MILADY'S SHOPPE

DON'T MISS IT! FOLLOW THE CROWDS!

NECESSITY DEMANDS ACTION!

708 AVALON BLVD. Wilmington
1 Blk. So. of Anaheim St.
"Look For Sale Signs"

MUST SACRIFICE UPWARD TO ONE-HALF OF OUR HUGE STOCK OF "FAMOUS LABEL" LADIES APPAREL ... DEMANDING IMMEDIATE AND DRASTIC ACTION!

FACTS! ARE FACTS!

Here's The Story . . .

The Unexpected!—The Undreamed of!! . . . But Never-The-Less True! . . . WE MUST CONFESS WE'RE "LOADED" WITH 700-700-MUCH INVENTORY FOR THIS TIME OF THE YEAR . . . In spite of our business that has been steadily growing in volume year by year, gaining slowly but surely the confidence of our customers . . . NOW WE ARE FORCED TO HOLD A SALE SHOW AS THIS, TO CLEAR OUT . . . SELL OUT . . . OUR SURPLUS STOCKS, in order to save the strain of a congested condition, created by overflow of stock . . . IT'S HOUSE CLEANING TIME . . . Profits mean Nothing Now! IT'S A CASE OF SELL! SELL! AND SELL FAST! Regardless of the great loss involved.

Every department in our store, the price tags will tell the story of our determination to clear out most of our stocks of Ladies Ready to Wear and Accessories at reductions that are really stupendous . . . DON'T MISS IT!

BIG INVENTORY DISPOSAL Sale

SALE Starts FRIDAY Sept. 4 —AT— 10 —A.M.—

AND WILL CONTINUE FROM DAY TO DAY UNTIL MOST OF THIS STOCK IS SOLD!

WOMEN'S APPAREL PRICES SLASHED

WE HAVE PUT BEHIND THIS GREAT SALE EVERY RESOURCE AT OUR COMMAND AND IT IS WITH FULL CONFIDENCE THAT WE GIVE OUR PROMISE TO OUR CUSTOMERS, AN ASSEMBLY OF HIGH GRADE WOMEN'S APPAREL AT PRICES UNPARALLELED IN OUR ENTIRE BUSINESS CAREER . . . NEVER! YES, NEVER BEFORE HAVE YOU HAD SUCH AN OPPORTUNITY TO REAP SUCH SAVINGS AND SUCH BARGAINS . . . MAKE YOUR PREPARATION RIGHT NOW TO ATTEND THIS GIANT SALE THAT BEGINS FRIDAY SEPT. 4TH AT THE STROKE OF 10 A.M.

Charge Accounts WELCOME! DURING SALE 30-60-90 DAYS

THE MOST SENSATIONAL BARGAINS EVER RECORDED ANYWHERE

Charge Accounts WELCOME! DURING SALE 30-60-90 DAYS

Be Here When the Doors Open Friday!
NYLON HOSE
Famous brands. Limit 2 pairs to customer.
One Group
Values to 1.50
Sale Price 25c

BE THE FIRST LUCKY WOMAN TO ENTER OUR STORE FRIDAY MORNING!
DRESSES
You will hardly believe your eyes when you see such bargains . . . all taken from our regular stock of higher priced groups. You'll find Styles, Colors galore in Dressy and Casuals.
One Group
VALUES TO 14.95—Sale Price $2.00

HURRY WHILE THEY LAST!
BLOUSES
Short and long sleeve styles in solid colors. Prints, Plaids.
One Group
Values to 3.95
Sale Price $1.00

WOMEN! Buy An Armfull
SLIPS—GOWNS
Slips full length and half. Crepes, Satins, in tailored and lacy styles . . . White and Colors . . . GOWNS in novelty seersucker and others.
One Group
Values to 3.95
Sale Price $1.55

LADIES' 100% ALL NYLON
PANTIES
Perfect quality, white and colors . . Hurry while they last!
One Group
Values to 1.95
Sale Price 55c

