

MOTHER'S DAY IS MAY 10th

DALE'S Sale

**EVERYONE SAID IT COULDN'T BE DONE!
BUT DALE'S DID IT AND WILL CONTINUE TO
GIVE YOU THE BEST AT THE LOWEST
PRICES IN THE WEST.**

EVERY ITEM IN EVERY DEPARTMENT REDUCED FOR THIS GALA EVENT!

WE APOLOGIZE! TO THE HUNDREDS OF CUSTOMERS WHO WERE TURNED AWAY DUE TO THE TREMENDOUS CROWDS. WE ARE CONTINUING OUR SALE FOR 4 MORE DAYS, SO THAT YOU CAN TAKE ADVANTAGE OF THESE PRICE-SLASHING VALUES!

LADIES' DRESSES

- SUN COTTONS
- WASHABLE
- Worth Up to 3.98
- ASST. PRINTS
- SIZES 10 TO 20
- 38 TO 44

1.27

FREE BALLOONS FOR THE KIDDIES ACCOMPANIED BY PARENTS



GIRLS' SUMMER DRESSES

- New Cotton Prints
- Nylons and Washable Broadcloth
- Full Gut, Wide Hems
- Assorted Styles
- Sizes 3 to 6X

1.59 (Worth 2.98)

BIGGER GIRLS Sizes 7 to 14—3.98 Value **2.59**

GIRLS' SUNBACK DRESSES

- Dirndl Waist with Boleros. Sizes 1 to 6X.
- Val. 1.98

88c



\$1 HOLDS YOUR LAYAWAY

Men's Polished Cotton SLACKS

- Wash 'n' Wear
- Flap Back Pockets
- Tan, Grey, Blue Brown & Black

2.77 EACH (Worth 5.98)

2 for 5.00 (Sizes 29-42)



MENS' KNIT SHIRTS

- Fine combed yarn
- Regular 2.98 val.
- Asst. lovely weaves
- Many styles to chose - all colors

1.77 (Sizes S-M-L)

MENS' WALKING SHORTS

- Regular to 4.98
- Polished cotton
- Flap-back pockets

1.77 (as featured 29-42)



Anniversary Special LADIES' SKIRTS

- Pleated Waistlines
- Full Sweep Skirts
- Washable Broadcloths
- Choice of Colors

1.77

JUST IN TIME FOR MOTHER'S DAY!

Prices 22 to 30 values to 3.98



GIRLS' PLAY SETS

ONE-SHOT DEAL AS FEATURED

Val. Up to 1.98

ALL ONE PRICE DURING SALE

88c EACH SET (Sizes 3 to 6X and 7 to 14)



MENS' SPORT SHIRTS

- Wash 'n' Wear
- Novelty Prints & Solids
- Assorted Styles
- Brands You've Seen at Twice The Price.
- WORTH 1.98
- MENS' & BOY'S

99c



MENS' SWIM TRUNKS

BOXER & LASTEX STYLES

SIZES S-M-L

99c

Boy's Swim Trunks 4-8 44c UP 10-16



Ladies' Day-of-the-Week PANTIES

7 Pairs to the Package Embroidered Days of the Week

2.59 Per Box

6 for 1.39c Val. 39c

GIFT BOXED Ladies' 2-Bar Tricot PANTIES



BEAT THE HEAT! GET IN THE SWIM!

GIRLS' BATHING SUITS

- Cotton Dressmaker Styles With Elastic Backs
- Skirt Bottoms
- Worth 3.98—NOW

1.59 (3 to 6)

For the Bigger Girls, \$1.99



MENS' KHAKI & GREY WORK SHIRTS

HEAVY QUALITY, 2 POCKETS

MADE BY LEADING MANUFACTURERS

SIZES 14-17

Val. to 2.98

1.44

MENS' KHAKI & GREY WORK PANTS

HEAVY DUTY—REINFORCED

8 1/2-OZ.—SIZES 29-42

3.98 VALUE

2.77



MENS' BRIEFS, T-SHIRTS, SHORTS AND ATHLETIC SHIRTS

- Regular 59c
- First quality ea.
- Fine combed yarns

3 For \$1 (For all sizes)

One Shot Deal During Our Sale



LADIES' NYLON HOSE

51-Gauge 15 Denier

34c LIMIT 3 PR.

LADIES' Seamless First Quality HOSE

100% Nylon—1.49 Value

—Choice of Colors

77c



Boys' and Girls' COVERALLS OVERALLS and BIBALLS

- 6 mos. to 6 yrs.
- Valuess if Perfect, 3.98
- Cottons, Twills, Denims and Gabardines

99c



BOYS' KNIT T-SHIRTS

- Fine Combed Yarn
- Asst. Stripes and Patterns
- Sizes 1-14
- Worth 98c

59c (2 for \$1)

GIRLS' AND BOYS' PLAY SHORTS

- Twills, Poptins
- Asst. Colors
- Boxer Style
- Sizes 2-6, 8-14
- Regular 69c

35c (3 for \$1)



MENS' & BOY'S HELENCA STRETCH SOCKS

- 100% NYLON
- FIRST QUALITY
- REINFORCED HEEL & TOE
- ASST. PATTERNS

Val. 50c

22c



INFANTS' DEPT. SPECIALS

Birdseye Diapers

- 27" x 27"
- 1st QUALITY
- HEAVY DUTY
- WORTH 2.98

1.44 doz

BOOTIE SETS

- 100% ORLON EMBROIDERED
- NOVELTY WEAVE
- WORTH 3.98

1.77

RUBBER PANTIES

- HEAVY QUALITY
- WASHABLE
- REGULAR 39c VAL.

17c

BABY BLANKETS

- WINDOW BOXED
- ASST. PATTERNS
- HEAVY DUTY—REG. 2.98

1.19



BOYS' 11 1/4-OZ. NYLON—BLUE JEANS

Reg. 2.98 and 3.50

- Machine Washable
- Vat Dyed
- Vulcanized Knee
- Reinforced at Points of Strain

1.88 (Sizes 4 to 12, 14 to 16)

2.22 (HUSKIES Sizes 14 AND 16, 26 to 36)



BOYS' SPORT SHIRTS

- Wash 'n' Wear
- Asst. Prints
- Novelty Fabrics
- Sizes 2 to 6 and 8 to 16

Val. to \$1

77c

BOYS' POLISHED COTTON SLACKS

- HEAVY QUALITY.
- Flap Back Pockets.
- Cuffed. Sizes 1-6X.
- Asst. Colors.
- Reg. 2.98.

1.77 (4-16 Bigger Boys 2.49)



DALE'S

SELF-SERVICE DEPARTMENT STORE

1334 EL PRADO

Downtown Torrance---Next to A&P Market

\$1 HOLDS YOUR LAYAWAY

STORE HOURS:
Daily 9 A.M. to 6 P.M.
Friday Till 9 P.M.

