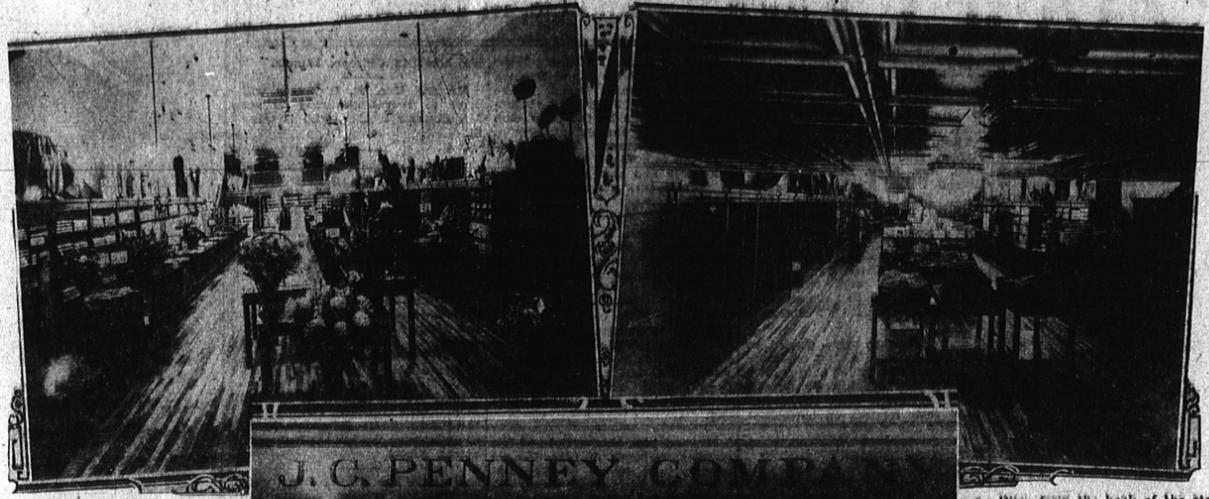


PENNEY SALES INCREASE 28% OVER LAST YR.

Gross sales of the J. C. Penney Co. for August totaled \$16,191,139.01 as compared with gross sales for August, 1928, of \$12,877,110.31, an increase of \$3,314,028.67, or 25.07 per cent, according to F. M. Buffington, manager of the Torrance store.

Commenting on the favorable sales report, Earl C. Sams, president of the company, said: "We are pleased to note that our stores in all sections of the country shared in the increase, indicating that a generally satisfactory condition prevails throughout the United States."

Record Breaking Crowds Welcome J. C. Penney Co. To Torrance



View of the interior of the new J. C. Penney Company store in Torrance, showing the Men's and Boys' Hats and Caps Section, and the Men's Furnishings on the right. Piece Goods, Domestic, and Bedding section are on the left. The balcony at the rear is the Ready-to-Wear Department.



The new J. C. Penney Company store's modern front, displaying the floral pieces presented to the company at its formal opening Thursday evening by admiring friends of the company in Torrance. Photos by Fairbanks Studios, Torrance.

View from the back of the store in the Shoe Department, showing the Men's and Boys' Clothing section on the left. The modern Notion Cabinet in the middle center of the store and the Corset and Drapery Departments on the right.

homes of everyone in the city and its surrounding areas. "The importance of the local newspaper has increased by leaps and bounds during the past several years. Business houses have learned that the local paper is the quickest approach to local interest. By availing itself of the opportunity to use the local newspaper to its greatest advantage any local business house is making the value that paper a constantly increasing asset to itself."

Torrance Theatre

FRIDAY and SATURDAY, SEPT. 27-28 By Popular Request Return Engagement "THE DESERT SONG" Warner Bros. Spectacular Singing Success SUNDAY and MONDAY, SEPT. 29-30 JACK HOLT in "The Donovan Affair" 100% TALKING TUESDAY, OCT. 1 "The Model from Montmartre" CHINA NIGHT FOR THE LADIES WED., THURS. and FRI., OCT. 2-3-4 "SHOW BOAT" With LAURA LA PLANTE and JOSEPH SCHILDKRAUT A Talking and Singing Picture

