

ROLLING HILLS PLAZA

Pacific Coast Hwy. & Crenshaw

STARTS THURSDAY, JULY 30TH . . .
SAVE ON WANTED SUMMER ITEMS!

MID-YEAR CLEARANCE

Area Students Call 'GOP' Convention

The San Francisco Cow Palace wasn't the only place in the nation where the Grand Old Party held a convention. During the same week when the Republicans were whooping it up and nominating Senator Goldwater to carry the party banner in the November elections, students at Carl Steele Elementary School did a study of the convention procedure — right down to the demonstrations. Students in Mrs. Jean Wiloughby's sixth and seventh grade class at the school staged their own convention as part of the study of political institutions — using the classroom as their own "palace." While the GOP state delegations made speeches, wrote a party platform, and nominated their candidates, the students were busy doing much the same thing. The class prepared research re-

ports on such topics as the United Nations, foreign aid, civil rights, and income tax in preparation for their own conventions. Mary Earnest read the agenda and the well-coming speech was delivered by Corky Griffith. After all the noise subsided, the convention nominated its candidates. Two UCLA computer experts foresee a future in which computers will be used in virtually every human endeavor.

SHOE CLEARANCE!

NOW . . . DURING OUR SEMI-ANNUAL SALE . . . IS THE TIME TO OUTFIT THE FAMILY WITH SHOES FOR DRESS OR PLAY. ALL STYLES ARE FROM OUR REGULAR SPRING AND SUMMER STOCK.

MEN'S FLORSHEIM Selected Styles Reg. to \$26.98 \$15.90	WOMEN'S FLATS Entire Summer Stock Reg. to \$9.99 \$4.88	LADIES' LIFE STRIDE 100% Mid Heel Reg. to \$14.99 \$8.88
CHILDREN'S RED GOOSE Discontinued Styles Reg. to \$12.99 \$4.88	WOMEN'S SANDALS Special Group Reg. to \$5.99 \$2.88	MEN'S BRIARCLIFF Big Selection Reg. to \$12.99 \$7.88

USE YOUR BANKAMERICAN OR DINERS CLUB CARD

DA 5-2390

Florence Fabrics Expansion SALE!

Thanks to you, our customers, we are expanding! We've knocked out the walls! We've enlarged our store to twice the size to serve you better NOW... a larger selection... complete line of accessories and notions... all famous patterns... complete drapery and upholstery departments. Come... Save...

SALE STARTS 9:30 A.M. THURS. Open 'till 9 pm During This Sale!

EVERFAS? COTTON PRINTS
Polished cotton and "rinkle" cotton... the no-iron kind. 36" wide. You save from **1/3 to 1/2 OFF**

BOLT ENDS Cottons, silks, embroideries, linens. 1/3 OFF	STONE CUTTER 45" wide. Beige, red blue, charcoal, turquoise. Reg. \$1.98 Yd. \$1.29
COTTON KNIT 54" wide. Choice of prints. Reg. \$2.98 Yd. \$1.98	ODDS & ENDS TABLE Plenty of bargains here... hurry! 2 yds. \$1
Drapery & Upholstery FABRICS A fabric for every decor. SAVE 30% to 40%	DACRON & COTTON Lovely solid colors. 45" wide. Reg. \$1.98 Yd. \$1.29
BOLTALEX Complete color selection... 54" wide. \$1.98 yd.	WOOLENS Buy at savings for fall sewing. Reg. \$3.98 to \$6.98 Yd. 1/2 PRICE

WHIPPED CREAM PRINTS
The miracle fabric that is machine washable — Needs no ironing. 45" wide. Reg. \$2.98 Yd. **\$2.50** yd.

REMNANTS 1/2 OFF TRIMMINGS 1/2 OFF

Florence Fabrics
2613 Pacific Coast Hwy. Corner Crenshaw DA 5-2411

JOEL'S FASHION CENTER HAS BEEN SOLD!

Mr. Elliot, the new Owner, Says—

Out Everything

JOEL'S FASHION CENTER ROLLING HILLS PLAZA

2551 PACIFIC COAST HWY.
Crenshaw & Pacific Coast Hwy. TORRANCE
Tel. 325-3442

GIGANTIC STORE-WIDE SALE!

We are facing a situation that calls for quick disposal. We must face the facts... We have entirely too much merchandise... It has now resolved itself into a case of reduce stocks immediately... After taking into consideration the great loss that may have to be incurred by disposing of the desired amount of merchandise, we have decided there is only one logical, sensible thing to do... place the Entire Stock on Sale... To the people of this area... At prices so low, the stock will sell and sell quickly... Don't Miss this Sale... We are sure you, the savings will be tremendous throughout the store.

Now Right at the Height of the Season... Just when you need clothes most... We offer this timely sale at savings that won't come your way for another year—maybe longer!

BECAUSE OF THE SALE OF THIS STORE... ALL Summer Merchandise must go—now!

- SWIM SUITS**
FAMOUS CALIF. BRAND... THE LARGEST SELECTION IN THE SOUTH BAY AREA!
40% OFF!
BY NOW, RIGHT AT THE HEIGHT OF THE SEASON!
- BETTER BLOUSES**
Polka Dot Crepes, Wigger Cream, Etc.
Reg. \$9.98 SALE PRICE **3.99 TO 5.99**
- BOWLING SKIRTS**
Regular \$7.98 SALE PRICE **3.99**
- BOWLING BLOUSES**
Regular \$5.98 SALE PRICE **2.99**
- SHORTS**
BERMUDAS, KNEE PANTS, JAMAICAS & SHORTS
Regular \$3.98 SALE PRICE **2.49**
Regular \$4.98 SALE PRICE **2.99**
Regular \$5.98 SALE PRICE **3.99**
- STRETCH CAPRIS**
THIS SALE ONLY!
Regular \$6.98 SALE PRICE **4.99**
Regular \$10.98 SALE PRICE **6.99**
- SKIRTS**
Regular \$8.98 SALE PRICE **5.99**
Regular \$6.98 SALE PRICE **4.99**
- PANTIES**
(Box of 3)
Regular \$2.39 SALE PRICE **1.00**
- PLAYTEX "Living Bras"**
Regular \$3.95 & \$4.95 SALE PRICE **2.99**
SEVERAL STYLES TO CHOOSE FROM
- DRESSES**
TWO HUNDRED OF THEM
COTTON, WHIPPED CREAM, CREPE... IDEAL FOR SUMMER TRAVEL & VACATION!
Regular \$12.98 SALE PRICE **7.99**
Regular \$15.98 SALE PRICE **9.99**
Regular \$22.98 SALE PRICE **12.99**
- BLOUSES**
SLEEVELESS OR ROLL-UPS, WHIPPED CREAMS, COTTONS, PRINTS OR SOLIDS... DRASTICALLY REDUCED!
Regular \$3.98 SALE PRICE **2.49**
Regular \$4.98 SALE PRICE **2.99**
Regular \$5.98 SALE PRICE **3.99**

SALE STARTS Thursday July 30 at 9:30 A.M. Open Sun. 10 A.M.-6 P.M.

Joel's FASHION CENTER

NOW MR. ELLIOT'S

- ★ BUY ALL YOU NEED NOW
- ★ JUST SAY "CHARGE IT"
- ★ NO MONEY DOWN
- ★ 5 MONTHS TO PAY

Open Monday & Friday Eves 'til 9 Sunday 10 a.m. to 6 p.m.

Rolling Hills Plaza

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Tel. 325-3442