

SON IN TORRANCE AND SURROUNDING COUNTRY

**1513 CABRILLO AVENUE
TORRANCE**

**S
CRIFICED!**

**SALE
OPENS
FRIDAY,
January 16th
at 9 A. M.**

History Of This Business!

NOONS, SILKS, ETC., ETC., INCLUDING SUCH WELL-KNOWN LINES AS PHOENIX HOSE, DISH ALL OF WHICH IS TO BE PLACED ON SALE

PRECEDENT, MAMMOTH IN SAVINGS

NECESSARY TO EFFECT AN IMMEDIATE REDUCTION OF STOCK, REGARDLESS OF THE OBSTACLE THE DISPOSAL OF THIS STOCK IN THE SHORTEST TIME POSSIBLE.

To The People of This Vicinity!



Store Wide Values

THAT WILL PROVE THE GREATEST IN OUR HISTORY

Friday morning, January 16, will witness the launching by this store of the largest and greatest sale in the history of this business. This entire superb stock of highest quality merchandise will be thrown on the market at the complete mercy of the buying public at prices that are seldom if ever equaled by this or any other high class store. Existing conditions force a reduction of our stock in the shortest possible time. Everything in the store will be priced so low that it will sell and sell quickly. We have never offered the public anything but the most dependable, and we have built our reputation by these methods. The same high grade stock and no other is offered in this sale. You can buy with confidence both in quality and in savings. You can buy liberally, for the savings are the greatest you have ever had placed before you.

ENTIRE LINE
Gossard Corsets
Wrap Around, Step-ins, Girdles, Brassiers, Etc.
SENSATIONAL SAVINGS

Reg. Price	SALE PRICE
\$5.00	\$3.95
3.50	\$2.89
3.00	\$2.39
2.50	\$1.89
2.00	\$1.59
\$1.75	\$1.39

LADIES' "PHOENIX" Silk Hose 79c Pair
And other nationally known brands; silk-top, wanted colors, chiffon and service weight; full fashioned. Reg. \$1.25 value.

LADIES' SILK Hose \$1.19 Pair
Phoenix, Rollins, etc. Service and chiffon. Regular \$1.50 value.

LADIES' PHOENIX DUL-SHEER SILK HOSE
This fine well-known Hose at cost. All shades and sizes.
\$1.95 for \$1.59 Pair
\$1.65 for \$1.39 Pair

Silk Dansets \$1.85
Regular \$2.45 value. Pastel colors; silk crepe.

LADIES' "PHOENIX" RAYON VESTS AND SHORTS 79c Each
Regular price \$1.00. Wanted shades.

LADIES' GLOVE-SILK VESTS, SHORTS AND BLOOMERS \$1.29
Regular price \$1.50 each.

LADIES' "PHOENIX" RAYON Union Suits \$2.39
Finest quality rayon; well tailored. Regular \$2.95 value.

Reg. \$1.95 Value LADIES' RAYON Union Suits \$1.59
Sale Price

LADIES' RAYON Pajamas \$1.59
Pastel shades, contrasting colored trimmed. Reg. values \$1.95 to \$2.45.

3-PIECE RAYON Lounging Sets \$3.95
Regular price \$5.85. 2-piece Pajama and Coat.

Ladies' Ready-to-Wear At Great Savings

LADIES' AND CHILDREN'S Wash Frocks \$1.39
Regular \$1.95 value.
Choice while they last; the values are sensational.

50 Silk Dresses \$3.95
Regular price \$5.95. Silks, rayons and woollens; latest styles; short or long sleeves.

Balance of Our Entire Stock LADIES' FINE Street Frocks
Included at great savings during this sale.
\$10.75 Value NOW \$ 8.45
\$16.75 Value NOW \$12.45

ALL LADIES' Coats
At unheard of reductions; richly furred; finest materials. Wanted colors. Sizes 14 to 44.
\$32.75 Values NOW \$21.75
\$19.75 Values NOW \$14.75

YARDAGE
Too, Included in This Terrific Price Cutting Event

Values to \$1.45 Yd.—36-Inch Linens 59c Yard
Plain and fancy; large assortments.

Pameco Cloth 33c Yard
Here it is—this well-known material included at this great sale price.

Flat Crepes
40 inches wide. All wanted colors.
Reg. \$1.95 \$1.59 Yd.
Reg. \$1.49 \$1.19 Yd.

GEORGETTE and CANTON CREPES
Reg. \$1.45 \$1.19 Yd.
Reg. \$1.95 \$1.59 Yd.

Celenese 85c Yard
Plain colors and fancy patterns. Regular price \$1.29 Yd.

Baronet Satin 49c Yard
Regular 75c Yd.; large selection.

Corduroy 59c Yard
Regular price 95c Yd. Choice 6 colors.

UNDERWEAR Crepe 19 1/2c Yard
Regular price 27 1/2c Yd. Plain, fancy and stripe.

Printed Pique 29c Yard
Regular 50c Yd.; 36-in. width. Nice assortment to choose from.

A. B. C. Silk 59c Yard
Regular price 75c Yd. Plain colors and fancy.

Children's Middies
Be prepared for the new semester.
Reg. \$1.69 NOW \$1.39
Reg. \$1.00 NOW 79c
Serge collar and cuff. Fine grade middy twill.

Middy Skirts
Finest grade serge; knife pleats.
Reg. \$3.45 NOW \$2.29
Reg. \$2.45 NOW \$1.89

Children's Sweaters
Entire stock at sensational savings; coat style and slip-overs. Plain colors and fancy weaves.
Reg. \$3.95 \$3.19
Reg. \$2.45 \$1.85

Children's Hosiery 5 Pair \$1 39c Pair
Regular 50c value. Bobby Sox and Shorts.

STORE CLOSED!
ALL DAY THURSDAY TO REARRANGE AND MARK DOWN THE STOCK

**1513 CABRILLO AVENUE
NEXT DOOR "SAFEWAY"**

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