A COLLECTION THAT IS REALLY OUTSTANDING
BETTER SKIRTS
We have taken majority of our stock of better skirts and grouped them into the following sale prices. You'll find dozens of styles, fabrics and colors to choose from. Famous makes.
One group VALUES TO 6.95 Sale Price 3.44
One group VALUES TO 10.95 Sale Price 5.44
One group VALUES TO 14.95 Sale Price 7.44

BUY YOUR SHARE OF THESE!
LADIES' SKIRTS
Scores of colors and styles, washable Gay Cotton Prints, Denims, Rayons, Wools, embossed Taffeta, etc.
One group VALUES TO 7.95 Sale Price 2.00

BRAND NEW FASCINATING FASHIONS
BETTER DRESSES
Gay, Exciting, New Cottons, Sheers, Better Rayons, Silks, a host of Miracle Fabrics, Crepes, Gabardines, Wools, etc. Dresses to travel in . . . To work in . . . for afternoon and evening wear . . . scores of colors . . . Sizes for Juniors, Misses, and Women . . . also half sizes.
One group VAL. TO 12.95 Sale Price 4.66
One group VALUES TO 14.95 Sale Price 6.66
One group VALUES TO 17.95 Sale Price 9.66
One group VALUES TO 18.95 Sale Price 8.66
One group VAL. TO 24.95 Sale Price 11.66
HURRY FOR YOUR SELECTION! You can afford to buy six and more of these dresses at these low prices.

LADIES' ALL-WOOL
SWEATERS
Slip-on and Cardigan styles, Turtle Neck, many Novelties.
One group VALUES TO 5.95 Sale Price 2.44

LADIES' BETTER
TEE SHIRTS
Novelty Knits, Ribbed Cottons, Turtle Neck styles, Cardigans . . . All very highly styled . . . A large color selection to choose from.
One group VALUES TO 5.95 Sale Price 1.88

Wool Jersey BLOUSES
By Koret. Smart styles. Assorted colors. Washable. A real good value.
VALUES TO 9.95 Sale Price 2.77

LADIES' HAND BAGS
Choice of all our handbags. Assorted colors and styles. Black, navy and colors.
Sale Price 2.88

SINCH BELTS
By KORET. Assorted colors.
VALUES TO 1.95 Sale Price 88c

LADIES' YEAR 'ROUND
SUITS
Plenty of Wools, in Gabardines, Checks, Solid Colors in Pastels and Darks, Many imports, Dressy and Tailored fashions . . IT'S THE GREATEST SUIT VALUE EVER OFFERED!
One group VAL. TO 39.95 Sale Price 15.00
One group VAL. TO 49.95 Sale Price 25.00

LADIES' BETTER
BLOUSES
Famous name brands featured in this outstanding collection of better Blouses. Top fabrics such as Nylons, Pure Silks, Miracle Fabrics, Batiste, Laces, Cottons, in Dressy and Tailored Styles. Short and long sleeved.
One group VALUES TO 4.95 Sale Price 1.88
One group VALUES TO 7.95 Sale Price 2.88
One group VALUES TO 10.95 Sale Price 3.88

LADIES' BETTER
SLACKS
All wool Gabardines, Glen Plaids, Worsteds, Sharkskins, Corduroys, etc. — Well-tailored.
One group VALUES TO 10.95 Sale Price 5.00
One group VALUES TO 17.95 Sale Price 8.00

LADIES' PANTIES
Fine Trico panties. White, yellow, pink. Sizes 5-6-7.
VALUES TO 1.00 Sale Price 29c ea

EMBRACEABLE GIRDLES
Pantie and other styles.
VALUES TO 6.95 Sale Price 1.88

LADIES' ALL-WOOL FULL LENGTH
COATS
Famous name brands, you'll recognize them at a glance. They are tremendous values and will certainly go quick . . . . Fine Woolens, many imports. Fleeces, Poodle Cloth, Tweeds, Plaids. Some Velvets.
One group VAL. TO 39.95 Sale Price 19.77

