

'Tis the Dawn of a New Day in Torrance Trading---  
Lighting the Way to Better Values---Lifting the Burden of Living

# GRAND OPENING SALE

## J. W. BARNES' CO. NEW STORE

1224-1226 El Prado—Torrance

Beginning Saturday, November 27. Doors Open 9 A. M.

Thousands and Thousands  
of Dollars' Worth  
**NEW**  
CHRISTMAS GOODS  
Awaiting Your Choosing

### Our Store Policy

We believe there is a need in Torrance for a store that will sell thoroughly dependable merchandise at low prices—prices so reasonable that there will be no incentive to go farther than Torrance.

Due to a very advantageous lease and other low overhead expenses we will be able to compete with any store in the metropolitan area. We shall make no attempt to stock the expensive type of goods found in the exclusive shops of the Seventh street district; but we will have an abundance of **GOOD DEPENDABLE MERCHANDISE**, carefully chosen for its quality and its good taste in pattern and design.

Expensive store fixtures have been omitted, our rent is almost nothing, selling for cash we eliminate credit losses, and all other expenses have been cut to the minimum, so that we can give you **FULL VALUE IN MERCHANDISE** instead of requiring you to pay for **BIG OVERHEAD** expenses.

We know we can save you money, and we cordially invite you to come and see us often.

J. W. BARNES.



Only a Small Amount of  
Staple Merchandise Was  
Moved From Lomita.  
Nearly Everything Is New  
Christmas Stock.

HERE ARE A FEW PRICES TO GIVE YOU AN IDEA OF WHAT WE MEAN BY "VALUES." THERE ARE HUNDREDS OF OTHERS JUST AS ATTRACTIVE—AND ALL NEW GOODS!

### Men's Department

**SHIRTS**, Collar-attached **SHIRTS** for Dress wear. Two pockets. Smart new patterns. Sold for \$1.50 everywhere. **BARNES Price** .....98c

**WORK SHIRTS**, Blue Cheviot; triple stitch, 2 pockets. **BARNES price**.....69c

**MEN'S P.Q.A. COTTON UNION SUITS**, long or short sleeves. White or ecru. \$1.75 values. **BARNES price**.....\$1.29

**MEN'S SPORT COATS**, Heather or Platinum mixtures. 4 pockets. Warm and good looking. Positive \$3.00 Values. **BARNES price** .....\$1.95

## Free Gifts

We have arranged to present the first one hundred ladies attending the Opening Day, Saturday, November 27, with **WORTH WHILE GIFTS**.

We regret that we have to limit these presents to one hundred, but the gifts are of such value that we could not afford to give them out in unlimited quantities. Come early and avoid disappointments.

### Dry Goods and Women's Wear

**NEW PRINT DRESSES**—Suitable for Street or Afternoon Wear. Very Latest Patterns and Prints.  
**\$2.45 Values—Barnes Price, \$1.89**

**PANELED CURTAINS**, 45 in. wide, 2 1/4 yards long. Made of 6 point net with mercerized bullion trim.  
**Barnes Price, Saturday ONLY—\$1.29**

**ENGLISH PRINTS**, 15 new patterns, all absolutely fast color. Latest Patterns—never shown before.  
**36 in. wide—Barnes Price, per yd., 24c**

42 in. **FILET NETS**  
8 point  
**85c Values at 59c**

**LUNCH CLOTHS**  
Pure Linen, 45x45  
Blue, Green, Lavender  
and Orchid Borders.  
**Barnes' Price 98c**

66x90 Part Wool  
Double Plaid  
**BLANKETS**  
**Barnes' Price \$3.95**

64x76 **BLANKETS**  
Cotton Plaid  
**Barnes' Price \$1.98**

## TOYLAND

### Bigger Than Ever

As you all know, we have always had a **BIG LINE OF TOYS** at Christmas Time—and this year it will be **BIGGER THAN EVER**.

From every corner of the globe, Santa Claus has sent us loads and loads of Toys for Boys and Girls of Every Age—and we want them all to come Saturday and get a **FREE BALLOON**. They won't have to buy anything, but they **MUST BE ACCOMPANIED BY AN ADULT GUARDIAN**.

We'll have Toys that cost a few cents to those worth several dollars, such as:  
**MECHANICAL TOYS**      **DOLLS** of every kind  
**WHEEL GOODS**, Tricycles,      **STORY BOOKS**  
Scooters, etc. **GAMES**      **ANIMAL TOYS**  
   **ELECTRIC TRAINS** and the like

**IN FACT, EVERYTHING YOU COULD IMAGINE TO CLADDEN LITTLE HEARTS.**



### FREE Balloons

To Every Little Girl and Boy Attending With An Adult Guardian on the Opening Day Saturday, Nov. 27.



### Strictly Cash

Due to the small margin of profit at which we will sell our goods, we cannot afford credit. Therefore, all goods must be paid for cash. We both save money by this system.

# J. W. BARNES Co.

1224-1226 El Prado—Torrance, Calif.

### Store Hours

9 A. M. to 6 P. M.  
Saturdays, Till 9 P. M.

### Opening Day

9 A. M. to 9 P. M.  
Saturday, Nov. 27