

# GIGANTIC FURNITURE SACRIFICE

A GREAT STORE-WIDE SALE OF FINE FURNITURE, HOUSE FURNISHINGS AND FLOOR COVERINGS. PRESENTING SPECTACULAR SAVINGS THROUGHOUT THIS LARGE STOCK! A SALES EVENT DIRECTED TO THE QUICK DISPOSAL OF AT LEAST HALF OF THIS STOCK. A FURNITURE SALE PRESENTING ALMOST UNHEARD OF PRICE REDUCTIONS THROUGHOUT.

## Terrific Price Reductions

DOWN GO PRICES . . . OUT GOES THIS MERCHANDISE . . . REGARDLESS OF LOSS . . . IN THIS GREAT STOCK REDUCING SALE . . . A BARGAIN EVENT THAT SELDOM IT IS YOUR GOOD FORTUNE TO HAVE PLACED BEFORE YOU . . . BUY NOW AND SAVE . . . ON LIBERAL TERMS.

# LA MODE FURNITURE STORE

**1513 GABRILLO AVE. TORRANCE**  
LOOK FOR THE SALE SIGNS

# ALL OUT CLEARANCE

It was only after considerable thought and serious deliberation that we have decided to place an announcement of this drastic character before our customers and the people of this community . . . But, the situation is this . . . In spite of the fact that we enjoyed a very satisfactory holiday business . . . We have on hand a great many thousands of dollars TOO MUCH STOCK . . . We are frank to admit we greatly overbought . . . This surplus stock must and will be sold . . . No matter what the loss may be.

## WE MUST REDUCE STOCKS

Store Closed Wed. and Thurs. to Slash Prices

Open Fri. & Sat. till 9 P.M.

## REGARDLESS OF THE LOSS

Please bear in mind . . . We are not going out of business . . . But we are facing an overstocked condition . . . And we realize that it will take almost unheard of price reductions . . . In order to accomplish the selling of at least half of this stock . . . Come expecting great savings . . . You will not be disappointed.

Credit Terms May Be Arranged

# ENTIRE STOCK ON SALE AT DRASTIC PRICE REDUCTIONS

A Few Price Restricted Lines Excepted

LET NOTHING KEEP YOU AWAY . . . THIS IS ONE FURNITURE SALE THAT YOU MUST NOT MISS. BUY AT THE LOW SALE PRICES AND AT THE LOWEST LIBERAL CREDIT TERMS.

# SALE

**STARTS FRIDAY JAN. 7TH AT 9:30 A.M.**

And Continues Until We Accomplish The Reduction of Stock

### DON'T MISS THIS GREAT FURNITURE SALE

In announcing this Great Store-Wide Sales Event . . . we want you to know that the sale and only reason for this unusual sacrifice is . . . simply that we are very heavily overstocked and must dispose of this surplus merchandise.

Therefore, this great sale is dedicated to making a clean sweep of at least half of this Fine Merchandise as quickly as possible . . . and rest assured that the savings will be great, we believe the greatest that have been presented to the people of this community for many years. From Wall to Wall and Floor to Ceiling, every dollar's worth of this fine merchandise (except our price restricted lines) will be priced so low that it will sell on sight.

#### LIVING ROOM SUITES

2-PIECE SOFA and CLUB CHAIR, "Hollywood Wakefield" make, 3 cushion Blue Stripe covering. Solid Birch frame. 183.50 Value. **SALE PRICE 109.50**

SOFA ONLY—3 cushion type with pillow arms. Plaid covering. Early California Style with magazine ends. 179.50 Value. **SALE PRICE 99.88**

SOFA ONLY—6 cushion type. Solid Birch frame with rose covering. 189.50 Value. **SALE PRICE 89.50**

5-PIECE CALIFORNIA PROVINCIAL in Plaid Covering. Bed Divan, Club Chair with 2 end tables and coffee table. 279.50 Value. **SALE PRICE 179.50**

2-PIECE BED DIVAN and CLUB CHAIR with 2 separate cushions in Green print with Plastic Arms. 239.95 Value. **SALE PRICE 179.50**

2-PIECE SECTIONAL in lovely Rose fringes covering. 219.50 Value. **SALE PRICE 159.88**

2-PIECE SECTIONAL in Dark Green Pebble Point covering. 269.50 Value. **SALE PRICE 189.50**

2-PIECE BED DIVAN and CLUB CHAIR in Grey tapestry with Dark Green Frieze Arms. 212.95 Value. **SALE PRICE 159.50**

3-PIECE SECTIONAL, Modern Design, Blond frame with lovely Blue covering. 159.50 Value. **SALE PRICE 88.50**

2-PIECE BED DIVAN and CLUB CHAIR in Maple with Stripe Rose covering. 169.50 Value. **SALE PRICE 129.88**

