

**A DRASTIC ALL-OUT SACRIFICE... FINE FURNITURE AND HOUSE FURNISHINGS AT TERRIFIC PRICE REDUCTIONS**

**GIGANTIC FURNITURE DISPOSAL**

It Is Imperative and Necessary That We Reduce Stocks Immediately... And Raise Cash... Positively and Utterly Regardless of the Loss Incurred... To This End Prices Will Be Slashed.

*Greatest Reductions Ever Offered!*

Thousands Upon Thousands of Dollars Worth of Fine Furniture, House Furnishings, Floor Coverings, Appliances, Etc... To Be Placed on Sale and Sacrificed At Spectacular, Almost Unheard of, Price Reductions...

LET NOTHING KEEP YOU AWAY. THIS IS ONE FURNITURE SALE THAT YOU CANNOT AFFORD TO MISS... THE SAVINGS WILL BE GREAT... WE ARE GOING ALL OUT TO MAKE SURE THAT APPROXIMATELY HALF THIS STOCK IS SOLD AND REST ASSURED NO LOSS WILL STAND IN OUR WAY.

**1513 CABRILLO AVE. TORRANCE**

**LA MODE FURNITURE Store**

**SALE**

**STARTS FRIDAY JUNE 16th**

**AT 9:30 A.M.**

**And Continues Until We Accomplish The Reduction of Stock.**

**Open Fri. and Sat. Evenings**

**LIBERAL**

**CREDIT TERMS**

**A SALE WITH A REASON!**

We are facing a situation that calls for Drastic Selling Action and the Quick Disposal of approximately half of our stock. We are enjoying a very satisfactory business but, in spite of this, we have nearly TWICE TOO MUCH STOCK. We are frank to admit we greatly overbought... As a result this store is literally packed to overflowing with the Finest Furniture and its Kindred Lines than we could procure.

We have decided that there is only one Logical, Sensible Thing to do... Stage This Great Store-Wide Sale... Sell Our Surplus Stock to the People... At Cost... Near Cost... and Below Cost... And give you, the Buying Public, the benefit of WHAT WE BELIEVE WILL BE THE GREATEST FURNITURE SAVINGS EVENT THAT HAS EVER BEEN PLACED BEFORE THE PEOPLE OF THIS COMMUNITY.

This Entire Stock... to Be Thrown on the Market... and Ruthlessly Price Slashed... In This Great All-Out Stock Reducing Sale!

**ALL OUT-SACRIFICE**

Our Purpose is Clear... We Have on Hand Many Thousands of Dollars Too Much Stock... We Made Heavy Purchases... Much of This Merchandise That Should Already Have Been Sold is Still in Our Store... It Has Now Resolved Itself Into a Case of MUST REDUCE STOCK AS QUICKLY AS POSSIBLE... Therefore, Every Dollar's Worth of Merchandise in This Store (Except Price Restricted Lines) Will Be Ruthlessly Price Slashed for Immediate Disposal.

**WE MUST REDUCE STOCKS PRICES SLASHED REGARDLESS OF THE LOSS**

There Will Be No Let-Up to This Sacrifice... Until This Store is Swept Clear of at Least Half of This Merchandise... From Wall to Wall and Floor to Ceiling... We Have Cut and Slashed Prices to the Lowest Level in Our Business History... At Cost... Near Cost... Below Cost... Makes No Difference... the Orders Are Reduce This Stock Immediately and to Let No Loss Stand in Our Way.

*Terrific Price Reductions*

ALMOST UNBELIEVABLE SAVINGS ON THE FINEST FURNITURE THAT MONEY CAN BUY... BE HERE FRIDAY OR SATURDAY OR AS SOON AS YOU CAN... AND SHARE IN THE BARGAINS OF A LIFETIME.

**OPEN FRI. AND SAT. EVENINGS UNTIL 9 P.M.**

<p><b>LIVING ROOM SUITES</b></p>	<p><b>Solid Maple Arms BED DIVAN</b> Choice of coverings. Reg. 119.50 SALE PRICE <b>89.95</b></p>	<p><b>English Lounge Chair</b> Reversible spring filled cushion. Green tapestry covering. Moss trim. Reg. 89.50 SALE PRICE <b>69.95</b></p>	<p><b>Barrel Chair</b> Mahogany finish frame, floral print on grey background covering. Reg. 49.50 SALE PRICE <b>37.95</b></p>	<p><b>Cricket Chair</b> Gold and green chintz upholstered seat and back and founce skirt. Reg. 17.95 SALE PRICE <b>12.95</b></p>	<p><b>BEDROOM SUITES and OPEN STOCK-PIECES</b></p>	<p><b>Twin Size Maple Bed</b> Panel poster. Reg. 38.95 SALE PRICE <b>29.95</b></p>
<p><b>2-Pc. Davenport &amp; Chair</b> Full spring construction. Rose Frieze covering. Reg. 199.50 SALE PRICE <b>149.95</b></p>	<p><b>Love Seat Bed Divan</b> Floral print covering, founce skirt, spring filled. Reg. 189.95 SALE PRICE <b>129.95</b></p>	<p><b>Streit Slumber Chair and Ottoman</b> Close out floor sample. Grey tapestry covering. Reg. 89.50 SALE PRICE <b>74.95</b></p>	<p><b>Duran Plastic Occasional Chair</b> Full spring construction, full covered arms. Reg. 46.50 SALE PRICE <b>34.95</b></p>	<p><b>Colonial Maple Armless Rocker</b> Small square floral print on black background seat and back. Reg. 31.95 SALE PRICE <b>24.95</b></p>	<p><b>6-Pc. French Wanut Bedroom Suite</b> Twin beds, chest, vanity, bench &amp; night stand. Reg. 219.50 SALE PRICE <b>169.95</b></p>	<p><b>Maple Nightstand</b> Reg. 16.95 SALE PRICE <b>11.95</b></p>
<p><b>2-Pc. Davenport &amp; Chair</b> 5 yr. guarantee. Latex rubber filled. All-wool Green Frieze Covering. Reg. 249.95 SALE PRICE <b>199.95</b></p>	<p><b>Heywood Wakefield Solid Birch Davenport</b> Loose cushions, seats &amp; back. Reg. 159.50 SALE PRICE <b>99.95</b></p>	<p><b>English Lounge Chair and Ottoman</b> Semi-loose pillow back, spring filled reversible cushions. Grey brocatel covering. Moss trim. Reg. 109.95 SALE PRICE <b>89.95</b></p>	<p><b>Modern Armless Occasional Chair</b> Floral print covering. Reg. 29.95 SALE PRICE <b>19.95</b></p>	<p><b>Maple Armed Rocker</b> Reverse Colonial, Salem finish, cushion seat and back. Reg. 31.95 SALE PRICE <b>24.95</b></p>	<p><b>5-Pc. Lime Oak Bedroom Suite</b> Full size bed, twin dressers, 46x33 inch mirror, and night stand. Reg. 199.50 SALE PRICE <b>159.95</b></p>	<p><b>Maple Vanity Bench</b> Reg. 14.95 SALE PRICE <b>9.95</b></p>
<p><b>2-Pc. Sectional Sofa</b> Massive, modern, full spring construction. Rose Frieze covering. