

Long Beach • Santa Ana



Buffums' 52nd

ANNIVERSARY SALE

an old-fashioned SALE with a young viewpoint

July 26th through August 11th!

Starts today! The sale that will make you feel years younger as Buffums' turns back the clock on prices, bringing you buys such as you haven't seen in years... old-fashioned prices on new, up-to-the-minute merchandise! Here are just a few of the hundreds of values to be found throughout our two fine stores — in every department, on every floor! Values for men, for women, for kiddies, for the home! It's our 52nd Anniversary... come and celebrate!

Ladies First

69.95-89.95 Luxurious Wool Coats, new fall styles in magnificent Stroock and Forstmann wools. Lush colors. Misses' and petites **\$58**

25.95-29.95 Handmacher Weatherwene Suits, boxy and dressmaker styles, wonderful colors in Misses', Junior and proportioned sizes **18.80**

49.95 Young Californian Coats, pure wool tweeds, plush fabrics, in smart styles with push-up sleeves! Marvelous colors, Sizes 5 to 13 **\$38**

14.95-17.95 New Luxury Skirts, luscious pure wool tweeds, flannels, worsteds in slim or flare styles. 9 glorious colors. 8 to 18 **9.88**

10.95 Wonder Jersey Dresser, cool, washable all-occasion styles! Stripes, prints, solid colors. Sizes 12-20, 14 1/2-24 1/2 **8.99**

7.95-9.95 Orlon Bermuda Sweaters, cashmere-soft, full fashioned, luscious colors! 34-46, Cardigans, 3 styles, **5.88** Slipons, 2 styles, **4.88**

2.98-5.95 Famed Maker Blouses, miracle pongees, broadcloths, nylons in the season's smartest styles, colors. Sizes 32 to 38 **1.99**

12.95-15.95 New Fall Hats, lush velours, beavers in exciting new styles and colors. Thrilling buys at this special purchase price! **8.88**

20.95-22.95 Andrew Geller Shoes, beautiful high and medium heel styles in suede, calf and patent. Fall shades, broken sizes. Buys! **14.99**

8.95 Cotton Quilt Dusters, famed make, comfortable button front style with handy pockets. Blue, pink, green check. 10-18 **5.99**

\$5-10.95 Silf Skin Girdles and Panty Girdles. Seamless, full-fashioned for comfortable control. Sizes S-M-L. Slight Irregulars **3.80**

10.95-14.95 Brushed Nylon Gowns, three appealing long sleeve styles to cuddle you in cozy comfort. Choose from dainty pastels, 14-20 **7.99**

For Men Only

79.50-89.50 New Fall Stein Bloch Suits, superb selections, new weaves and patterns. Distinctively styled to latest fashion trends. Great buys! **\$69**

18.95 Buffums' Own Slacks, Imported Italian flannels, 2-ply worsted gabardines. Meticulously tailored. 29-42 **12.95, 2/\$25**

\$5 Buffums' Own White Dress Shirts, Premium quality, sheen luster. Spread collar, french cuff or semi-spread, button cuff **3.89, 3/\$11**

2.50-\$5 Silk Neckwear, new narrow widths in fine imported and domestic silks. Latest patterns and colors. Outstanding values! **1.79, 2/\$3.50**

4.95-6.95 Sport Shirts, short sleeve, Italian or spread collar styles in cottons, rayons or long sleeve flannels. S-M-L-XL **2.99**

19.95-25.95 British Walker Shoes—Once-a-Year Sale of our entire stock! Oxfords, ties, tassels, slipons in calf, suede; cordovan **16.90 to 22.90**

22.95-\$25 Famed Make Jackets, light, warm, washable zip-front jackets, nylon lined. Choice of popular solid colors. 36 to 46 **13.99**

1.25-1.50 Cotton Broadcloth Shorts. Boxer or gripper. White, plains, fancy patterns. Sanforized. 30-42 **89c**

\$1 Famed Make Cotton Knit T-Shirts, nylon reinforced taped neck, cap sleeves. White in sizes S-M-L-XL, extra long. Stock up! **69c, 3/\$2**

\$5-5.95 Famed Name Cotton Broadcloth Pajamas. Full-cut coat or middy style, Sanforized. Wide choice of patterns, Sizes A, B, C, D **3.79**

\$1 New AGILON Stretch Sox. One-size anklets in 2x4 rib 60% nylon, 40% cotton for absorbency and comfort. Good colors. **69c pr., 3/\$2**

