

**TOMORROW IS THE DAY! THE DOORS SWING OPEN AT TEN!**

DAWN OF A NEW DAY IN THE HISTORY OF TORRANCE  
**GRAND OPENING**  
 OF THE FRIENDLY SHOPPING CENTER...

Come in . . . we are ready for you. Weeks of work are done! A brand new store with brand new merchandise of known quality at prices which have made Chaney's famous in Hawthorne and Gardena. So friends, we are going to try to give you a fine store . . . we are going to march forward with you and play our part in building an even finer, greater city. Come in . . . let's get acquainted.

**CHANNEY'S DEPARTMENT STORE**

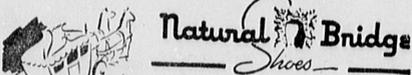
**1261 Sartori Ave.  
 2 Big Sale Days!**  
 — FRIDAY 10 A.M. TO 8 P.M.  
 — SATURDAY 10 A.M. TO 8 P.M.

**the Place to Buy Your Shoes**  
 Chaney's Big Complete  
**SHOE DEPT.**



Dollar for dollar you won't find a better shoe buy. Sizes 12 to 3.

**495**



**A Modern Fit for Cinderella**

... romantically styled to win a "Prince Charming" . . . combining glamour with superb comfort.

**\$895**

**BOYS FAMOUS SKYRIDER SHOES \$690**  
 Designed for boys who are rough on shoes. Sizes 2 to 6.

**BOYS ENDICOTT JOHNSON MOCCASIN SHOES \$590**  
 Nationally known for super quality at right prices. Regular \$6.90.

**MENS PATENTED AIR-O-MAGIC SHOES \$890**  
 Hand moulded inner soles that cushion every step. Super styled, too.

**MEN! THE ORIGINAL BATES SHOES \$1090**  
 End fatigue, improve appearance. Try on a pair today. Regular \$12.90.

**CHILDRENS SCHOOL OXFORDS \$245**



Sizes to 3. Brown or black. All leather. Styles for boys and girls. Opening special. . . . .

**Retanned Blucher WORK SHOES**



Heavy composition sole, high and low styles. Sizes 6 to 11. Regular \$4.95. Opening Special

**\$439**

**Regular \$3.98 Graff LADIES BLOUSES \$295**  
 Beautiful styles in Sharkskin and in Cadiz rayon crepes — all washable in white and colors — short sleeves in a large selection of wanted neck lines. Broad, cloths in sheered front with three quarter sleeves—really attractive blouses. Sizes 32 to 46. Opening Special.

**Girls School Blouses—**  
 Betty Brooks, Sanforized Slub Broadcloth, Peter Pan Collar—Guaranteed washable—Sizes 7 to 14.  
**OPENING SPECIAL \$198**

**Girls Gym Wear—**  
 Betty Brooks shorts and middies in regulation styles. Betty Brooks you know for the tops in gym wear. We have it for you at the lowest prices possible.  
**MIDDIES \$159 SHORTS \$159**

**LADIES CHENILLE ROBES—**  
 Baby and corduroy chinille—washable—full flare skirts front fitting. Colors white, aqua, blue, coral, maize. Sizes S, M, L and ex L.  
 Regular Sizes—\$7.90  
 Extra Sizes—\$9.90

**LADIES SWEATERS—**  
 Slipover style—By Primrose—100 percent Zephyr wools. Fine knit, guaranteed fit. Colors of the rainbow. Sizes 38 to 40. Opening Special  
**\$298**

**LADIES DRESSES—**  
 We feature Claire Tiffany and Irma Hill dresses. All new fall styles, fabrics and colors. Famous for their style, fit and wear.  
**\$790 up**

**LADIES COATS—**  
 100 percent wool coverts and suedes. We bought only proven fashions for fall wear. Shorties, three quarter and full lengths. Sizes 10 to 20. Colors black, brown, green, beige, red and grey.  
**\$10.90 to \$89.90**

**'BLUE SWAN' BRIEFS—**  
 In fine rayon yarns. Guaranteed elastic tops and leg. First quality. Sizes 4 to 8. Tease and White. Opening Special  
**2 pair for \$1.00**

**NYLON HOSIERY—**  
 51 gauge 30 denier—Berkshire Iri's so perfect we can not tell them from first quality. Limited. Sizes 8 1/2 to 10 1/2. If perfect — \$1.66 Opening Special.

