AFTER 15 YEARS, AN EVENT TO MAKE RETAILING HISTORY — SALE HOURS — DAILY 9:30 TO 6 EXCEPT THURS., FRI., MON TO 9, SUN., 10-4

STRUMS Department Store NOW GOES DISCOUNT

ENTIRE STOCK

Few Fair Trade Lines Excepted Now On

SALE

SO REALLY BIG WE WILL BE OPEN SUNDAY 10 to 4

SELLING OUT MAJORITY OF STOCK TO MAKE SPACE FOR OUR CHANGEOVER TO DISCOUNT SELLING!

This Famous Old, Friendly Department Store Answers Your Call . . .

You asked for it . . . An exclusive DISCOUNT APPAREL STORE carrying better quality clothes . . . Well here it comes . . . BUT to make room we MUST SELLOUT our present stock REGARDLESS OF THE LOSS . . . Come and get it!

McCALL'S & SIMPLICITY PATTERNS
Talon Zippers, Wright's Seam Binding, Wright Bias Tape, Wright Rick Rack, Sewing Thread, Buttons, All Notions.

No Exceptions Entire Stock Dealers Welcome **1/2 Price**

BANKAMERICARD — INTERNATIONAL

Foam Mattress Pad Twin Size Reg. 1.98 Sacrifice **1.00**

Decorative Throw Pillows Squares and Rounds One Group Reg. to 1.49 Sacrifice **77c**

DRAPES 48" wide x 84" long per pair . . . All popular colors. One Group Reg. 4.98 The Pair **1.97**

Bates Bedspreads Full Size Finest Quality Reg. to 10.98 ... **3.97**

KING AND QUEEN **BATH SHEETS** 36X70 Luxurious Terry One group Reg. 3.98 Sacrifice **1.97**

Finest Quality **GUEST TOWELS** One group Reg. 59c Sacrifice **27c**

DRAPES 24", 36", 45" Lengths Decorator Colors & Styles One Group Reg. to 4.98 Sacrifice **97c**

TABLE CLOTHS 52 x 52 hand printed fast colors, also dacron blends. One group Reg. to 4.98 Sacrifice **1.97**

BEACH TOWELS FINEST 36 x 72 PRINTED WHITE One Group Reg. 2.98 Sacrifice **1.00**

GIGANTIC FAMOUS NAME BRAND – TOP QUALITY STOCK SACRIFICED

MEN'S **SUITS** 100% Wool, Dacron and Orlon. Newest patterns & styles. Fresh, clean stock . . . finest tailoring throughout! Entire Stock — Reg. to $55 **28.97 . 39.97** • Cuffs Altered Free •

Top Name Brand — Men's **SPORT COATS** 100% Wool, Orlon and Wool blends, Mohair blends. Spring-weight and year around weights! ONE GROUP Reg. to 39.95 Sacrifice .. **18.97**

3 Pc. Corduory SUITS Very famous label. Coat, Vest, Pant. Smartly lined Coat and Vest. One group Reg. 34.95 Sacrifice .. **23.87**

MEN'S **SLACKS** Luxurious 100% wools in sharkskins, worsteds, reverse twists, gabardines . . . Dacron tropical worsteds and wash 'n' wear gabardines. One group Reg. to 11.98 Sacrifice ..... **5.97** One group Reg. to 17.98 Sacrifice ..... **9.97** • Cuffs Altered Free •

MEN'S SOCKS Work or Dress One group Reg. to 59c Sacrifice **18c**

Men's 100% Orlon **SWEATER SHIRTS** One of the best known makers . . . Smartest Styling One group Reg. to 3.98 Sacrifice **1.97**

Famous Maker Men's **Casual Slacks** Polished Cottons, Continentals, A-1 Peggers, Tapers One group Reg. 4.95 Sacrifice **2.88**

Men's Pajamas Famous maker broadcloth. Pullover or coat style One group Reg. to 3.98 Sacrifice **1.87**

Famous Maker **MEN'S UNDERWEAR** • TEE SHIRTS • BRIEFS One group — Reg. 1.00 **3 FOR 2.00**

MEN'S TERRY ROBES Luxury quality Terry Robes by Cannon One group Reg. 7.98 Sacrifice **4.97**

MEN'S DRESS SOCKS 50% Nylon, 50% Wools, Nylon stretch socks. Vat dyed, 2 ply twist, combed cottons. One group Reg. to 1.00 Sacrifice **38c**

YARDAGE 100% NYLON NET 39"—80 SQUARE UNBLEACHED MUSLIN QUADRIGA CLOTH SATEEN COTTON ORGANDY One Group — Reg. to 79c **4 yds. 87c**

