

### Highway Travel Drops 16.5 Percent in 1943

Travel on California highways during 1943 dropped 16.5 percent below that of 1942, traffic counts by the state department of public works revealed.

But, despite the gasoline shortage, highway traffic last month showed an increase of 25.7 percent over December, 1942. Director C. H. Purcell reported. However, the count still was 3.6 percent under that of November last year.

"The large percentage increase shown for last December over December, 1942," Purcell said, "is accounted for by the unprecedented drop in December, 1942, traffic which occurred at the outset of gasoline rationing. The comparison of the full 12 months' periods of 1942 and 1943 is much more representative of the traffic trend."

Phone Torrance 444 or 443 for details about wedding announcements or stationery.

Give yourself a glamorous **PERMANENT WAVE** right in your own home for only... **59¢**

Complete with 30 curls. Nothing else to buy. SATISFACTION OR MONEY BACK.

"CHIC" PERMANENT WAVE HOME KIT requires no heat, no electricity, no machines or dryers. No experience needed. Easy, safe to use. For woman and children.

BEACON DRUG CO.  
Cabrillo at Gramercy—Torrance

### Taxpayers Given Simple Rules In Making Out Income Tax Forms

With more than 2,000,000 Southern California residents expected to file federal income tax returns before the deadline of March 15, at least 400,000 of whom will be filing for the first time, Collector of Internal Revenue Harry C. Westover today issued instructions designed to simplify the filling out of tax returns.

Taxpayers who use the optional simplified Form 1040-A are not allowed to take any deductions from their gross income. The taxes calculated on this form already takes into consideration an average allowance of 6 percent for deductions for each person. Only those people whose 1943 income was derived from salaries, wages, dividends, interest and annuities may use form 1040-A, and then only if their total income was \$3,000 or less.

Any taxpayer who so desires may file the regular form 1040, but those whose income was over \$3,000 or was derived from business or income property must file on this form and are allowed no option.

Taxpayers who file on form 1040 may deduct: State sales tax, state unemployment insurance taken from their paycheck; state income tax paid in 1943; real property and personal property taxes; the full cost of automobile license plates and the federal auto tax stamp, union dues, interest paid on indebtedness, contributions to churches or charities organized in the United States, admission taxes, tax on safe deposit box rental, taxes on club dues and initiation fees, amounts paid in excess of 5 percent of their net income for medical and dental expenses including premiums on health and accident insurance, periodic alimony payments and

traveling expenses provided no reimbursement is received for such expenses.

Taxpayers this year must not deduct: Expenses incurred in traveling between home and their places of business; gasoline taxes or federal social security or railroad retirement taxes or civil service deductions taken from their paychecks; federal income taxes for prior years, hunting or fishing or dog licenses, passport fees, special assessments, personal living or family expenses, cost of personal insurance or annuity premiums, expenses or depreciation of automobiles operated for personal use, losses on personal residences sold or the purchase price or cleaning cost of ordinary uniforms.

### Saunders in Charge Of Navy Recruiting At San Pedro Station

George W. Saunders, specialist recruiter first class, USNR, was appointed in charge of the San Pedro recruiting station this week, it was announced today. Saunders succeeds G. O. DeHart, chief yeoman, who has returned to the main station in Los Angeles.

In assuming his new duties, Saunders urged anyone interested to feel free to come in and obtain any information they desire concerning Navy enlistment. The station is open from 8:00 a.m. until 6:00 p.m. each day except Sunday.

The new recruiter in charge stated that voluntary enlistment in the Navy was still open to 17-year-olds, while men between the ages of 18 and 38 who are skilled in certain ship building trades are eligible to volunteer for induction into the Navy's new ship repair unit. Women between the ages of 20 and 26 may apply for enlistment in the Waves at the San Pedro recruiting station.

### Greyhound Features Work Being Done by Women in Marines

A little over 11 months ago, the first American woman donned the attractive uniform of the Marine Corps Women's Reserve. Today thousands of girls in Marine forest-green with scarlet markings are working in control towers and link trainers, driving transport vehicles, rigging parachutes and performing other highly specialized duties formerly handled by male Marines. Every woman Marine has released a man for the fighting front and thus has participated

in glorious American victories such as those on Bougainville, Tarawa and New Britain. In pointing out these inspiring accomplishments during the first historic year that women have worn the uniform of this distinguished branch of America's fighting forces, Col. D. M. Randall, the officer in charge of the Western Procurement Division, U. S. Marine Corps, stated that an important contribution to the success of the Women Marines' recruiting program has been the splendid cooperations of newspapers and advertisers.

An example of this cooperation is seen in this issue of the Torrance Herald. The advertisement of Pacific Greyhound Lines is devoted almost wholly to Marine Corps Women's Reserve recruiting. This message to women is running in more than 500 newspapers throughout California, Oregon, Nevada, Utah, Arizona, New Mexico and parts of Texas.

### Specialist Loaned to Aid OPA Organization

The state agriculture department recently announced it has loaned W. L. Jackson, a marketing economist specializing in fresh fruits and vegetables, to the Office of Price Administration in Washington.

Jackson will work with OPA authorities for approximately four months in preparing regulations covering fresh fruits and vegetables during the coming crop season.

**SO. DAKOTA PICNIC**  
The South Dakota State Society annual winter picnic will be held at Sycamore Grove Park, Los Angeles, Sunday, Jan. 30, 1944. All former South Dakotans, including service men and women, residing or visiting Southern California, are cordially invited to attend.

