

SATURDAY MORNING, NINE O'CLOCK

SATURDAY MORNING, NINE O'CLOCK

Everything In The Store Reduced--Every Department Contributes It's Share of Savings

Big Saturday Morning Specials

Engineer and Firemen's Socks, Regular 30c
Values for 17½c
\$8.00 and \$12.00 Silk Shirts at \$5.50
Men's Genuine Government Standard Army Shirts,
two pockets. Regular \$6.50 Value for \$4.25

SPECIAL!

800 Yards of
Outing Flannel
40c grade 21c

Opening Specials While They Last

Fine Silk Lisle Ladies' Black Hose, regular 60c values.
3 pairs for \$1.00
Ladies' Phoenix Silk Hose which have been selling
for \$1.35 per pair, for 95c
A dandy good Wool Nap Nashua make of Blanket,
sold never before for less than \$6.50. reduced to \$3.25

RAPPAPORT'S

TORRANCE, CALIFORNIA

— ANNOUNCING —

The Greatest Cash Buying Merchandise Event That
Has Ever Been Attempted in Southern California

A REAL MONEY SAVING EVENT

WHERE THE DOLLAR HAS A PRE-WAR PURCHASING POWER OF A HUNDRED CENT VALUATION

With the Great Lowering of Prices in the Wholesale Markets We Fully Realize that this Is No Time to Maintain a Policy, that Another Big Important Stage Has Been Reached in the Readjustment of Prices and We Are Determined to Lead in Giving the Public the Benefit of the Great Lowering of Prices on Standard Merchandise.

Saturday, Jan. 8, at 9 o'clock

P. M. Sharp and Continuing for 10 DAYS ONLY Will Be Placed on Sale

THE GREAT RAPPAPORT STOCK OF GENERAL MERCHANDISE CONSISTING OF THOUSANDS OF DOLLARS WORTH OF

Dry Goods, Furnishings, Shoes, Furniture, Carpets, Rugs, Stoves, Draperies, Etc.

This Great Sale will be held on a Strictly Cash Basis for with the enormous losses we are compelled to take by the great lowering of prices, places us in a position where we cannot place a dollars worth of credit on our books.

We Are Going To Take An Enormous Loss

We are going to take an enormous loss and we are going to take it NOW—Not Next Week—Next Month—Next Spring—But NOW. We are going to take this loss not a little at a time but one big sacrifice. Many no doubt have looked forward to the great Readjustment period of prices that are going on throughout the United States and the Rappaport Store realizes that it is here and the public will too when they attend this great sale of Merchandise at Slashing Prices. We feel it our obligation as the leading store of this section of the community to take this great forward step in the meeting of the changed conditions of the wholesale markets and offer our stock along with thousands of dollars worth of new merchandise that is arriving daily at the new low level of prices.

We expect to sell every dollars worth of Merchandise in the store. We realize also that we are going to take a big loss but we are going to take it in a bold and aggressive manner and you are to profit by this panic condition. Great preparations have been made throughout the whole store for this great money saving event.

PRICES TELL — MERCHANDISE PROVES — WE OFFER BOTH

Backed by an unqualified Money Back Guarantee If You Are Not Entirely Satisfied With Your Purchases. A visit to the store will convince—Read The Next Page and The Next Page and The Next Page and Then Come.