YARDAGE SAIL CLOTHS INDIAN HEADS DACRON CUPIONI CHINTZ (Solids or Prints) 36" Spring Knight (Solid Colors) BROADCLOTHS One Group—Reg. to 98c Sacrifice **37c yd.**

Check Every Item—Bring This Ad With You as a Shopping Guide—Bring Money

DAN RIVER WRINK-LSHED COTTON **GINGHAM** NYLON ORGANDY SHEET LINING (All Colors) WHITE PIQUE NYLON DOTTED SWISS One Group Reg. to 1.59 Sacrifice .... **54c yd.**

BLANKETS Orlon, Dacron, Nylon, Cotton blends in various combinations by such famous names as Beacon! ONE GROUP One Group to 6.98 If Reg. Sacrifice **2.97**

CANNON COMBSPUN PERCALE **SHEETS** 72 x 108 or Twin. Fitted bottoms. Colored or Whites. One group Reg. to 3.49 Sacrifice **1.97**

LOOK WHAT **$1.00** WILL BUY REG. 2.98 TO 6.98 KNIT POLOS . . . SKIRTS . . . PEDAL PUSHERS . . . SHORTS . . . SLACKS . . . SWIMSUITS . . . CAPRIS . . . BERMUDAS . . . MATERNITY SKIRTS, SLACKS, CAPRIS, PEDAL PUSHERS. And Many More!

Playtex Girdles One group Reg. to 10.98 Sacrifice **4.77**

NYLON HOSIERY 51-15 . . . Newest Shades. One group Reg. 79c Sacrifice **38c**

LADIES' "TOP MODE" **COTTON DRESSES** Sun Dresses . . . Half Sleeve . . . Sleeveless . . . 100% Washable Cotton . . . 5 Yard Sweep Full Circle Cooler . . . Many Styles . . . Also Sleeveless Culotte or Shortall with Wrap-Around Skirt. Reg. 3.98 **2 FOR 5.00**

LADIES' DRESSES Spaghetti Strap Sundress Cooler . . . Sure to be a Fast Sellout! One group Reg. 6.98 Sacrifice **3.97**

Men's **SPORT SHIRTS** Short or long sleeves. Newest popular patterns. One of America's biggest names. One group Reg. to 4.98 Sacrifice **1.47**

Famous Maker **DRESS SHIRTS** Names we dare not whisper. French or plain cuff. Solid colors included. One group Reg. 3.98 Sacrifice **1.77**

Men's Wash 'n' Wear **SLACKS** 100% Washable Flannels . . . Most popular shades! One group Reg. 9.98 Sacrifice **2.97**

COME PREPARED FOR CROWDS-LINES-EXCITEMENT

MEN'S **Sport Shirts** Wash 'n' Wear, easy care cottons, 100% washable, finest single needle tailoring in many. Some WESTERN STYLES included. Long and short sleeve in sport styles. One group Reg. to 7.98 Sacrifice **2.97**

LADIES' COTTON HALF SLIPS Popular Top Quality One group Reg. 1.98 Sacrifice **87c**

LADIES' SWEATERS Orlon or 100% Zephyr Wools Pullovers or Cardigans One Group Reg. to 9.98 Sacrifice **3.77**

Ladies 100% Orlon **SWEATERS** Cardigans or Pullovers One group Reg. to 4.98 Sacrifice **1.97**

BOUFFANT PETTI COATS Puffy Nylon Standouts for your full skirts! One Group Reg. to 7.98 Sacrifice **3.77**

LADIES' DUSTERS Cottons or Rayon-Linen Weave 100% Washable. One group Reg. to 4.98 Sacrifice **1.97**

LADIES' QUILTED NYLON ROBES Top Name Brand Some slightly soiled. One group Reg. to 18.98 Sacrifice **6.97**

LADIES' DRESSES Better, Famous Maker Styles . . . Huge selection . . . Styles for wear now and into FALL . . . Priced near cost and way below cost! Sizes 10 to 20; 14½ to 24½ One Group—Reg. to 19.98 SACRIFICE **7.97**

Ladies' — Famous Maker **SWIMSUITS** One and two-piece . . . Sure to cause a riot . . . Hard to get sizes and styles included! Sizes 32 to 46 ENTIRE STOCK REG. TO 14.98 **3.97 – 6.97**

World's Most Famous Brand **WORK CLOTHES** 100% Sanforized, washable, fast color, 1 pc. continuous sleeve, double thickness belt loops. Khaki or grey. • SHIRTS Reg. 3.69 ..... **3.17** • PANTS Reg. 3.98 ..... **3.47**

Union Mfg. Co. **BOULDERCORD WORK PANTS** Sanforized, Mercerized, Vat Dyed Entire Stock Reg. 4.98 ..... **2.97** • Shirt to Match Reg. 3.98 ..... **2.47**

