

SCHAEFFER'S BROADCASTING THE MOST IMPORTANT SELLING EVENT IN THEIR BUSINESS HISTORY
 MOST STUPENDOUS ACHIEVEMENT IN VALUE GIVING REDONDO HAS EVER KNOWN - READ!!!

SCHAEFFER'S DEPARTMENT STORE

123-125 So. Pacific Ave. Opposite Woolworth's Redondo Beach

WE'RE GOING AFTER GREATER BUSINESS IN A GREATER WAY BY GIVING GREATER VALUES

Great and Mighty Store-Wide

EXPANSION SALE

Schaeffer's Big Store's Phenomenal Growth Due to Continued Good Will and Service!

It was two years ago that Chris Schaeffer started a New Department Store that had as its guiding principle the fostering of not only giving Better Values and Lower Prices, but by building for SECURITY, STRENGTH and PERMANENCE, on the foundation of Good-Will, Service and Fair Dealing that did not cease after the purchase was made.

Inspired by the thought of establishing an institution to live for generations, Mr. Schaeffer's Gigantic Business has been built, stone upon stone, each set in the cement of Lasting Value, Lasting Service, and Lasting Economy.

This same principle is in active force today, and you may well be proud of an institution that can well compete and even surpass larger stores in many other cities of this state. We are going to demonstrate this throughout this Tremendous Value-Giving Campaign.

Everyone in the Harbor District is invited to attend this Big Value-Giving Event!

OPEN EVENINGS
 FIRST FOUR DAYS OF THIS SALE—
 To accommodate those who are not able to do their shopping in the Day Time.

SALE BEGAN
 WEDNESDAY
 MAY 12th

and will continue for 10 Days

Here's News of Front Page Importance!

Schaeffer's Department Store Expands From Nothing to 10,000 Square Feet of Floor Space in Two Years!

REMEMBER

Two years ago we started in a small space in the arcade—We builded our Business on Progressive Methods. Space was crowded; we moved to our present Location. Then we added an extra Basement space. Our Business grew in leaps and bounds—and today we've reached the place where we must expand again. We leased the adjoining store and have installed a Wonderful Department Store for the Harbor District, one that the people of this vicinity will well be proud of.

A MASTER STROKE OF MERCHANDISING!

To fittingly Celebrate this Gigantic Expansion Program we are launching one of the Most Stupendous Value Giving Campaigns ever held in the Southern Part of this State. We take this means to share our profits, and to thank our thousands of friends and patrons who have so loyally made this Wonderful Expansion possible. CHRIS SCHAEFFER

SALE BEGAN
 WEDNESDAY
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PURE SILK CHIFFON HOSE
79c
 18 Colors—Easily Worth \$1.50

PEQUOT PILLOW CASES
39c
 Regular Price 50c
 Hurry! Hurry! Hurry!

Just 35 New Style, Short Pants
BOYS' All Wool SUITS
\$4.98
 Reg. Price These Suits is \$12.50

ALUMINUM WARE
 Teakettles, Percolators, Dish Pans, Double Boilers
 Dozens Large Ones
98c
 Hurry, Folks, for These!

MISSES' AND WOMEN'S
Underwear and Hosiery

Strikingly Reduced

- CREPE NIGHT GOWNS Good Quality **49c**
- \$2.69 BARONET SATIN SLIPS **\$1.98**
- \$1.39 LINGETTE AND MUSLIN SLIPS—Fancy Trimmed **\$1.00**
- 69c Ladies' Lingette Bloomers **50c**
- Flowered and Plain Crepe Gowns **\$1.00**
- \$1.19 Black Gym Bloomers **98c**
- \$1.29 Silk Stripe Step-ins **\$1.00**
- Ladies' Unionsuits, Bodice and Built-Up Styles **59c**



Turning Another Page of Harbor District History



Lower Than Los Angeles PRICES

Brought Right to Your Very Doors
 These Prices Are Proof of Our Sincerity.

\$4.00 VANITY CASES
 New Cases in Patent, Morocco Leather. Absolutely New **\$1.98**

5c "BEN HUR SOAP"
 Lay in a Good Supply at This Price. Limit, 10 Bars. **35c**

\$1.00 Men's Union Suits
 ATHLETIC UNION SUITS Standard Brand, Full Cut—each **69c**

YARD GOODS
 AT REAL EXPANSION PRICES

- \$1.00 Imported Pure Silk Pongee, 12 m.m., 33 in., First Quality (Limit 5 Yards) **59c**
- Silk Brocade—Regular \$2.50 value—Yard **\$1.69**
- SILK RADIUM—Yard **98c**
- 69c Voile Prints, New Beautiful Voiles, 38 in. wide—All the New Designs—Yard **39c**
- Fancy Silk Mixed Crepes—Regular \$1.69 Value for—Yard **98c**
- Beautiful Beaded Crepe—Regular \$2.50 Value for—Yard **\$1.59**
- Botany Flannel, 54 in.—Regular \$3.98 for—Yard **\$2.98**
- Wool Challies—Regular \$1.75 for—Yard **98c**
- Genuine Lingette for—Yard **59c**
- French Organdie—Reg. Price 89c for **59c**
- Beautiful Colors—Regular Price 50c—Plain Voile, 40 in.—for **33c**
- All Wool Serge, 54 inch. **\$1.69**
- 36 in. Sateen—Regular Price 50c Yard **29c**
- Plain Colors, Cotton Broadcloth—Regular Price 69c **39c**
- SILK HOSE SPECIAL
 Genuine Ipswich Hose, 22 shades to Choose From. See These! Extra Special—Pair **39c**



Push Your Way In for These Wonderful Basement Bargains!

