



a fine old Redondo Beach firm takes on the proud new name of COLUMBIA FLOORS

For years your friend 'OOGIE' has diligently endeavored to provide Redondo and the entire Southern California Beach Area the finest floor covering products and service available anywhere. We are proud to have had the opportunity to serve the community and now we are retiring 'OOGIE' for a well deserved rest. We can never replace a good friend, however, we can take on a "proud new name"; and now—in the interest of progress, we present—COLUMBIA FLOORS.

- ★ THE SAME COURTEOUS SALESMEN
- ★ THE SAME FRIENDLY MANAGEMENT
- ★ THE SAME FINE MERCHANDISE
- ★ ONLY THE NAME IS NEW AND . . .



PRICES ARE LOWER THAN EVER!

LOOK AT THESE TREMENDOUS BROADLOOM BARGAINS

3 Day Special Only!
All Wool Heavy Pile or 100% Continuous Filament Nylon Candy Stripe Broadloom
Be in style . . . Striking and unusual Candy-stripe carpet is ideal for Every American decor. Also perfectly suited for Modern. Wonderful for family room, den, study, children's rooms. Certainly will go fast at this price!
Opening Special \$3.45
Special . . . **3** Sq. Yd.

Wool Blend Axminster
Wonderful, wonderful . . . Multi-toned carpets. Luscious thick-pile beauty with long lasting quality built-in.
Opening Special \$4.45 SQ. YD.

100% WOOL WILTON HEAVY PILE Broadloom
Here's an unusual opportunity to buy a heavy pile Wilton all Wool Carpet at an extremely low price. See this Broadloom . . . available in Sand Beige only and in beautifully sculptured pattern.
Opening Special \$4.95 SQ. YD.

Continuous Filament NYLON Broadloom
"10 Yr. Guarantee" 3 DAYS ONLY
Designed to give superior performance. 8 colors to choose from. This has been one of our best sellers . . . When you see it you will appreciate its quality and its most reasonable price!
Opening Special \$4.95 SQ. YD.

OPEN MONDAY AND FRIDAY 'TIL 9 P.M.



BUY ALL THE CARPETS YOU NEED

No Money Down
AND UP TO 3 YEARS TO PAY

LEES' 100% WOOL BROADLOOM
You'll want to see this carpet . . . available in 14 beautiful colors. Thick, heavy pile carpet loomed for long lasting wear by James Lees and Sons. There's a color that's just right for your home.
OPENING SPECIAL! \$5.95 Sq. Yd.

LEES' 100% NYLON Broadloom
12 gorgeous colors . . . a Decorator's delight. Loved for its incredible wear, soil resistance and easy care. Will not fuzz or mat . . . and best of all is the PRICE!
Opening Special \$6.75 SQ. YD.

HIGHSTOWN Saddle River—All-Wool BROADLOOM
A Hi-Lo Textured Carpet in solids and tweeds. This All Wool comes in 15 colors. Come in and see this rich looking carpet and select the color that's just right for your home.
OPENING SPECIAL! \$6.95 Sq. Yd.

"TALVERNE" By Beattie DU PONT "501" FABULOUS Broadloom
This carpet guaranteed 15 years! Need we say more. Fine selection colors!
\$7.95 SQ. YD.

3/4" Heavy Pile "501" Nylon Custom Dyed BROADLOOM
Made of Du Pont "501" carpet Nylon. Never before has there been a carpet like it anywhere at this price. A Designer's dream . . . NOW A CARPET DYED TO MATCH YOUR COLOR SCHEME!
\$9.95 Sq. Yd.

LEE'S Satisfaction
A brand new Broadloom made of cut pile yarns of 100% Dynel Modacrylic Fibres. Carpet with a new richness and beauty, rugged wearability and ease of cleaning. Stains wipe away in a breeze.
\$10.95 SQ. YD.



MOST COMPLETE DEPARTMENT FOR YOUR CONVENIENCE

DRAPERIES

Just Dozens of Wonderful Fabrics in All Decorator Colors
No Obligation **FREE ESTIMATES** No Obligation
Call Our Experienced Decorator to Advise You

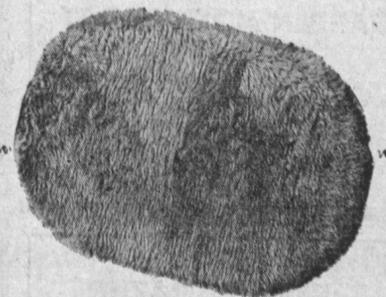


THROW RUGS

"CHROMESPUN"

. . . Guaranteed Below Cost!

	Reg. Price	SALE
24" x 36"	\$ 5.95	\$2.95
24" x 42"	6.95	3.25
27" x 48"	8.95	3.95
30" x 54"	9.95	5.95
36" x 60"	13.95	6.95
48" x 70"	19.95	9.95



THROW RUGS 'POM POM' NYLON RUGS

	Reg. Price	SALE
18" x 30"	\$ 3.95	\$1.95
20" x 36"	4.95	2.45
24" x 36"	5.95	2.95
27" x 27"	5.95	2.95
27" x 48"	7.95	4.95
30" x 54"	10.95	5.95
36" x 60"	14.95	7.95

COLUMBIA FLOORS

Gems in Fine Floor Coverings

813 N. Guadalupe Ave. in Redondo Beach
BETWEEN PACIFIC COAST HIGHWAY AND PACIFIC AVE. (OPPOSITE DE SIMONE SHOPPING CENTER)

Phone FR 2-1195 — SP 2-2776

Plenty of Free Parking

Open Monday and Friday 'til 9 p.m.