FOX GRANADA

WILMINGTON PHONE 968 TOMORROW and SATURDAY, SEPT. 27-28 A Sequel to "Our Dancing Daughters" "Our Modern Maidens" Featuring America's Dancing Daughter Joan Crawford Doug. Fairbanks, Jr., Anita Page Also Fox Movietone News and Comedy SUNDAY ONLY, from 3 to 11 P. M. Another Thriller from the Author of "The Cat and Canary"—All Talking "Black Waters" With JAMES KIRKWOOD MARY BRIAN ROBERT AMES LLOYD HAMILTON Also Fox Movietone News—Comedy Acts 2 FEATURES MONDAY and TUESDAY All Talking "The Last of Mrs. Cheyney" With NORMA SHEARER Also "CHASING THRU EUROPE" With NICK STUART—SUE CAROL WEDNESDAY and THURSDAY "The Green Murder Case" All Talking Paramount Thriller

FOX REDONDO

FRIDAY and SATURDAY Sept. 27-28 All Talking Romance of Back Stage Life "Big Time" with Leo Tracy and Mae Clark Also Charley Chase ALL TALKING Comedy "Snappy Sneezers" FOX MOVIE TONE NEWS SUNDAY ONLY Sept. 29 All Talking Drama of Married Life ANN HARDING, Broadway Favorite in "Paris Bound" With Frederick March Also Sound Fable Fox Movietone News MONDAY TUESDAY WEDNESDAY Sept. 30 Oct. 1-2 All Talking, Singing, Dancing Sensation "The Broadway Melody" With Bessie Love, Anita Page, Charles King Also FOX MOVIE TONE NEWS THURSDAY ONLY Oct. 3 All Dialogue Mystery Drama "Big News" With Robert Armstrong and Carol Lombard Also All Talking Comedy, "Fireproof" Spotlights FOX MOVIE TONE NEWS

Record crowds of well wishers that at times taxed the floor capacity of the store, attended the formal opening of the J. C. Penney Company store in Torrance last Thursday evening. Exact time for the doors were opened at 7 o'clock a large number of people waited outside, and as soon as the doors were unlocked surged in and quickly filled the new store. It is estimated that between 1500 and 2000 people paid their respects to the J. C. Penney Company and its personnel during the two hours that the new Torrance store was open Thursday evening.

"We are overwhelmed with gratitude for the hearty welcome accorded the J. C. Penney Company and find no words that adequately express our appreciation," said Mr. F. M. Buffington, manager of the new Torrance store.

"The splendid spirit of co-operation shown the J. C. Penney company by Torrance merchants, the Chamber of Commerce, Torrance Herald and other local institutions was particularly noticeable, and we wish to thank them all for their good wishes. Many of the Torrance merchants sent flowers, and most of them came personally to express their good wishes. We are



F. M. BUFFINGTON Manager, Torrance Store

grateful to them all," continued Mr. Buffington. In point of attendance, the Torrance opening was one of the highest this year in California, and in community spirit, it will ever be remembered as one of the most cordial in J. C. Penney company history, stated Mr. Buffington. Friday morning the new store was open for business and the sales so far have greatly exceeded the anticipations of the New York office, according to Mr. Buffington.

and confirms their judgment in locating a J. C. Penney company store in this growing trade center. Store Personnel Mr. Buffington was assisted in receiving the visitors at the opening by the personnel of the new store who include: Mr. H. F. Hardy, assistant manager and advertising director; Mrs. Edna Smith, Miss Vilate Erickson, Miss Kathryn Haag, Mrs. Leatha Wells, Mrs. Frances Maas, Mrs. Harry Warren, and Mrs. Ellen Blackshere.

Among the J. C. Penney executives who attended the opening Thursday evening were: Mr. R. S. Carlson, manager at Huntington Park; Mr. D. M. DeWitt, manager at Bell; Mr. C. E. Easterling, manager at San Pedro; Mr. R. M. Berglund, manager at Wilmington; Mr. J. A. Sutherland, manager at Compton; Mr. W. A. Vandegrift, manager at Norwalk, and Mr. J. E. Dolan, of the construction department.