#### CLUB CHAIRS

CLUB CHAIR with Reversible cushion in Rose Tapestry. 78.50 Value. **SALE PRICE 39.88**

CLUB CHAIR with Reversible cushion in Print covering, all spring filled. 69.50 Value. **SALE PRICE 44.50**

CLUB CHAIR makes into single bed in Beige Tapestry covering. 69.50 Value. **SALE PRICE 64.50**

BARREL CHAIR in Mahogany frame, covering in Beige or Rose Tapestry. 69.50 Value. **SALE PRICE 33.50**

#### OCCASIONAL CHAIRS

BARREL CHAIR with Reversible cushion in Rose Brocatelle covering. 89.50 Value. **SALE PRICE 59.50**

BARREL OCCASIONAL CHAIR. Walnut frame in Green Nyvel covering. 39.95 Value. **SALE PRICE 29.95**

GROUP OCCASIONAL CHAIRS. Walnut frame. Spring filled seat, fine covering, in many colors. 19.95 Value. **SALE PRICE 9.88**

MONTEREY STYLE OCCASIONAL CHAIR in Blue Plaid covering. 19.95 Value. **SALE PRICE 13.95**

MONTEREY STYLE OCCASIONAL CHAIR in Plaid covering. 29.95 Value. **SALE PRICE 19.95**

#### PLATFORM ROCKERS

PLATFORM ROCKERS in good Wine covering. 37.50 Value. **SALE PRICE 19.95**

PLATFORM ROCKERS, WALNUT FRAME and Blond Wood in Beige Tapestry covering. 39.95 Value. **SALE PRICE 29.88**

FLOAT-IN-EZ ROCKERS. Covering in Beige Tapestry. Walnut frame. 62.50 Value. **SALE PRICE 44.88**

PHENIX AIR FLOAT ROCKER in 2-color combination. 79.95 Value. **SALE PRICE 49.50**

PHENIX AIR FLOAT ROCKER in Rose Frieze. Rubbertex filling in seat. Light Walnut frame. 89.50 Value. **SALE PRICE 69.50**

#### ROCKERS

TILT BACK CHAIRS WITH OTTOMAN. PLATFORM ROCKERS in Blond frame with Green Nyvel covering. 59.95 Value. **SALE PRICE 39.88**

TILT BACK CHAIR WITH OTTOMAN in Beige Tapestry. Walnut frame. 79.95 Value. **SALE PRICE 49.50**

TILT BACK CHAIR WITH OTTOMAN in Brown Plastic. Walnut frame. 99.50 Value. **SALE PRICE 69.50**

#### OCCASIONAL TABLES

CHOICE OF END TABLES, COFFEE TABLES and LAMP TABLES in Blond or Walnut, many with glass tops. 8.95 Value. **SALE PRICE 3.88**

END TABLES, COCKTAIL TABLES in Walnut finish. Group to 13.95 Values. **SALE PRICE 7.95**

CHOICE OF THE HOUSE OCCASIONAL TABLES. All Styles in Mahogany, Walnut and Blond. Go on Sale at **1/4 OFF**

TABLE & FLOOR LAMPS. GROUP TO 22.75 Values. **SALE PRICE 7.88**

6 and 7-way Floor Lamp with attractive Bronze Base—also many Modern Table Lamps.

#### BED ROOM SUITES

5-PIECE FRENCH WALNUT. Semi Water Fall, consists of drop center vanity with large mirror, 4-drawer chest, full size bed and night stand. Also bench. 169.50 Value. **SALE PRICE 129.50**

4-PIECE MAPLE with dove tail drawers, dust-proof construction center guide, solid plank sides, consists of full size bed, dresser, chest, night stand. 329.50 Value. **SALE PRICE 199.50**

5-PIECE SOLID BIRCH, Salem finish with dove tail drawers, solid plank sides. 369.50 Value. **SALE PRICE 249.50**

5-PIECE MAPLE with center drawer guides, consists of full size bed, vanity, chest, night stand, bench. 159.50 Value. **SALE PRICE 99.50**

5-PIECE MODERN WALNUT finish with center drawer guides. Consists of full size bed, vanity, chest, night stand, bench. 199.50 Value. **SALE PRICE 149.50**

CHOICE OF THE HOUSE UNFINISHED FURNITURE. GO ON SALE AT **1/4 OFF**

#### ODD BED ROOM PIECES

ODD BEDS in many styles, light and dark woods. 19.95 Value. **SALE PRICE 12.88**

MAHOGANY CHEST ON CHEST with 5 drawers. 89.50 Value. **SALE PRICE 44.50**

#### MATTRESSES

COTTON MATTRESSES. Full Size. Reg. 24.50. 50-lb. NOW. **14.50**

Reg. 16.75. 40-lb. NOW. **10.95**

INNERSPRING MATTRESS and BOX SPRING with A.C.A. ticking in full or twin size. 59.50 Value. **SALE PRICE—for Both 39.50**

