

GRAND OPENING SALE

Commencing Thursday, August 22 at 9:30 a.m.
and continuing thru Tuesday, August 27th.

Hartfields South Bay

Famous from coast to coast as one of the nation's foremost chains featuring the ultimate in feminine fashions at the lowest possible prices, Hartfields opens the doors of its newest and most modern store at South Bay Shopping Center, Hawthorne Boulevard at 174th Street, Redondo. It is with great anticipation that we invite you and your friends to participate in our grand opening celebration sale. Our tremendous buying offices that stretch from New York to California, and even into Hawaii, have brought for your approval, the very latest women's apparel to delight the feminine heart and at sensationally low opening sale prices. Our limited space here allows us to list only a few of the hundreds of opening celebration sale specials. Drop in and see us and you will become another fashion-wise happy Hartfields shopper.



HAWTHORNE BLVD. at 174th.
South Bay Shopping Center
REDONDO



CONVENIENT
Shopping Hours During
Hartfields Opening
THURSDAY
FRIDAY and
SATURDAY
9:30 am.-9:30 pm.
MONDAY
12:30 pm.-9:30 pm.
TUESDAY and
WEDNESDAY
10:00 am.-6:00 pm.



5 Day Opening Special!
ENTIRE STOCK of BRAND NEW
BACK-TO-SCHOOL and FALL FASHIONS
DRESSES, COATS, SUITS, SUBURBAN SHORTIES,
SKIRTS, SLACKS, JACKETS, SPORT SETS,
BOUFFANTS, ROBES, PAJAMAS, GOWN SETS

AT **25%** OFF
Regular Price Ticket

5.99 to 16.99 NEW FALL DRESSES

Cottons, silk 'n' cottons, menswear flannels, Vadero, velvets, crepes, laces. Also wool and corduroy jumpers and maternity dresses. All sizes.

25% OFF.....Pay Only 4.49 to 12.74

19.99 to 59.99 FALL and WINTER COATS

A complete assortment of coats fashioned of lustrous fleeces, suedes, tweeds, plush, velvets, Orlon-Dynel, man-made furs, and many others. All sizes and colors.

25% OFF.....Pay Only 14.99 to 44.99

12.99 to 19.99 SUBURBAN SHORTIES

Yoppers and car coats in fleeces, tweeds, suedes, Astrakhan curls, and yarn dyes. A "must" for your fall wardrobe. All sizes, all colors.

25% OFF.....Pay Only 9.74 to 14.99

17.99 to 39.99 BRAND NEW FALL SUITS

Flannels, tweeds, broadcloths... 2 and 3-piece and jumper styles... Many with white mouton fur and genuine mink trims. Newest colors.

25% OFF..... Pay Only 13.49 to 29.99

2.99 to 12.99 CARCOATS & Blazer JACKETS

All the leading types in the most wanted materials and the important colors of the season, including maternity jackets. Sizes 10 to 18.

25% OFF.....Pay Only 2.24 to 9.74

2.99 to 10.99 NEW FALL & SCHOOL SKIRTS

Famous brands in wool felts, menswear flannels, wool tweeds and plaids in wrap-around, full circle, pleated and gored styles.

25% OFF.....Pay Only 2.24 to 8.24

2.99 to 7.99 SLACKS and CAPRI PANTS

Man-tailored California styled, including tapered and Capri pants. Fabrics include China cotton and corduroys in popular colors and all sizes.

25% OFF.....Pay Only 2.24 to 5.99

2.99 to 7.99 BOUFFANT PETTICOATS

Choose from over 800 bouffants—yards "n" yards of nylon in the newest fall fashions. White and assorted colors. Sizes S-M-L.

25% OFF.....Pay Only 2.24 to 5.99

5.99 to 10.99 GOWN SETS and LOUNGING PAJAMAS

New gown sets and 2 and 3-piece lounging pajamas in a wide assortment of colors and styles.

25% OFF.....Pay Only 4.49 to 8.24

2.99 to 15.99 GORGEOUS NEW ROBES

Over 1000 robes to choose from. Fitted and pelagairs, dusters and full length robes, nylon quilts, crepes and cottons.

25% OFF.....Pay Only 2.24 to 11.99

1.99 40 DENIER NYLON TRICOT and NYLONIZED TRICOT SLIPS

This outstanding selection defies competition. Lavishly trimmed. Colors: White, pink and blue.

1.59

2.99 DACRON/NYLON/COTTON and OPAQUE NYLON TRICOT SLIPS

Dressy or tailored! Sheath or gored. Shadow pastel or regular. White and pastels.

2.

1.99 DACRON/NYLON/COTTON and NYLON TRICOT PETTICOATS

Sheaths, flares, pleats and flounces. Delicately trimmed! Carefully detailed! White and pastels.

1.59

2.99 OPAQUE NYLON TRICOT and FLANNELETTE GOWNS & PAJAMAS

Current best sellers. A symphony of styles. Assorted colors and prints. Sizes 32 to 40.

2.

5.99 NYLON TRICOT "BABY DOLL" and WALTZ LENGTH GOWNS

With nylon overlays and frilly trims. Assorted pastel colors. Sizes S-M-L.

4.

All Hartfields Merchandise
Guaranteed First Quality

1.99 BRAND NEW FALL and SCHOOL SHIRTS and BLOUSES

High count broadcloths with roll-up sleeves, long sleeves with French cuffs and sleeveless styles.

1.59

2.99 HI-COUNT BROADCLOTH and DACRON CREPE BLOUSES

The "casual look" with plunging necklines, Ivy league collars and blouses. Solid and stripes. Sizes 32-38.

2.

2.99 HI-BULK ORLON SLIPON and BULKY CARDIGAN SWEATERS

Short sleeved mock-turtlenecks and Dolman sleeve slippers. Also, Peter Pan collar cardigans.

2.

4.99 FUR BLEND SLIPONS and FULL FASHIONED ORLON CARDIGANS

A sensational assortment of an unheard-of low price. Newest electric colors. All sizes.

3.

6.99 LONG SLEEVE BAN-LON and FUR BLEND CARDIGAN SWEATERS

A sensational offering of the most desired "fashion sweaters" in a complete color and size assortment.

5.

\$1.00 NYLON, COTTON and SATIN BRASSIERES

Padded, circular stitched, strapless and 4-way. A-B-C cups. Sizes 32-40.

2 FOR 1.69

39¢ NYLON TRIMMED ACETATE TRICOT PANTIES

Over 2400 to choose from in fancy and tailored styles.

4 PANTIES FOR \$1.

1.99 POWER NET and PUCKERETTE GIRDLES and PANTY GIRDLES

Choose from entire stock. Sizes: S-M-L and X-L.

2 FOR \$3.

Below Cost Hosiery Sale

HARTFIELDS FAMOUS 60 GAUGE 15 DENIER First Quality NYLON HOSE

39¢ When Sold in Boxes of 3 Pair For 117

NEWEST FASHION COLORS SIZES 8 1/2 TO 11



NO CASH NECESSARY with HARTFIELDS REVOLVING BUDGET PLAN
NO DOWN PAYMENT CHOOSE YOUR OWN TERMS
...TAKE MONTHS TO PAY!

ALL OPENING SPECIALS SHOWN HERE ON SALE AT HARTFIELDS SOUTH BAY ONLY

Hartfields
HAWTHORNE BLVD. at 174th
SOUTH BAY SHOPPING CENTER, Redondo