Co-operation Commenting on the responsibility of each J. C. Penney company store to the community in which it is located, Mr. F. M. Buffington, manager of the Torrance store, said: "One of the investigators for the J. C. Penney Co. recently completed a cross country trip by motor car, calling on scores of cities, towns and seeing the picture of the towns in the light of the average resident of any city or town in the country. "Out of his trip he suggested the following question and answer which have been sent to every manager of the 1100 towns where there are stores. The question is, 'What does business owe its home town?' The answer is 'Co-operation with every worthwhile activity in town.' "Quoting him, Mr. Buffington says, 'Co-operation means co-working with everyone in town in every way that can make the town bet-

ter. "Obsolete speed laws, oftentimes unwisely enforced by local magistrates put a blight on the reputation of any town and it becomes the business of every business man in the town to see that motorists, mindful of the rights of others, are not penalized by misplaced zealots. "Clean streets and sidewalks are an asset to any town. It is a matter of city politics to see that the streets are kept clean, that defects along the road are kept in proper condition. The street and sidewalk are the arteries which lead to the center of the store. No wise store operator would think of letting his sidewalks get dirty and decrepit-looking."

Store Windows "Civic pride in store windows should be developed. Some civic clubs offer monthly prizes for the best trimmed windows. Every merchant in town can afford to enlist in such an movement because of the increased business which properly trimmed windows will bring to his store. "Business clubs, Kiwanis, Rotary, and others can help by bringing well-known speakers to their meetings. Every large business house in the country has speakers who will be glad to make the trip. "Business should work closely with local government bodies for the local officials are custodians of the public good in the cities where they serve. Better business communities could well afford to have joint sessions with the local administrative bodies."

Newspaper "Local newspapers should be supported in every way for the newspaper is the messenger to the

At The Theatres

At Fox Hermosa

Jannings, the great Jannings, is greater than ever in his newest dramatic masterpiece, "Betrayal," which opens Friday and Saturday, September 27 and 28, at the Fox Hermosa theatre. Those who have seen "The Patriot," "The Way of All Flesh," and "The Last Command" will find it difficult to imagine this great star surpassing his own never-to-be-forgotten performances. But surpass himself he does in this gripping story of the Swiss Alps, of an old man's effort to win the love of a young girl. American college youth has its fling in "Words and Music," Fox Movietone musical revue to be heard and seen at the Fox Hermosa Monday and Tuesday, September 30 and October 1. "When husbands step out," might have been used as a subtitle for "Imagine My Embarrassment," a hilarious musical farce which comes to the Fox Hermosa theatre Wednesday and Thursday, October 2 and 3.

At Fox Redondo

Weeks of creative efforts preceded the filming of the ballet, which offers an exquisite interlude in the dramatic action of "Paris Bound." Faith's talking film directed by Edward H. Griffith and scheduled for showing at the Fox Redondo theatre, Sunday only, Sept. 29. Musical comedy throughout the world can have its dancing dancers and soothing symphony, but it is doubtful if any show has ever produced a more glorious galaxy of beautiful chorus girls than are to be seen in Metro-Goldwyn-Mayer's all-talking, singing and dancing picture, "The Broadway Melody," playing at the Fox Redondo Monday, Tuesday and Wednesday, September 30, Oct. 1 and 2. Outstanding stars in this production are Anita Page, Bessie Love,

At Fox Granada

Charles King, Mary Moran, Kenneth Thomson, Eddie Kane and many others. Thursday, October 3, Carol Lombard, Pathe's radiant blonde beauty, appears at the Fox Granada in "Big News," a dramatic dialogue film in which she fills the leading role opposite Robert Armstrong. Fox Granada Theatre has a delightful and varied program for theatre patrons during the forthcoming week. Tonight marks the last showing of Paramount's stupendous eight and sound production "Four Feathers" with a great cast including Richard Arlen, Fay Wray, Clive Brook and William Powell, besides five thousand extras. Fox Movietone news weekly and a talking comedy will also be shown. Tomorrow and Saturday, September 27 and 28, comes "Our Modern Maidens," a daring expose of modern youth, a startling picture of the headstrong rebellious younger generation and the wiles they have to pay. Starring the lovely Joan Crawford with Rod LaRoque, this cast also includes Anita Page, Josephine Dunn and Douglas Fairbanks, Jr. "Our Modern Maidens" is an enthralling sound and melody production from M-G-M. There will be a special program for the children Saturday afternoon. Sunday only, September 29, "Black Waters" will be shown starring James Kirkwood, Mary Brian and Lloyd Hamilton, an all talking thriller from the pen of the author of "The Cat and the Canary." Monday and Tuesday a double bill will be shown, "The Last of Mrs. Cheyney," an all talking special starring lovely Norma Shearer, and "Chasing Through Europe" with Sue Carol and Nick Stewart. Both pictures are delightfully entertaining. Wednesday and Thursday brings

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