Your Invitation

The women of Torrance will find this modern Benson's store the last word in smart fashions and accessories . . . at very moderate prices, indeed.

Visit us on the opening day and judge for yourself. We know you will like what we have to offer.

BENSON'S

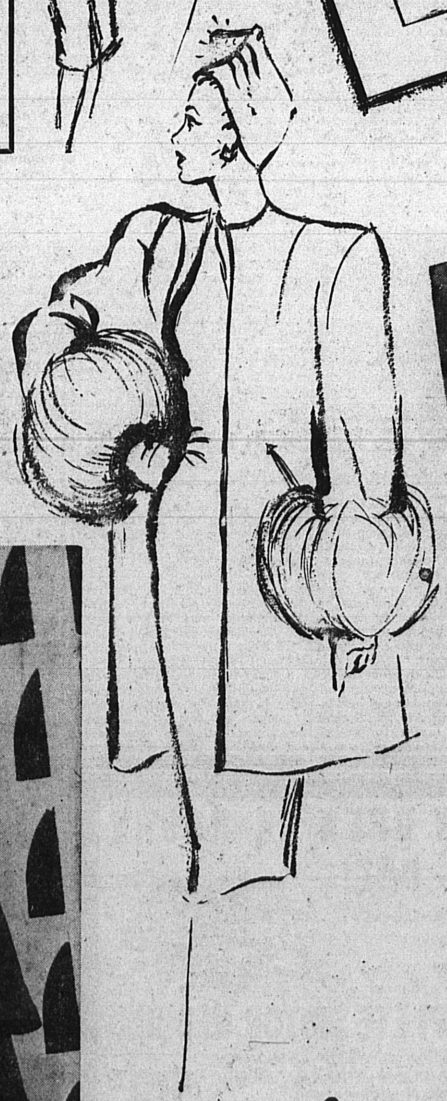
Announce the Opening of their New Store in Torrance at 1273 Sartori Ave.

GRAND OPENING

Friday, Nov. 23rd, 10 a. m.

Lovely Gifts!

Shop Benson's first this Christmas . . . hundreds of lovely feminine gifts to choose from. You will be glad if you take our advice and shop early while full stocks are available.



Costume Jewelry

Because costume jewelry is so important to the well dressed woman, Benson's offer a great variety of outstanding pieces at Benson's moderate prices.

Fur Trimmed Coats

You must see them . . . Benson's fur trimmed coats for fall. Beautiful all wool materials, in the fascinating winter colors. They're simply, yet elegantly tailored . . . they'll go right to your heart

$49.95 TO $89.95 (plus tax)

FOR *Tailored* YOU

A dress that's right for every informal occasion . . . beautiful poplin, tricky leather belt . . . in your favorite pastel colors.

Sizes 9 - 17

$8.98

Open a Convenient Charge or Budget Account

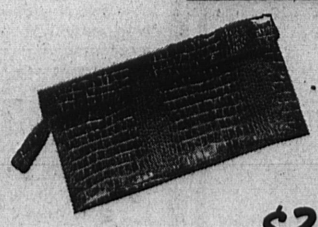
holiday ensemble

Youthful, tailored 2-piece suit and matching topper of Shetland . . . taffeta lined. A figure slim approach to the holiday season . . . the price, too, will put you in the holiday mood.

SUIT . . . **$19.95**

TOPPER **$19.95**

In Blue, Wine & Green
Sizes 12 to 20



Torrance's most complete line of

HANDBAGS

Shop Benson's for the latest in Handbags. Here you are sure to find the style, size, shape and material you want . . . including Corde; simulated alligator of genuine leather and the new plastic patent bags.

$3.98 to $15.00

BENSON'S

1273 SARTORI AVE. — TORRANCE

You are invited to open a convenient

CHARGE or BUDGET ACCOUNT

Our thousands of charge and budget account customers endorse the convenient Benson's Charge and Budget plans. Ask about them.

You've waited a long time for this

Bareleg

HOSIERY

Extra Sheer, Seamless

64c

Sensational new rayon hose so sheer they had to be called "Bareleg"

Beautiful Rayon Silk

SLIPS

Plain and lace trimmed. They're hard to get but you'll find them at Benson's grand opening.

$2.25
$2.98
$3.98

SWEATERS

By Helen Harper, Renart, Branford and other famous sweater houses. Gay, colorful . . . 100% wool. Sizes 34 to 40. **$3.98 to $7.98**

SKIRTS

Perfect fitting gored skirt illustrated . . . popular frost point . . . front and back kick pleat, $3.98. Others in wool and woolgabardine . . . . . **$3.98 to $7.98**

BLOUSES

A wide selection of fine blouses for all occasions. Tailored dressmakers, tricky necklines, polka dots. Whites, blacks and your favorite colors. **$2.98 TO $5.98**