**BOBBY SOCKS—**  
 Whites—Durene Yarns—Sheered Tops—with full elastic. The sock all the girls are wearing. Sizes 8 to 10 1/2. Limit 8 pr. Regular .39 a pair. Opening Special.  
**4 pair \$1.00**

**LADIES HANDBAGS—**  
 The newest fall styles and fabrics. Plastic and suedes. Every fashionable fall color shown. Regular \$3.50 Values  
**Opening Special \$279**

**LADIES OUTING PAJAMAS—**  
 Heavy weight outing in pastel shades. Also stripes. Colors in blue, teardrop, and coral. Sizes 24 to 40. Regular \$3.45. Opening Special.  
**\$295**

**SAVE ON MENS WEAR**

**Mens Athletic Undershirts**  
 Hanes' IR's. Swiss rib, fine combed cotton, perfect fitting.  
**OPENING SPECIAL 2 for \$1.00**

**MENS T-SHIRTS—**  
 Whites. Combed cotton. Fine knit with the 14 in. necks that you want. Sizes 8 M L.  
**OPENING SPECIAL 79c**

**Mens White Dress Shirts**  
 White broadcloths. Sanforized, non-wilt collars. Full cut. True sized for fit. Reg. \$3.50.  
**OPENING SPECIAL \$2.95**

**MENS BRIEFS—**  
 Combed cotton. Fine Knit. Snow white. Guaranteed elastic waist. Sizes S, M, L. We also feature Hanes, and Allen Underwear. Regular .75 Each  
**OPENING SPECIAL 65c**

**BYD SPORTSHIRTS—**  
 New Fall Fabrics and Colors—Rogues and Rugger Styles. Gabridines—Teca and Flannels.  
**OPENING SPECIAL \$3.98 up**

**MENS LEATHER COATS**  
 Goatskins in Regular and Aviator Models. Button and Full Zipper Fronts. Sizes 34 to 46. Regular \$54.  
**OPENING SPECIAL \$14.88**

**P & P WORK SOCKS—**  
 Regular and short lengths—White and Natural. Sizes 10 to 12.  
**OPENING SPECIAL 29c**

**MENS DUNGAREES—**  
 8 oz. Sanforized Denim Work Pants—A Quality. Plastic and Suedes. Full Zipper Fronts. Sizes 28 to 38 Waist.  
**OPENING SPECIAL \$2.69**

**CANVAS GLOVES—**  
 Heavy Weight Canvas—Knit Wrist—This is a Budget Cutter.  
**OPENING SPECIAL 24c**

**MENS GENUINE LEVI'S**  
 The True Western Jean—10 Ounce White Back Denim—Rivets Red Tab and All. Sizes 27 to 40 Waist. Lengths 34 and 30 1/2.  
**OPENING SPECIAL \$3.45**

**PRINTED OUTING FLANNEL—**  
 Planning winter nightwear. Buy now and save. Eureka quality. Stripes, dots and florals. Be sure and shop this low price. Regular 85c a yard.  
**OPENING SPECIAL 2 Yds. \$100**

**80 SQUARE PERCALES—**  
 Beautiful new printings in stape and large florals. Quadrics and topmost quality. The finest percales made in America. The printings run mostly in 4 to 6 color work, so you see they are not ordinary percales. Regular 69c a yard.  
**OPENING SPECIAL 59c**

**RAYON PRINTS—**  
 New fall prints on 100 denier rayon crepes. Washable fast colors. Here you can really save on that fall dress. See these today.  
**OPENING SPECIAL \$149**

**WHITE AND STRIPE OUTING FLANNEL—**  
 27 and 36 inch heavy weight. Snow white, fluffy, serviceable and at a budget cutting price.  
 27-inch—29 cents a yard  
 36-inch—33 cents a yard  
 36-inch Stripes—35 cents a yard