"SUPERIOR SLEEPER" INNERSPRING MATTRESS and BOX SPRING with air flow rubberized in fancy floral ticking. Full and twin size. 89.50 Value. **SALE PRICE—for Both 59.50**

#### RADIOS

"ADMIRAL" Radio-Phonograph Combination, 5 tube, in Walnut, Mahogany or Blond finish. Floor Model. 109.95 Value. **SALE PRICE 79.50**

"ADMIRAL" Console Radio-Phonograph Combination, 7 tube, A.M.-F.M., in beautiful Mahogany finish. Floor Model. 269.95 Value. **SALE PRICE 189.50**

"ADMIRAL" TELEVISION CONSOLE, 30 tube with 10-inch screen. 414.95 Value. Installed. **349.95**

"ADMIRAL" RADIO - PHONOGRAPH COMBINATION Console, 9 tube in Walnut finish. Floor Model. 299.95 Value. **SALE PRICE 219.50**

5-TUBE PORTABLE PLASTIC "ADMIRAL" with battery. 40.40 Value. **SALE PRICE 29.95**

#### STOVES & WASHERS

Famous make Gas Range, 4 burner with full size oven and broiler. 177.50 Value. **SALE PRICE 159.50**

ELECTRIC WASHER with touch release. 149.50 Value. **SALE PRICE 129.50**

#### BOOK CASES

30-inch adjustable shelves in Mahogany finish. 24.95 Value. **SALE PRICE 14.95**

#### DINING ROOM SUITES

8-PIECE JUNIOR DINING ROOM SET. Consists of 6 chairs, extension table and buffet, blond wood, chairs with leatherette seat. 169.50 Value. **SALE PRICE 129.50**

7-PIECE JUNIOR DINING ROOM SET on Duncan Phyfe Mahogany. Consists of extension table, 8 side chairs, arm chair and credenza. 269.50 Value. **SALE PRICE 179.50**

#### DINETTE SETS

5-PIECE WALNUT Dinette Set. Consists of 4 chairs and extension table. 69.50 Value. **SALE PRICE 47.50**

5-PIECE LIME OAK Dinette Set. Chairs covered with Rose color seat. 99.50 Value. **SALE PRICE 69.50**

#### CHROME DINETTE SETS

5-PIECE CHROME SET. Micalite top table with 4 chairs covered in leatherette. 59.50 Value. **SALE PRICE 39.95**

5-PIECE CHROME SET, REFRACTORY TABLE. Micalite top and 4 chairs covered with Duran Plastic. 99.50 Value. **SALE PRICE 69.50**

CHROME TABLE ONLY. Oval top with 14-inch leaf. Micalite top. 59.50 Value. **SALE PRICE 37.95**

#### CHOICE OF THE HOUSE PICTURES and MIRRORS

ALL SIZES GO ON SALE AT **1/4 OFF**

#### PILLOWS

100% crushed colored chicken feathers. Size 20x26 PILLOWS. 2.25 Value. **SALE PRICE—Each 1.69**

#### WALL RACKS

In Mahogany or Maple finish. 2.95 Value. **SALE PRICE 1.88**

#### NURSERY FURNITURE

FULL SIZE CRIB, drop side, full panel adjustable spring. Reg. 29.95 Value. **NOW 19.95**

Reg. 37.80 Value. **NOW 24.95**

Reg. 39.95 Value. **NOW 27.95**

HIGH CHAIRS, Natural finish, all hardwood. 12.95 Value. **SALE PRICE 9.95**

PLAY YARDS, in natural hardwood. 16.95 Value. **NOW 12.95**

HI-CHAIRETTE. Full high chair size, seat back and tray. 9.95 Value. **NOW 5.95**

#### RUGS & CARPETING

Broadloom Axminster, all wool, in solid and many patterns. 9 and 12 foot widths. Values to 8.95. **SALE PRICE—Sq. Yd. 4.95**

AXMINSTER THROW RUGS, all wool in floral patterns or tone on tone. Size 27x54. 9.95 Value. **SALE PRICE 5.88**

#### PRINT LINOLEUM

6 and 9 feet wide. 1.00 Value. **SALE PRICE—Sq. Yd. 79¢**

#### DESKS

MODERN DESK in Walnut finish, 4 drawer. 39.95 Value. **SALE PRICE 29.95**

KNEE HOLE Mahogany Desk. Size 21x44 with 9 drawers. 99.50 Value. **SALE PRICE 69.50**

CHAIR TO MATCH. 19.95 Value. **NOW 10.95**

#### CHOICE OF THE HOUSE ALL BETTER LAMPS

FLOOR AND TABLE MODELS GO ON SALE AT **1/4 OFF**

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1513 Cabrillo Ave.

# TORRANCE