5.95-8.95 Hi-bulk Orlon Sweaters, washable, fall colors. Sleeveless V-neck. S-M-L **3.99**
Long Sleeve V-neck Slipovers, 38-46 **6.99**

For Small Fry

4.50-10.50 Pied Piper Shoes for boys and girls. Terrific selection of Back-to-School styles and colors at a big 15% saving! Now **3.82 to 9.31**

5.95 Boys' fine Orlon or Lamb's Wool Sweaters. Long sleeve, V-neck and novelty styles in 8 popular colors for school. Sizes 8 to 18 **3.99**

Boys' Famed Make Nylon Jackets. Nylon shell, nylon fleece lined. Washable, good colors. 13.95 sizes 6-12, **8.99** 15.95 sizes 14-20 **9.99**

Boys' Famous Texas-Make Jeans, double-knee, 12 1/2-oz. Sanforized white-back denim. Grey or blue. 2.95 sizes 4-12 **1.99** 3.50 sizes 14-16 **2.29**

5.98-8.98 Cotton School Dresses, great selection of discontinued styles in fine fabrics by a famed maker. Perfect for school, 3 to 6X **3.49**

2.98-4.98 Girls' Famed Cotton Flannel Pajamas. Dainty or tailored styles, good selection of prints and solid colors. 4 to 14 **2.59, 2/\$5**

\$25-\$35 Girls' Wool Coats, wide choice of new fall styles; colors in fine woolsens by a famed maker. Milium lined. 7 to 14 **17.99**

39.95 All Hardwood Crib, Cutout and ball trim, 4-side teething rails and adjustable springs. Exceptionally fine for baby. Value! **29.99**

3.75 Chix Gauze Diapers, slight irregulars of these softer, more absorbent diapers, 20x40" size. Thrilling values at **2.69 doz.**

4.98 to 8.98 Girls' Orlon Sweaters, slight irreg., famed make, many decorated, good colors. Cardigans, 7-14 **3.89** Pullovers, 7-14 **2.89**

5.98-10.98 Girls' Dresses, new fall school and party styles by a famed maker. Wide variety of easy care cottons, chromspuns. 7-12 **3.99**

39.95 Lionel Diesel Electric Freight Train, 90-watt transformer, 4 freight cars, 94 inches of track, horn control. You save \$10! **29.95**

For the Home

69.95 Fine China Service for 12, exquisite "Pinehurst" or "Melody" pattern on superb white translucent china. Marvelous values! **47.77**

6.98 Lazyback Moulded Foam Rubber Decorator Pillows. 4 styles in washable Tonkin silk/rayon zip covers. 9 decorator colors **3.98**

4.95-14.95 Imported Hand Hemmed Damask Dinner Sets. Rose pattern, rayon/cotton with napkins. Ivory, pink, gold, green **3.99 to 11.99**

2.99-7.95 Stevens Mohawk, fine 180 count percale sheets. Regular or fitted in twin, double, extra long, queen, king sizes **2.69 to 6.79**

Kenwood "Lynn" luxurious 100% wool blankets, satin bound. Lovely colors! 15.95 Twin **12.95** 17.95 Double **14.95** 29.95 King **24.95**

26.50 Fieldcrest "Concord" Colonial Spreads. Antique or bleached white, twin or double for traditional, provincial, colonial rooms **19.95**

72.30-154.50 Custom Reupholstery, finest workmanship, choose from 3 groups of luxury fabrics. Include labor, materials **60.88 to 133.88**

Save Custom-Made Draperies! Choice of 5 popular fabrics, made with deluxe pinch pleats. Includes labor and materials **2.99 yd.**

\$175 International, 7-Piece Silver Plated Tea Set. Footed tray, kettle, coffee, cream, sugar and waste bowl. Magnificent value! **99.95***

\$160 International Sterling Flatware, Lambeth Manor or May Melody, 32-piece service for 8 in tarnish proof chest. A lifetime buy! **99.95***

Lamps, Two for the Price of One! 39.95 values, China and Bristol glass lamps over 30" tall! Brighten your home and save! **2 for 39.95**

Special Purchase! Imported Crystal, exquisite selection of 6 most desirable types. All hand finished. Beautiful quality! Each **2.99**
*plus tax

SHOPPING'S EASY WITH BUFFUMS' CONVENIENT REVOLVING CREDIT ACCOUNT!

Buffums' Store Hours 9:30 A.M. to 5:30 P.M. Fridays 12 Noon to 9 P.M. —PINE at BROADWAY, LONG BEACH.—Park in the Autopark