

YOU CAN MEASURE



DISCOUNT SALE

save 1/4 1/3 1/2 and more!

THESE SAVINGS

CASH SAVINGS ARE YOUR BEST SAVINGS!

4 BIG DAYS
Sale Starts Thursday, Oct. 9-9 a.m.
and Continues Friday, Saturday,
Monday, October 10-11-12.

AT DALES BARGAIN DAYS AT DALES
4 BIG DAYS

LADIES' CAPRI SETS

All new novelty fabrics including Knits, Wools and Gabardines... usually made to sell for 10.98 and up! On sale during Bargain Days...



from **4.99**

LADIES' 2-PIECE SPORT OUTFITS

100% WOOL SKIRT and MATCHED TOPS (as shown)

SOME QUILTED SKIRT OUTFITS INCLUDED IN THIS GROUP.

THIS ASST. OF STYLES WERE MADE TO SELL FOR 12.98. SIZES 8-18

5.99
Many to Choose From



DALES

Self-Service Dept. Store

1334 EL PRADO

DOWN TOWN TORRANCE NEXT TO A&P MARKET
Open Daily 9 to 6 • Friday Night 'til 9 P.M.



LADIES' 100% NYLON TOPPERS

Values to 14.95.

Fully lined, 2 full pockets with full cut back. All the new pastel shades for dress or sports wear. SIZES 9-17.

USE OUR LAYAWAY

6.99
OUR LOW LOW PRICE!



LADIES' DRESSES REDUCED!

1/2 PRICE

Now Was 1.77 85¢
Was 2.59 1.29
Was 3.77 1.88
Was 4.77 2.39
Was 5.77 2.89
Was 8.99 4.49

ALL SIZES—STYLES—COLORS



NORODY BUY NORODY UNDER SELLS DALES

WE UNDERSELL DEPARTMENT STORES — CHAIN STORES — DISCOUNT HOUSES! . . . SEEING IS BELIEVING! . . . FIRST QUALITY NAME BRAND MERCHANDISE!

most wanted!

FALL SKIRTS

Usualy Up to 4.98 Selected From Our Better Stock.

- Wools
- Novelty Fabrics
- Sizes 22-30
- Many Styles to Choose From

You'll Want Many At This Price

1.99
Our Low Price



BUY WHAT YOU WANT AT WHOLESALE PRICES!

LADIES' 100% ORLON CARDIGANS

Fashioned Sleeves
New Fall Shades
Heavy Quality Knit
SIZES 32-47. Many styles to choose from.

1.99
Val. at 3.98

SPECIAL BUY! POLISHED COTTON LADIES' CAPRIS PEDAL PUSHERS and JAMAICA SHORTS

These items were made to sell from 2.98 to 5.98. Buy them at our low, low price!

SPECIAL GROUP Ladies Polished Cotton Jackets Zip Front 2 Pockets Reg. 2.98

1.00
Large Variety of Styles and Colors SIZES 8-18

CAR COATS LADIES' GIRLS'

Beautifully styled for rough wear. Millium lined in poplin cloth and novelty wood buttons. Double breasted. Some quilted.

Girls' Sizes 4-14
Ladies' Sizes 8-18

2.99

LADIES' 100% NYLON HOSE

FIRST QUALITY
51-15 DENIER
NEW FALL SHADES
VAL TO 1.19

1.37

SPECIAL PURCHASE! GIRLS' CORDUROY CAPRIS

Made by Leading Sportswear Mfr. Cut with the new slim tapered look. All the new fall shades in SIZES 1-14. You'll Want an Armful!

1.59
2 for \$3.00

BUY OF A LIFETIME! GIRLS, BOYS' CORDUROY FLANNEL LINED BOXER PANTS and BIBALLS

In best fabrics inc. cotton twills, denim, polyester & cordu — No Irons. Made by leading Texas mfr. to sell for 1.98. Our low LOW PRICE 6 MOS.—6 YRS.

99c

BOYS' POLISHED COTTON SLACKS

WITH NEW FLAP-BACK POCKETS ELASTIC BACK — HALF BELTED FRONT! Ass. Colors.

As featured in TV Spot SIZES 4-10 **2.49**

Boys' T-SHIRTS KNIT CREW NECK **59c**
Boys' — Girls' PAJAMAS **1.00**
Broadcloth and Flannel-Drip Dry-Prints Solids—Brands You'll Recognize SIZES 8-14

MEN'S FLANNEL OR NOVELTY COTTON SHIRTS

Soft warm flannel fabrics. Sanitized. Some wash 'n wear. Plenty rugged for active wear. Our cottons are in Ivy League styling.

PERFECT FOR WORK or PLAY. LONG SLEEVES

MEN'S DENIM SLACKS

VERTICAL STRIPES IN IVY LEAGUE & HOLLYWOOD STYLING. COLORS: BEUL, CHARCOAL and TAN. CUFFED BOTTOMS — HIGH QUALITY TAILORING — SOLD AT LEADING SHOPS FOR 4.98. OUR LOW, LOW PRICE—

1.59
2.00

Boys' Denim JACKETS

Two pockets, zipper front. Made to sell for 2.98. Sizes 7-8x. Blue, gray, tan, brown.

1.00

Boys' Denim SLACKS

Zipper Fly—Boxer Back with Belted Front. Large turn-up cuff.

Boys' 10-Oz. BLUE JEANS

Texas Make West cut style of 10-oz denim they've reinforced at all points of strain. Sanitized — machine washable — Boys' sizes 4-19.

1.00
Val. to 2.98

BOYS' JWELED JEANS & JACKETS

USUALLY 2.98 EACH

COMPLETE SET JEAN & JACKET **3.00**

- Reinforced
- Novelty Jewels
- Kivets at Point of Strain
- Black, Brown & Navy Stripes
- Sizes 7-12

MEN'S POLISHED COTTON SLACKS

SPECIAL PURCHASE!

- FLAP-POCKETS
- IVY LEAGUE STYLING
- CUFFED
- TAN, BLUE, BROWN, BLACK

SIZES 29-38
VAL. TO **5.98**