SPECIAL PRICE RIOTS EVERY HOUR

"Can't Bust 'Em" **FRISCO JEANS** Genuine first quality men's—28 to 50. No limit While they Last **4.47**

"Can't Bust 'Em" **Carpenter Overalls** Union Made, white, heavy duty. No limit While they Last **4.97**

LINE FORMS AT 9 A.M. THURS. SHARP

WE HAVE BEEN CLOSED ALL WEEK TO PREPARE THIS WHOLESALE COLLAPSE OF PRICES . . . THESE BIG SAVINGS

ALL PRICES SLASHED...AND SMASHED REGARDLESS OF COST OR LOSS

EXTRA SALESPEOPLE — FITTERS — CASHIERS — TO SERVE YOU — COME PREPARED TO REALLY STOCK UP

Men's Cabana Sets Swim Trunk and Shirt One group Reg. 5.98 Sacrifice **3.87**

MEN'S BERMUDA WALKING SHORTS AND SURFERS One group Reg. to 4.98 Sacrifice **2.87**

MEN'S **SWIM TRUNKS** Boxers, Lastex, Stretch. One group Reg. to 3.98 Sacrifice **97c**

Men's — Famous Label **NYLON JACKET** Windbreaker, Wash 'n' Wear One group Reg. 5.95 Sacrifice **3.97**

RULS AND P.F. **Basketball and Tennis Shoes** Whites and Black in Basketball styles, Black in tennis. MEN'S and CHILDREN'S - Child's 4 to Men's 12 One group Reg. to 4.98 Sacrifice **2.77**

HOODED **SWEAT SHIRTS** White and Colors. S-M-L-XL One Group Reg. 2.98 Sacrifice **1.97**

Boys' Sizes to 20 **SPORT COATS** Fine Imported Wools, Nylon and Wool blends. One group Reg. to 18.98 Sacrifice **10.97**

BOYS' SPORT OR DRESS SHIRTS Top name makers. Long, short sleeves, some French cuff dress styles! Sizes to 18. One group Reg. to 2.98 Sacrifice **97c**

NOT A FEW COME ONS . . . OR PRICE LEADERS . . . BUT EVERYTHING IN THE STORE GIVEAWAY PRICED

STOCK DISPOSAL AT COST, NEAR COST, BELOW COST

OPEN SUNDAY 10 TO 4

Good — Staple —Top Quality, Famous Name Brand Merchandise Sacrificed

GIRLS' SUMMER SLEEPWEAR BABY DOLLS, GOWNS, PAJAMAS One group Reg. to 2.98 Sacrifice **1.47**

GIRLS' AND SUBTEENS' SLIPS Some Slightly Soiled One group Reg. to 2.98 Sacrifice **47c**

Boys — To Size 18 **SWEATER SHIRTS** Orlon Knits Like Dad's. 100% Washable. One group Reg. to 3.98 Sacrifice **2.77**

BOYS' **NYLON STRETCH SOCKS** One group Reg. to 59c Sacrifice **18c**

BOYS' SIZES TO 18 **SURFERS** Most Famous Names One group Reg. to 3.98 Sacrifice **1.97**

BOYS' 4 TO 18 **PAJAMAS** Sanforized, Famer Maker Broadcloth One group Reg. to 3.50 Sacrifice **1.77**

BILLY THE KID JEANS Double Sat-T-Nee Sanforized Denims. Slims and Regulars. One group Reg. 2.98 Sacrifice **2.37**

Boys' —Sizes to 14 **CONTINENTAL SLACKS** Polished and Corded Cottons One group Reg. to 4.50 Sacrifice **2.77**

BOYS' SWIMWEAR Sizes to 18. Giveaway priced right at the start of the hot weather. One group Values to 2.98 Sacrifice **97c**

Boys or Girls' Hooded **SWEATSHIRTS** SURE TO BE A SELLOUT! One group Reg. to 2.49 Sacrifice **1.47**

Girls' Cotton **PANTIES** Sizes 2-4-6 One Group Reg. 49c **5 FOR 1.00**

Buster Brown **TEE SHIRTS** Sizes 1 to 6X Terrific Values! ONE GROUP Reg. 1.19 Sacrifice **87c**

Receiving **Blankets** Size 24 x 34 One Group Reg. 59c Sacrifice **37c**

SALE STARTS Thursday, July 13 9:30 to 9 Fri. 9:30-9 — Sat. 9:30-6

STRUM'S 1261 Sartori

Between Post and El Prado Downtown Torrance Next to Bank of America

AMAZING MARKDOWN MARATHON CONTINUES DAILY-STARTING: THURS. & FRI. 9:30 TO 9 – SAT. 9:30 TO 6 – SUN. 10 TO 4