MATERNITY WEAR
Dresses, Smocks, Skirts. One group assorted styles and fabrics.
VALUES to 10.95 Sale Price 3.00

MATERNITY CLOTHES
Nationally advertised. 2 piece, new Fall styles. Assorted fabrics.
VALUES TO 19.95 Sale Price 8.88

LADIES' ALL WOOL
SHORTIE COATS
Don't miss this coat sale . . . It's most unusual to find coats at this low price. You'll find top Woolen Fabrics in Pastels, Whites, Navy and Black.
One group VAL. TO 29.95 Sale Price 14.77

LADIES' BETTER
LINGERIE
• Slips
• Gowns
Most of our huge stock of better lingerie featured in the following sale prices. You'll find mostly Nylons with lace trim, also Tailored styles, plenty of White and colors.
One group VALUES TO 5.95 Sale Price 2.88
One group VALUES TO 7.95 Sale Price 4.88

Ladies' Purses
Many styles in Leathers, Patents, Fabrics, Nylon, etc. All colors.
One group VALUES TO 8.95 Sale Price 1.00

Ladies' Rayon TOPPERS
Fully lined. Colors yellow, pink, blue. Sizes 38, 40, 44.
VALUES TO 12.95 Sale Price 6.88

FAMOUS NAME BRANDS
BRASSIERES
You'll find Nylons, Satins, Cottons, many strapless.
One group VALUES TO 5.00 Sale Price 1.00

LADIES' ROBES AND LOUNGING
PAJAMAS
You'll find Satin Quilted Types . . . in beautiful styles and colors.
One group VALUES TO 16.95 Sale Price 7.00

LADIES' PLAY SHORTS
By famous maker. Assorted colors and styles. Sizes 10 to 44.
VALUES TO 5.95 Sale Price 1.77

IT'S UNBELIEVABLE! LADIES'
SWIM SUITS
Famous Sea Nymph. Beautiful colors and styles.
One group VALUES TO 12.95 Sale Price 5.00

MILADY'S SHOPPE

OPEN A CHARGE ACCOUNT AT MILADY'S SHOPPE

WOMEN'S APPAREL

708 AVALON BLVD.
WILMINGTON
TE. 4-6971
USE YOUR CREDIT

DISTRICT HEAD . . . Leonard G. Cross of Bellflower will be installed as commander of the "Noisy" 19th District of the American Legion, to which the Torrance Bert S. Crossland Post belongs, in ceremonies in Bellflower Sept. 9.

Dim Dem Bright Lights at Night --Highway Patrol

"On and after Sept. 9 it will be illegal for any vehicle using bright headlight beams to follow within 200 feet of the car ahead," B. R. Caldwell, California Highway Patrol Commissioner, stated this week.

"Immediate cooperation by all drivers will end one of the most serious hazards of night driving as well as an irritating source of discomfort.

"It is ironic that the Legislature has found it necessary to make illegal a practice which normal motoring courtesy should have eliminated long ago," Caldwell added.

"There has been no change in the existing requirement that all motorists must lower the beams of their headlights when approaching within 500 feet of a vehicle bound from the opposite direction," he explained.

The new amendment will apply to any motor vehicle operated on the highways between thirty minutes after sundown and thirty minutes before sunrise; or at any other time when headlights would normally be required.

The light-dimming regulation is one of more than 130 changes in the Vehicle Code enacted by the 1953 Legislature and scheduled to take effect on Sept. 9.

Beat Rising
GAS PRICES
with a Minx

The handsome new Hillman Minx gets up to 35 miles to a gallon! Parks in a pocket. Holds the road like a coat of tar. Drive it today!

B B CAR SALES
Becon British Cars
One of the "9"
700 Pac. Coast Hwy.
Hermosa Beach

CACTUS CAL
BY HALF WAY HOUSE

PHONE DA. 6-9877

Half Way House
Cocktail Lounge - Motel
Restaurant
3103 PACIFIC COAST HWY.
At Entrance Torrance Airport