

JOEL'S FASHION CENTER IS HAVING A SALE TO GIVE TORRANCE AND VICINITY AN EVENT THAT WILL MAKE RETAIL HISTORY. \$85,000 STOCK OFFERED TO THE PUBLIC AT LOWEST PRICES EVER . . . COST AND BELOW COST!

Joel's **Is NOT Quitting - But -**
IN ORDER TO CARRY OUT PLANS FOR THIS EVENT -

Out Everything GOES

JOEL'S ENTIRE STOCK (Without Exception) GOES ON SALE!

SALE OF WOMEN'S BLOUSES

A wonderful selection of blouses. You'll want 4 or 6 of these now that they are so ridiculously low priced. You'll find cottons, dacrons, nylons, orlons . . . All must go at these low prices!

Reg. \$2.98 NOW \$1.99	Reg. \$5.98 NOW \$3.99
Reg. \$3.98 NOW \$2.49	Reg. \$7.95 NOW \$4.99
Reg. \$4.98 NOW \$2.99	Reg. \$9.95 NOW \$6.99

NO REFUNDS! NO EXCHANGES!

FORTREL PAJAMAS
Reg. \$8.98 - \$9.98
NOW \$4.99

FANTASTIC VALUES IN DRESSES
Regular \$9.95 - \$10.95
DRESSES NOW **\$6.99**

RAYON PANTIES
REG. 59c - NOW
3 pair \$1.00

BABY DOLLS AND GOWNS
Was NOW
\$3.98 **\$2.49**
\$4.98 **\$2.99**

Regular \$13.95 - \$14.95
DRESSES NOW **\$8.99**
Regular \$15.95 - \$16.95
DRESSES NOW **\$9.99**
Regular \$17.95
DRESSES NOW **\$10.99**
Regular \$18.95
DRESSES NOW **\$11.99**

JEWELRY
50% OFF
REG. \$6.00 TO \$10.00
NOW \$3 to \$5

Bermudas and Knee Knockers
COTTON - SAIL CLOTH - HOMESPUN
Reg. \$3.98 **\$1.99** and **\$2.49**
Reg. \$4.98 **\$2.99**
Reg. \$5.98 **\$3.99**

PURSES MUST GO!
STRAW, MARSHMALLOW, CLOTH, PATENT
Was NOW
\$5.98 **\$3.99**
\$8.98 **\$5.99**
\$10.98 **\$6.99**

CO-ORDINATED GROUPS

CAPRIS - SKIRTS - BLOUSES
BERMUDAS - T-SHIRTS - ETC.

All Famous Makers - Frank Lee - Bronson - Phil Rose - Carol Chris - Miss Pat - Etc.

Reg. \$2.98 NOW \$1.99	Reg. \$5.98 NOW \$3.99
Reg. \$3.98 NOW \$2.49	Reg. \$7.95 NOW \$4.99
Reg. \$4.98 NOW \$2.99	Reg. \$9.95 NOW \$6.99

STORE-WIDE SALE BEGINS AT 9:30 A.M. TODAY!

Joel's FASHION CENTER

"Known Everywhere for Quality"

JUST SAY
"CHARGE IT!"
UP TO 5 MOS. TO PAY!

255 1/2 Pacific Coast Hwy
TORRANCE
(Next Door to Newberry's)

SUMMER SAVINGS FESTIVAL SHOE CLEARANCE

WE'RE MAKING WAY FOR OUR NEW FALL STYLES SO HERE'S YOUR BIG CHANCE TO SAVE ON FOOTWEAR FOR THE ENTIRE FAMILY

WOMEN'S LIFE STRIDE All Summer Styles REG. 11.99-14.99	8⁸⁸	MEN'S FLORSHEIM Selected Styles REG. 19.95-26.95	18⁸⁰
WASHABLE CASUALS—(Limited Styles) Kedettes • Sunsteps • U.S. Keds Champion Oxfords		2⁸⁸	REG. 3.99-5.99
WOMEN'S GRACE WALKER Hi & Mid Heels	6⁸⁸	WOMEN'S HONEY-BUG Terrycloth Scuffs	\$1
REG. 9.99-10.99		REG. 2.49	
WOMEN'S FLATS Mr. Gus Shindigs Musketeer	4⁸⁸		
		REG. 7.99-9.99	
CHILDREN'S SUMMER SANDALS — REG. 3.99 — ALL SUMMER STYLES		2⁸⁸	
GIRLS' FLATS • LIDO DEBS • DEL MAR • VOGUE Reg. 5.99 - 6.99	7⁸⁸	MEN'S BRIARCLIFF A Double Value at This Special Reg. 9.99 - 11.99	3⁸⁸
CHECK ✓ OUR SPECIAL ODD BALL TABLES		CHECK ✓ OUR WINDOWS FOR ADDITIONAL SPECIALS	
2591 PACIFIC COAST HWY.		DA 5-2390	

