for chicken ranch.

\$3000.00
 Buys 5 acres on Avalon, south of Carson street. Easily worth \$1000.00 per acre.

\$2750.00
 Buys 1 1/2 acres on Main street. Fine location for market or gasoline station.