DON'T

YOU MISS

IT!

PROFIT PRICES" Brings Enthusiastic Buyers Here In

On In a Blaze of Bargain Glory

Regular 40c Women's BURSON

Children's LISLE

UNION SUITS

Regular 85c Women's LISLE HOSE Black, White,

Cordovan

\$1.35 Value CHILDREN'S LISLE UNION SUITS

85c

THE DRASTIC ORDER TO SEL. In Forceful Effect In Every Dep

Undoubtedly the most astounding super-event this community has every been privileged to share in. With a single stroke every price has been brought down to the "No Profit" figures,

Right through this gigantic stock the opportunity for "Greater Savings" is seen at a single glance. Crowds are responding. The tell-tale effect of such whole-hearted value-giving is proving its effect on the entire community. No need to wait to see the article you want advertised to know that you can save on it. It's a store-wide sale campaign, with positive, definite, decisive price cuts right through the entire three stores. Come and see.

DRY GOODS-MEN'S, WOMEN'S AND CHILDREN'S SHOES AND FURNISHINGS TURE AND FLOOR COVERING.

Regular \$9.50

ALL-WOOL

FULL-SIZE PLAID

BLANKETS

Value to \$1.50 ALUMINUM WARE

Stew Pans, Roasters,, Double Boilers, Etc.

Regular \$5.75 **FULL-SIZE** NASHUA PLAID BLANKETS

HERE Regular 55c 8 PEQUOT PILLOW TUBING

ANOTHER EXTRA!

Regular 60c FINEST IMPORTED DRESS GINGHAMS Highest Quality, in Dainty Stripe and Plaid Effects Quick Sale 39c

MEN'S ALL LEATHER Moleskin Covering

Value to \$10.00

Regular \$1.75 WOMEN'S FLANNELETTE COWNS

Silk Braid Finished

1.29

Regular 60c Sanitub and Pamico Fast Color SUITING

4.95AIM TO DO IS TO No Thought of PROFIT in This GREAT SALE--ALL WE 50c CHILDREN'S

Regular \$1.25 CHILDREN'S NAZARETH UNION

BOYS' PERCALE AND CHEVIOT WAISTS

Regular 75c Regular \$1.00 9-4 FAMOUS "THREE SEA" SHEETING Extra Fine Quality 49c yd.

Shoe Dept.

ONE BIG LOT WOMEN'S HIGH GRADE Kid, Patent and Suede; 1, 2 and 3-strap effect.

Pay \$6.95 for a pair of these regular \$7.50 and \$8.00 values—select another pair from the same lot for only one cent.

Regular 30c 27-Inch WHITE DAISY OUTING 19c

Regular 25c BEAR BRAND 1 Yard Wide HOPE MUSLIN 16c

BEARNEE SOX All Colors 39c

SUITS MIRACLE VALUES---BE HERE SURE 89c ANOTHER RUSH FOR THESE TOMORROW STARTS



Regular \$7.00 Men's Fine Black Calf Shoes \$4.95

Regular 6.00 Men's Buchhect WORK \$3.95

RECORD

Regular \$7.50 \$4.00 MEN'S SOLID Men's Black or Mahog-ANY DRESS LEATHER

These stirring sale prices are creating plenty of excitement as ready buyers respond to this thrift appeal. Read the Regular \$3.50 Boys' Army Last SCHOOL SHOES 21/2 to 51/2

Regular \$3.50 "Ye Old \$7.50 and \$8.50 Tan and Black Tyme Comfort" Two-Strap Calf and SLIPPERS PUMPS \$2.39 \$4.95

Regular 40c DRESS GINGHAMS Plaids, Checks and Stripes

Regular \$1.00 SUITINGS Stripes and Plaids 59c

Regular 30c and 35c 36-Inch Wide LIGHT PERCALES 23c Yd.

YARD GOODS-

Regular \$2.00 All-Wool, Navy FRENCH SERGE 42 Inches Wide \$1.45

Regular 45c DEVONSHIRE Plain, Checks, Stripes 29c

-PRICES GO SMASH!

Regular 95c Mercerized, Fast Color CURTAIN GAUZE 59c

Regular \$1.00

Regular 20c LINEN CRASH TOWELING Red Border 14c

Regular 85c LINGETTE 1 Yard Wide in All Colors 59c

\$2.39 TURN---EXTRA SAVINGS \$5.95 EVERYTHING ON \$2.95 UTS AT EVERY PRICE BREAKING

PABCOLIN FLOOR COVERING Variety of Patterns 69C . Regular \$45.00 DAY BED With Mattress and Pad \$35.00

Regular \$26.50 **IVORY** BOW-FOOT BED \$19.50

Regular \$1.00 Men's TOPKIS UNION SUITS 69c

Regular \$2.25 Men's Cooper Ribbed UNION SUITS Medium Weight \$1.59

Men's \$1.85 EE QUALITY **OVERALLS** for \$1.59

Men's Chambray and Cheviot WORK SHIRTS 79c

Regular \$2.50 Men's Flannelette **NIGHT** SHIRTS \$1.69

Square Yard

DEPT. STORE \$50,000

SA

LOMITA

CALIF.