Continental Coiffures
OH! DON'T FORGET
WE'RE OPEN SUNDAYS



VISIT OUR NEW ECONOMY DEPT.
SHAMPOO & SET STYLE HAIRCUT **\$2.25**
TINT TOUCH-UP PERMANENT WAVE **\$5.98**
CONTINENTAL ROOM SLIGHTLY HIGHER

Continental Coiffures
OPEN 9 A.M. TO 9 P.M.
25414 CRENSHAW BLVD. — DA 6-7444
ROLLING HILLS PLAZA — OPEN 7 DAYS A WEEK
AROUND THE CORNER FROM FOODS CO. & CITIZENS BANK

FREE GREETING CARD
WITH ALL PURCHASES OVER \$1.00

Choose From Our Complete Gift Selection

SEE OUR ISLAND OF SUPER SAVINGS!

Julia White
In the Arcade
ROLLING HILLS PLAZA



(Bring This Coupon)
Hair-Conditioned Treatment
With Shampoo and Set **\$3.50**

A treat to beauty helps keep hair looking alive through sun, sea, and wind.

PERMANENT WAVE SUMMER SPECIAL!
\$6.95 and \$8.95

Complete with cut and set. Tinted and bleached hair slightly higher.

CREME TINT Complete \$4.95

FREE Gift With \$6.95 and up Permanent Wave

Hair Cuts, \$1.00

WIGS SOLD
Wigs Cleaned and Dressed — **\$8.00**

All Barber and Beauty Supplies at Discount Prices!
THIS WEEK'S SPECIAL!
Hair Spray **59c**

This Coupon Good Thru July 31 Only!
Open 9 A.M. - 9 P.M. Daily

Rolling Hills Plaza Only
Open Sundays 9 A.M. - 5 P.M.

OPEN 9 A.M. - 9 P.M. DAILY

The Hair Stylists
B'ITY SALONS

OPEN EVERY EVENING

LOMITA

Narbonne at Pac. Cst. Hwy.
Behind Safeway

DAvenport 5-1280

TORRANCE

1328 Sartori Ave.
Corner of Marcellina

FAirfax 0-1333

ROLLING HILLS PLAZA
SHOPPING CENTER
Crenshaw & Pac. Cst. Hwy.
DA 5-2575

Erny Ellis
S TATE OFFICE SUPPLY
SHOPPER STOPPER!

NEW AND USED
TYPEWRITERS

ALL MAKES
PORTABLES AND STANDARDS
REDUCTIONS UP TO

\$50⁰⁰

Per Machine

S ROLLING HILLS PLAZA
2599 Pacific Coast Highway
TORRANCE DA 5-1655


2645 PACIFIC COAST HIGHWAY at Crenshaw

REG. \$14.88
FOLDING COT
12⁸⁸

\$1.00 VALUE
COSTUME JEWELRY
YOUR CHOICE
4 FOR 1⁰⁰

COLONIAL STYLE
HURRICANE LAMPS
Milk white glass attractive designs.
2 FOR 3⁹⁸

\$11.88 VALUE
POLE LAMPS
Fit, floor to ceiling
8³³

PLUS BLUE CHIP STAMPS

SAVE UP TO 75%
ON YOUR DRY CLEANING

- Clean those ceiling-to-floor and wall-to-wall draperies
- Double and king size bedspreads
- Nylon, dacron and wool blankets

NEW . . .
20-LB. DRY CLEANER

DRAPERY PLEATER AVAILABLE
DRAPES CLEANED - FAN FOLDED - TIED

SAVE NOW!

Clean out those winter-weary clothes closets today — Take advantage of our extra special . . .

CLEAN 2 LOADS AT REGULAR PRICE \$2.00 FOR 8-LB. LOAD . . . AND GET THE 3rd LOAD FOR \$1.00 (1/2 PRICE)

3 8-LB. LOADS DRY CLEANED FOR ONLY . . . **\$5**

PLENTY OF COUNSELORS TO ASSIST YOU

Open Every Nite Till 9; Sunday Till 6 P.M.

NORGE
LAUNDRY AND CLEANING
VILLAGE

ROLLING HILLS PLAZA
CRENSHAW & PACIFIC COAST HIGHWAY
DA 6-9886