

J. C. PENNEY COMPANY, Inc.

TORRANCE, CALIF.

Our New Store SATURDAY

Here of Our
VALUES

ness the character of its
to for YOU—in presenting
which will mean Service in
satisfaction, and the fact that
is serving millions of families
is nothing at all TO YOU,
TO YOUR NEEDS and fulfils—

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Formal Opening Tonight

7 to 9 P. M.

No Merchandise Sold

Everyone is cordially invited to attend our opening and inspect the merchandise and to become acquainted with the management and store personnel.

Men Boys

New Furnishings
In New Colors
and Patterns
—at Savings

Golf Knickers Boys' Sizes 6 to 16

Smartly cut and well made. Materials are cassimeres and worsteds and come in the season's new colorings. Sizes 6 to 16 years. Outstanding values at

\$1.98



A Feature Presentation
of

FANCY SHIRTS

In Three Big Value Groups

\$1.49 \$1.98 \$2.98

The men folks come in for some special attention right now, for we have assembled for them a smart collection of fancy shirts, concentrated at three thrifty prices.

The patterns are varied and smart, the materials are the best obtainable at the prices, and the workmanship is of the kind for which J. C. Penney Co. is noted.

Boys' Longies Sizes 4 to 17 Years

Well tailored longies for school and dress wear. Of sturdy cassimeres and worsteds in new shades. These are especially fine values at these low prices.

1.98 and 2.98

Gym Pants Of Peppercorn Jean

The kind that face in back, may be worn as underwear. Or choose the ones with adjustable side strings. Both of white Peppercorn Jean. For Boys and Young Men.

49c

FALL SUITS

for Young Men

Now on Display

The Newest in Styles,
Shades and Patterns on
View for Your Selection

The customary J. C. Penney quality and finished workmanship in every suit. Smart, two-button, single-breasted model with peak or notch lapel jacket. Novelty weaves or fancy stripes in shades of tan, grey, brown and blue.

\$24.75

Extra Pants at \$5.90



"Marathon" Hats



Are the Choice of Men
Who Demand Style
With Value

Most hats have the ingredient of style to recommend them. It's the sturdy make and finish behind the stylish exterior that recommends a "Marathon."

This is "The Headlines"

We have it in the season's wanted shades and in your exact size. An excellent value—at

\$2.98

Moleskin Work Pants

Heavy-weight, good quality. Five pockets, cuff bottoms.

\$2.69

Leather Vest Of Real Horsehide

For men in sizes 36 to 44. Front quarter horsehide.

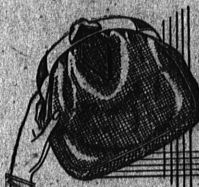
\$9.90

"Moredge" Razor Blades

Double edge blades for Gillette razors. Keen and smooth. 5 for 25c

Handbags

As Smart As They Are Useful



Colorful bags . . . black bags . . . select them to match or to blend with your costume. Pouch or envelope shapes in many versions are, moderately priced from

98c to \$4.98

Silk and Rayon Hose for Men [25c]

Here is a really outstanding hosiery value! Silk and Rayon Hose with mercerized top, heel and toe. Sturdily knit, good looking hose that will wear well, and give real satisfaction.

A Selection of Solid Colors and Black

"Moredge" Stropers

"Moredge" Blades are keenly sharpened and shave smoothly. Fit Gillette razors. 2 shaving edges to each blade.



Sharpens "Moredge" and Gillette blades. Gives them a keen, sharp, smooth shaving edge. Simple to operate. Nickel plated.

Blades 5 for 25c

Stropper 98c

Boys' Shirts

Of Percale and Broadcloth

The kind of shirts boys like and the kind mothers want because of their wearability. Cut full and well made of plain or printed broadcloths and fancy percales. Buy them at these low prices.

Sizes 6 to 12

69c and 89c

Sizes 12½ to 14½

79c and 98c



Cashmere Socks For Men

Worsted plaited and mercerized. A long wearing hose.

49c

Union Suits

In Boys' Sizes. Ribbed knit. Even color. Long sleeves.

69c — 89c

Big Pay Work Socks

Heavy weight cotton socks in assorted plain colors.

2 for 35c

Boys' Pajamas Slipover Style

This buttonless model is expertly fashioned of fine, soft percale and is offered in plain colors and white. Outstanding value, at—

98c



Generously Full Cut for Comfort

HATS

For Fall
Have New Lines



Felt

Velvet

Velour

Smooth-finish, supple materials are used to fashion the new hats because they drape and tuck in soft, becoming lines. The hat silhouette for fall is individualized and more elaborate than for several seasons. See the new ones from

98c to \$2.98



A smart novelty model for Fall wear—of patent leather, effectively trimmed with fancy grain leather . . . priced only—

\$3.98

"Big Mac" Work Shirts

Are Made to Withstand Rough Wear

The "Big Mac" work shirt is one of our best values. Made from fine or coarse yarn chambray with plenty of room through the arms and shoulders. The size 17 is 54 inches around the chest.

All Sizes Included

Every size including slim and extra sizes is included at this decidedly low price!

69c



Lavish Fur Trimmings Distinguish Fall Fashions in

COATS

—and flares are given prominence



While the straight line is still of considerable importance, many of the smartest coats for the new season show low-placed flares and tunic effects that are decidedly smart. Smooth-finish materials are favored . . . and long haired furs. Do come in to see these charming versions of coat fashions for this fall and winter.

The size range includes
Coats for Women, for
Misses and for Juniors.

\$24.75
to
\$49.50

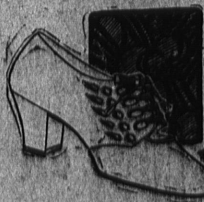
Fancy Socks Rayon and Mercerized

In a generous assortment of fancy patterns and colors.

25c

Every Step In Comfort

In These Shoes!



These shoes will be a joy for women with tender feet. Made with the flexible, comfortable turn sole. In Black Kid or Patent Leather. Low-priced, too!

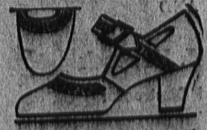
\$3.98

Men's Pure Silk Hosiery

Mercerized top, heel and toe. With "Tu-Toe" feature.

49c

New! Smart! Temptingly Inexpensive



Three splendid reasons why you should see this shoe for yourself! It is of gleaming patent leather with a most effective fancy grain underlay. Only—

\$2.98

Just the Thing for School Girls



Every step back to school will be one of pride for the feet wearing a pair of these patent leather slippers with fancy grain trimming.

Sizes 12 to 2 . . . \$2.49
Sizes 8½ to 11½ \$2.19

Boys! Bring Mother Here To Select Your New Suit!

Two Outstanding Groups—All With Two Pairs of Trousers

With school re-opening you'll need a new suit—one that will wear well. Ours are made to withstand a lot of wear.

All Have Two Pairs of Trousers, that is—Knickers, Longies, or One Pair of Each

They're tailored of sturdy materials in the new styles for young fellows. Single breasted coat with pleated vest and one pair of the pants are plaited. Sizes 6 to 17. Ask mother to come down and see these with you, she will know a good suit when she sees one.

Fine Quality Cassimeres and Twills in Fancy Stripes and Novelty Weaves



\$7.90 \$9.90