**FRUIT TREES**  
ALL KINDS  
GET YOURS NOW  
**Torrance Nursery**  
2267 Carson St.  
Phone Torrance 421-W

# JANUARY CLEARANCE

Shop Now and Save!

**PRICED TO CLEAR!**

**CHECK THESE FOR SAVINGS!**

**TO MAKE WAY FOR THE NEW!**

## MEN'S SPORT COATS

Fine tailored features make these quality Sport Coats a STELLAR VALUE at this Close-Out Price . . . . . **10.00**

## MEN'S ALL-WOOL SUITS

Quality woollens with many hand-tailored features. Every suit taken from our higher price ranges . . . . . **19.75**

## MEN'S SPORT SHIRTS

New two-tones that are always style leaders. Priced to Close-out! So hurry and get your share . . . . . **3.37**

Hand-made Four-in-hand TIES Repriced to 37c

## Women's Rayon Hose

39c

Special for This Event! Good Wearing Features

## Sweetheart Bath Soap

7c

NO LIMIT!

## ASSORTED Glass Cups

5c

Many Attractive Designs

## J and P COATS Thread

8c

250-yard Spools

## MOTH-PREVENTIVE CLOTHING CHESTS

Very well constructed, 2-door style; large enough for shoes, suits, dresses and coats . . . . . **2.98**

SAVE SPACE TOO! SEE THESE TODAY!

## 36x72 WINDOW SHADES

Good quality shade cloth, mounted on good, long-life rollers. Replace those worn ones at this low price . . . . . **79c**

## WOVEN PATTERN RAG RUGS

American made of quality materials in size 26x48. Many fine color combinations to choose from to suit every room in the house . . . . . **1.98**

**SHIPMENT JUST ARRIVED**  
A LIMITED NUMBER OF  
**"RID-JID" IRONING TABLES**

Will not wiggle, wobble, jiggle, joggle, slip or slide . . . . . **\$4.15**

**TORRANCE HARDWARE**  
1515 Cabrillo Phone 1480  
Next to the Bus Stop TORRANCE

**Let's BUST 'EM Wide Open**

It's in the air. You can feel it, every time the Axis is struck. This is the climax year, the year of decision.

In history, 1944 will be the big year of the war—every stroke for victory counts more now. That's why it's vitally important for every American to be at his post, doing his part right now.

You, personally, have an important job in winning the war—buying War Bonds. It's not glamorous — no, not even a sacrifice, really, because you are only lending your money, to be returned with interest. But it is essential to complete victory.



## Mayfair Creamery

1336 Post

Torrance 337

### REDUCED TO CLEAR!

#### Boys' Sport Coats

7.00

Expertly tailored just like dad's. Many patterns and colors to choose from, but not all sizes.

#### Boys' Aviation Suits

2.00

Extra Special! Out they go! Only 12 suits, so you will have to hurry.

#### Boys' Dress Suits

10.00

A Close-Out group that spells savings. Quality suitings that will wear well.

#### Women's Work Aprons, 1.00

Were much higher, but now a Bargain for you!

#### Ration Free Oxfords

2.49

Fine for defense work.

**OUR LOSS—YOUR GAIN . . . ON THESE**

## WOMEN'S COATS

Greatly Reduced to Sell Fast! Not All Sizes But All EXTRA VALUES! \$8.00  
Others at . . . 10.00 to 12.88

## WOMEN'S SUITS

Expertly tailored features that will make these a sellout! So you will have to hurry . . . **10.00**

## WOMEN'S DRESSES

Many clever new styles taken from our higher price ranges. Others repriced to 6.00 . . . . . **2.00**

## WOMEN'S SLACKS

Dramatically cut to make room for Spring shipments . . . . . **3.50**

## WOMEN'S HATS

Flattering styles in One-of-a-Kind group . . . . . **50c**

All Penney Salespeople Are Participating in the 4th War Loan Drive  
**Let Us Sell You Your War Bonds**

**MESH HOSE**  
Close-Out Price **1.00**

### CHECK THESE FOR SAVINGS!

CHROME TANNED

#### Welding Mitts

2.19

Heat Resistant

HEAVY WEIGHT

#### Work Sox

10c

Fine Mixed Knit

FINE KNIT

#### Utility Shirts

49c

Launders Easily!

10-OUNCE

#### Overall Pants

1.49

Extra Sturdy

### TO MAKE WAY FOR THE NEW!

72x95 BLEACHED

#### Sheet Blankets

1.39

Warm and Fluffy

PENNECRAFT

#### Art Needlework

25c

EXTRA VALUE!

### SPORT LUGGAGE BARGAIN

Army and Military styles. Some have fastener tops. Buy one for those fellows in service . . . . . **50c**

### HEAVY LAUNDRY BAGS

Extra serviceable for extra long wear. Washable . . . . . **98c**

### FULL SIZE MATTRESS PADS

Protect that hard-to-get mattress at this time—washable, white . . . . . **2.98**

### FULL SIZE MATTRESS COVERS

Keeps your mattress clean and sanitary—washable . . . . . **2.35**

### BETTER QUALITY KNITTING BOXES

Can be used for many things. Priced to close-out at . . . . . **37c**

CLOSED AT 6 ON FRIDAY—OPEN TILL 8:30 ON SATURDAY



J. C. PENNEY CO., INC.  
1261-65 SARTORI AVE.—TORRANCE