Just a Few Bargains Picked at Random to Show You We Have Cut Prices in Basement

45c OIL CLOTH, First Quality—Yard **29c**
 (Basement)

35c AMOSKEAG GINGHAM, Good Patterns—Yard **15c**
 (Basement)

39c 36-inch INDIAN HEAD, Genuine Indian Head, Fully Bleached—Yard **23c**
 (Basement)

25c UNBLEACHED MUSLIN, Lockwood B; Heavy, Unbleached—Yard **19c**
 (Basement)

25c HOPE MUSLIN, 36 inch, Fully Bleached—Yard **16c**
 (Basement)

85c 14-Qt. ENAMELED DISH PANS, First Quality Ware **39c**
 (Basement)

30c Quality CURTAIN MARQUISSETTE Yard **15c**
 White, Cream and Ecru, 36 inches wide
 (Basement)

17x24 FEATHER PILLOWS **98c**
 Regular Price \$1.50
 All New Feathers
 (Basement)

Towels and Toweling

A SUBSTANTIAL, LIBERAL AND REMARKABLE REDUCTION

- Pure Linen and Half Linen Huck Towels, Large Size—Regular Price 95c **49c**
- 22x44 Double Thread Turkish Towels—Regular Price 69c **49c**
- Good Quality Glass Toweling, Per Yard **17c**
- Linen Crash Toweling, Per Yard **17c**
- 16x28 Turkish Towel at **13c**
- Regular 35c 18x36 Turkish Towels—4 for **\$1.00**

J. P. COATES SPOOL THREAD
 Regular 60c Dozen. Genuine J. P. Coates. All Numbers Black and White—EXTRA SPECIAL—Dozen (Limit 12) **45c**

\$1.50 4-Gal. Garbage Cans Corrugated Galvanized Iron **98c**

Peet Bros. Creme Oil Soap 5 Bars 25c 5-Bar Limit **25c**

150 White Uniform Dresses Made of Genuine Indian Head **69c**

65c "Peter Pan" & Soisette Prints Very Fine Count Absolutely New Patterns—Yard **49c**

KOTEX 12 in a Box 3 Boxes \$1 Limit 3—Come Early **\$1.39**

72x90 Pequot Sheets No dressing; Finest grade known, Reg. Price \$1.75 **\$1.39**

SEE OUR BIG WINDOW DISPLAYS—THEY TELL THE STORY!

House Dresses

\$1.50 Good Quality Gingham, Percale and Crepe Limited Numbers—Hurry, Extra Special—Each **98c**

Pure Linen Table Cloths Size 45x45 Limit, 2 to a Customer Regular Price \$1.49 Each **\$1.00**

MEN'S WEAR

- At Big Savings
- \$1.50 B. V. D. Union Suits. Every man knows this value. (Limit 3.) Garment **\$1.00**
- 35c Satin Pad Garters **19c**
- \$6.00 Felt Hats **\$3.98**
- \$6.00 Men's Dress Shoes **\$2.98**
- \$4.50 Men's Work Shoes **\$1.98**
- \$1.75 Union Suits **98c**
- 20c Men's Work Sox **14c**
- \$2.25 Khaki Pants **\$1.49**

No Distance Too Great to Come

No matter whether you live in Redondo Beach or 50 miles from Redondo, this Event is so immense—the Values so Huge—that you can well afford to drop all ordinary pursuits and hasten to this sale! Come, this is the Opportunity of a Life Time to Save Money. Read Every Item!

SHOES

REDUCED! Buy for the Whole Family at These Prices! SHOE SPECIALS
 Men's \$6 Dress Shoes **\$2.98**
 Men's \$5 Work Shoes **\$1.98**
 Children's Shoes, 8 1/2 to 2—Regular Price \$3.75 **\$2.98**
 Children's Shoes, 5 1/2 to 8—Regular Price \$2.75 **\$1.98**
 2 1/2 to 8 Simplex—Regular Price \$2.50 **\$1.69**

Swimming Suits

One Lot of Fine All Wool Suits Worth Many Times This Price. Extra Special—Suit **\$1.98**
\$3.50

Children's Sweaters

Sizes 24 to 34 Mothers, Buy Now for School. Extra Special, Each **\$1.49**

MISSES', WOMEN'S
Ready-to-Wear

At Prices That Shatter All Bargain Records

- Beautiful Line of New Spring Coats **\$16.98**
 These Coats Are Worth \$25.00 or More
- Flat Crepe, Flowered Georgette, Plain and Printed Crepe Dresses **\$14.98**
 These Dresses Sell Most Places for \$25.00 or More
- One Lot Silk, Wool and Lace Dresses **\$9.98**
 Regularly Worth \$15.00
- One Lot Broadcloth and Print Dresses **\$4.98**
 Worth Up to \$6.50
- One Lot House Dresses and Aprons **98c**
 Regularly Worth Up to \$1.75



SCHAEFFER'S DEPARTMENT STORE
 123-125 SO. PACIFIC AVE. OPPOSITE WOOLWORTH'S REDONDO BEACH