

QUALITY * SERVICE * DISCOUNTS * INTEGRITY *
WHITE FRONT
 STORES
 * KEEPING FAITH WITH THE CUSTOMER SINCE 1929

MARCH SALE

ROARING VALUES! MEEK PRICES!



Beautiful
FLOWERED HANDBAGS

A flourish of flowers on these uniquely styled handbags announces that Spring is approaching! ... Select from a wonderful assortment of fresh Spring colors ... designed to highlight your loveliest outfits!

\$2.68 TOP BUY
 TO **\$3.68** SUPER SAVINGS



Trolicking
FASHION BLOUSES

"Happy Clown" ruffles, or big billowing bows highlight these original-style blouses ... delightfully colored in new pastels or whites ... Ideal partners for that pretty new Easter suit! Sizes 32-38.

\$2.68 FABULOUS LOW, LOW PRICE!



Spring
DEBUT DRESSES

The new "Keyhole" look makes its first appearance this season ... in beautifully textured "Request" fabric that's hand washable, wrinkle-resistant ... simply perfect! Long-sleeve shift style, too ... in pretty pastels. Sizes 7 to 15. Not at Central, Van Nuys or East L.A.

\$6.88 TERRIFIC LOW PRICE!



Pretty
PASTEL "PARADE" SUITS

Soft pastel stripes accentuate the ease and elegance of these lovely suits ... so wonderful to wear because they're made from lightweight, easy-care seersucker. Sizes 10-16.

\$6.88 FANTASTIC SAVINGS!



HUGE SELECTION OF CHILDRENS SPRING FASHIONS

NEWEST IDEA IN REDUCING! TRAY-LYNN SLIMMERS

THE EASY WAY TO SLIM YOUR FIGURE NO DIETS OR DRUGS ... REDUCE NATURALLY!



Plastic Slimmers are easy to wear ... fit comfortably under clothing. Utilizes natural body heat to melt away unwanted inches ... spot reduces exactly where you need it! Use while you work, sleep, or play ... they're terrific!

1.68 PAIR 50 VAL
1.98 ANKLE PANTS 7.95 VAL
2.78 CHEMISE 3.95 VAL

SLIMMER PANTIES OR SLIMMER CHEMISE



PICK 'N' PAIR PLAYWEAR

Styled for carefree fun ... in wonderfully washable cotton knit! Your choice of sleeveless or short sleeve tops, to mix or match with cotton knit capris or Jamaicas. Pretty pastel shades ... in girls' sizes 3-6X, 7-14. (Sizes 7-14 not in E. L.A., Van Nuys, Central Store)

AQUA
 YELLOW
 MINT GREEN
 ORANGE
 PINK

1.48 2.29 VALUE

2.68 3.95 VALUE

SPRINGTIME DRESSES

Light 'n' lovely for your little girl ... adorably styled in frilly cotton or nylon. Choose from many different styles in pastel prints or bright solid colors. Tots' 3-6X, Girls' 7-14. (Sizes 7-14 not in E. L.A., Central, Van Nuys.)

3.68 TO **5.68** 7.95 VAL



BOUFFANT SLIPS OR PETTICOATS

Full sweep styled ... with fancy lace trim, in easily washable nylon. Ass'd. styles in white. Sizes 4-14. (Not in E. L.A., Central, Van Nuys.)

1.68 1.95 VAL

GIRLS' DOUBLE KNIT 2 PC. SUITS

Chic little suits ... with novelty tops, & solid color skirts. Fully washable ... in lovely pastel colors. 7-14. (Not in E. L.A., Central, Van Nuys.)

7.88 12.95 VAL

GIRLS' ASSORTED PANTIES

Your choice of nylon tricot, rayon tricot, or "Eiderlon" ... in many styles & colors. Sizes 4-14. (Not in E. L.A., Central, Van Nuys.)

2 PAIR FOR 68¢

JR. BOYS' WASH 'N' WEAR SLACKS

Smartly styled, with pockets & cuffs ... made from long-wearing, Sanforized cotton. Ass'd. colors. Sizes 2-7.

1.78 2.95 VAL

JR. BOYS' SHIRTS

100% Sanforized cotton ... in the newest patterns and colors. Sizes 3-7. Completely washable.

1.98 2.98 VAL

JR. BOYS' 2-PC. SUITS

Handsomely styled suits ... with short sleeve shirts, and contrasting or matching slacks. Sizes 3-7.

2.88 3.95 VAL

SEVING SOUTHWEST LOS ANGELES COUNTY **TORRANCE: HAWTHORNE Ave. at TORRANCE BLVD.** 10 STORES ALSO SERVING LOS ANGELES, SAN BER'DO • COVINA • ANAHEIM AND THE SAN FERNANDO VALLEY. A COMPLETE DISCOUNT DEP'T STORE With THE LOWEST EVERYDAY PRICES in the WEST! HOURS: MON. thru FRI. 12 to 9 P.M. * SAT. and SUN. 10 to 7 P.M.