

DALE'S

SELF-SERVICE DEPARTMENT STORE
1334 EL PRADO
Downtown Torrance--Next to A&P Market

SALE STARTS THURSDAY

April 30th, at 9:00 a.m. SHARP!

1ST.

Anniversary

FREE BALLOONS FOR THE KIDDIES ACCOMPANIED BY PARENTS

CUT YOURSELF A SLICE OF THE GREATEST MONEY SAVING CELEBRATION IN THE HISTORY OF THE SOUTHLAND!



ANNIVERSARY SALE!

All Our Better LADIES'

DRESSES

INCLUDING JUDY PALMER AND OTHER KNOWN BRANDS
VALUES TO 8.95

- Guaranteed Washable Cottons in One and Two Piece Styles--You'll See Elsewhere at Twice the Price

5⁰⁰

Sizes 7 to 15
8 to 20
& 14½ to 24½



Get Set for the Sunny Season LADIES' SWIMSUITS

- ANNIVERSARY SPECIAL
75 Suits Taken From Our Better Stock For This Special Sale!
- Cottons and Rayons
 - Solid Colors
 - White
- They Last!
Sizes 32 to 38

figure on fun and flattery

1²⁷

VALUES TO 3.98



ANNIVERSARY SALE

LADIES'

CAPRI AND PEDAL PUSHER OUTFITS

- Novelty Pants With Coordinating Blouses
- Sanforized Fine Cottons
- Plaids and Novelty Prints

WORTH UP TO 3.98

Sizes 8 to 18

1⁷⁷

USE OUR LAYAWAY



FAMOUS MAID LADIES'

BRAS

Packaged to Sell for 1.00 Anniversary Special

- 3 Styles:
- Padded
 - Embroidered
 - Circle Stitch
 - All Size Cups

59^c
EACH
2 for \$1

Sizes 30 to 38



SPECIAL PURCHASE

LADIES' & GIRLS' SWEATERS

- If Perfect Would Be 3.98
- Heavy Quality
- Asst. Styles and Colors

While They Last!

1⁰⁰

GIRLS' SIZES 1 TO 14



ANNIVERSARY SALE!

LADIES AND GIRLS'

PANTIES

- 2-Bar Tricots
- Nylonized
- Hollyhock Briefs
- Assorted Colors
- Sizes S-M-L
- Worth 39c Each

6 For \$1
or 20¢ Ea.



ANNIVERSARY GIVE-AWAY!

GIRLS' DRESSES

NEVER EVER SOLD FOR LESS THAN 1.98

59^c
EACH
2 for \$1⁰⁰

All Washable. Many Styles to Choose From



SIZES 4 TO 12



ANNIVERSARY SALE!

GIRLS'

PEDAL PUSHERS AND CAPRI SETS

- WASHABLE FABRICS WITH COORDINATING BLOUSES
- Sizes 2-6X
7-14

WHILE THEY LAST

88^c

BOYS' & GIRLS' PAJAMAS

- Broadcloth & Flannel
- Drip Dry Prints
- Sizes 4-14
- You Will Know These Brands!

1⁰⁰
Val. to 1.98



CREW NECK KNIT T-SHIRTS

Heavy Dut. Asst. New Fall Stripes or White! SIZES 3-16 2 for \$1 NOW!

BOYS' BRIEFS

Fancy Striped Broadcloths and Knits - Cotton Knit Backs. Sizes 4-14-39c Val.

GIRLS' PLAY SHORTS

- Twills and Poptins
- Assorted Colors
- Sizes 2-6, 8-14
- Limit 3 • Val. 69c

35^c
3 for \$1

FREE BALLOONS FOR THE KIDDIES ACCOMPANIED BY PARENTS

prices take a plunge.....
swimsuit

SALE

Girls' one-piece cotton and lastex suits • Dressmaker styles with pleated skirts and flairs.

1⁵⁹
Worth 2.98
2⁵⁹
Reg. \$3.98

Sizes 3 to 6X

Girls' Cotton Swim Suits, with terry lined cabana tickets. Sizes 7 to 14.



DALE'S DOES IT AGAIN!

GIRLS' 100% NYLON

DRESSES

Reg. 2.98 Value

Nylon lace trim with slips, full sweeps with deep hems.
Sizes 1 to 3-4 to 6X

1⁶⁷
Please! No Dealers!



ANNIVERSARY SPECIAL!

GIRLS POLISHED COTTON

CAPRIS

Worth 2.98. Asst. prints and solids, washable, adjustable waistband. Sizes 3-6X and 7 to 14.

1⁰⁰
Limit 2 Per Customer