**PILLOW CASES—**  
 Type 140 heavy muilin. Regular 42x36 size. First quality. An unheard of low price for this quality case. Quantity limited. Shop early. Reg. 75c ea.  
**OPENING SPECIAL 65c ea**

**SKY DOWN PILLOWS—**  
 100 percent all white down pillows. Well filled, corded edges, linen tick covering. This is not just a sale pillow, but a regular stock number. Fluffy, light, and beautiful. Regular \$8.90  
**SPECIAL \$698**

**SKYLINE PILLOW—**  
 100 percent all white goose filled. 8-oz. Feather proof art tick covered. Full size, fully filled, lolly and soft. Regular \$4.98 each.  
**OPENING SPECIAL \$395**

**PRINTED TABLE CLOTHS—**  
 54x54 hand block printings. Heavy poplin fabrics. Patterns that will enhance the appearance of any table. Colorful, washable fast colors. Regular \$2.98 each.  
**OPENING SPECIAL \$198**

**CANNON LEAKSVILLE BLANKETS—**  
 72x90. 50 percent wools. A name and blanket you all know for its beauty and long service. Colors blue, rose, cedar, green. Those extra 72x90 sizes for coverage with plenty of tuck in. Regular \$7.90.  
**OPENING SPECIAL \$729**

**PEPPERELL SHEETS & CASES—**  
 Type 128. The finest sheet of its type made in America. Tested for years of service by millions of housewives over the nation. We guarantee this sheet to you for satisfactory service.  
 Sheets 72x108—\$2.85  
 Sheets 81x108—\$2.95  
 CASES 42x36—70c

**SHEET BLANKETS—**  
 Single Plaids. Sizes 66x76 in heavy weight flannel. Colors rose and blue. Limit 6 to a customer. Regular \$1.59.  
**OPENING SPECIAL \$125**

**PEQUOT SHEETS**  
 Type 140. First quality. A name you know for quality. Long wear and service. Size 63x108. Regular \$2.95 each.  
**OPENING SPECIAL \$255**

**Unbleached MUSLIN**  
 50 square construction. Long wearing. Heavy weight. 1 to 10 yard lengths. Sold by the piece only. Reg. 39c value.  
**OPENING SPECIAL 19c yd.**

**We Feature CANT BUST 'EM WORK CLOTHES**



**\$329 \$398 \$598 \$345 \$298 \$398**

**Mens Trimfit Socks—**  
 Argyle and wraps. All rayons, cottons and 50 percent wools in neat patterns for fall wear. All first quality and we think the greatest sock buy in years. Be sure and see these. Sizes 10 to 15. Regular 65c and 85c a pair.  
**OPENING SPECIAL 3 pr. \$100**

**Boys Dickie Jeans—**  
 10 ounce Sanforized White Back Denim Copper Rivets. Western Cut for snug fit. Guaranteed. Sizes 12, 14 and 16.  
**OPENING SPECIAL \$259**

**Boys Stripe T-Shirts—**  
 IRIS Fast Colored Stripes in a Fine Knit Mercerized Yarn Shirt—These are IRIS of the Hanes \$1.25 shirts—we can't sell them from perfect. Sizes 8 to 16. Sizes 8-9 at 89c. Sizes 8-14 at 85c.  
**85c**

**WRANGLER JEANS**  
 11 Oz. Blue, White Back Denim. Copper Rivets. Authentic Western Cut. Guaranteed to be the Best Fitting Western Jean or Your Money Back. Sizes 4 to 14. Friday and Saturday only.  
**\$229**

**Boys E-Z Briefs—**  
 Combed Cotton Yarns. Close Knit and Constructed for perfect fit for the Life of the Garment—A Guaranteed Fit. Duct. Sizes 2 - 16. Reg. 66c.  
**49c ea.**

**Boys Springfoot Socks—**  
 The sock for Boys from 6 to 60—Durene Yarns in bright Fast Colored Stripes—True Sizes. Perfect Fitting. Elastic Top. Sizes 6 to 9 1/2.  
**39c up**

Come in -- Get Acquainted With Torrance --

Phone Torrance 2611 **Chaney's** 1261 Sartori Torrance  
 YOUR FRIENDLY SHOPPING CENTER