

MODE O' DAY

YOUR INDEPENDENTLY OWNED SHOP

OPENS



WHERE FAMOUS
MODE O' DAY
FROCKS AND
LINGERIE ARE
MANUFACTURED
IN LOS ANGELES

Mode O' Day believes in Torrance and its brilliant future... sees Torrance as the natural shopping center of this entire area of Los Angeles County! And rightly so! That's why we are so proud to open this brand new store in Torrance... and take an active part in building this great city!



Tomorrow--Friday, Dec. 7th

at the **MODE O' DAY CORNER SARTORI at POST AVE....TORRANCE**
(Formerly Chamber of Commerce Bldg.)

OPENING DAYS SPECIAL!
MODE O' DAY FROCKS
New Creations

- Distinctive Fabrics! Smart!
- Fine Tailoring... Chic...!
- Exclusive Styles... Colorful!

DRESSES... FRESH AND NEW AS TOMORROW NEVER BEFORE SHOWN ANYWHERE... EVERY GARMENT A PERFECT FIT... SPECIALLY PRICED FOR THIS GREAT TORRANCE OPENING.

\$3.49

Mode O' Day Has a Complete Stock of
Women's DRESSES

SIZES 38 TO 44

Distinctive fabrics and fresh colors... designed with Mode O' Day's traditionally fine tailoring to assure perfect fit.

\$2.60 \$3.98 \$4.98

SMART NEW
BLOUSES

- TAILORED SHIRTS
- COLORED SATINS
- SMART CREPES
- SIZES 32 TO 38

All New! — Just Unpacked!

\$2.98

FAST COLOR
COTTON
APRONS

Dainty styles that make charming Christmas Gifts. Rick Rack trim! Sweetheart pockets! Dozens of styles!

\$1.00
& \$1.69

OPENING DAYS SPECIAL!
MODE O' DAY SLIPS

- Tailored! • Lace Trim!
- Four Gore • Tearose
- Full Cut • White
- Rip-Proof

At your new Mode O' Day Shop you will find lingerie lovelies... Feminine, rustling, glamorous, beautifully tailored slips that are a delight to wear... You will find rich, heavy rayon-satin, exquisitely trimmed with lace tops and bottoms, also a group of four-gore tailored, double bra fitted in pre-war quality... Do your Christmas and gift shopping now... Specially priced at

\$1.98
and \$1.49

MODE O' DAY Hostess COATS

Here you will find just the beautiful Hostess Coats that you have been looking for... Long, flowing, slenderizing lines make these hostess coats more than desirable. Special at...

\$4.98



Magic Twist
RAYON & SILK
51 Gauge Hose
Limited Quantity!

\$1.25

REINFORCED
FOOT
PERFECTS
EXTRA SHEER
FULL FASHIONED
SIZES 8 1/2 TO 10 1/2

Candlewick Robes

WASHABLE
COLOR FAST



ONLY
\$8.25

Raspberry
Cherry Red
Dusty Rose
Powder Blue
Aqua

SIZES:
14 to 20

Mode O' Day has been fortunate in securing a large selection of these beautiful, washable candlewick robes. Ideal for housewear... smart and comfortable.

Plenty of Free Parking Space!

THE MODE O' DAY CORNER SARTORI AND POST
Just 30 Feet Across the Street
AWAY FROM THE HIGH RENT DISTRICT

Mode O' Day can't pay high rents and at the same time bring you fine merchandise at our famous low prices! That's why we've picked the corner of Sartori and Post as the Mode O' Day Corner... just across the street from the Star Furniture Co. ... and thirty feet from the high rent district. PLENTY OF FREE PARKING SPACE!

MODE O' DAY

Corner Sartori & Post -- OPEN HOUSE FRIDAY EVENING TILL 9 -- TORRANCE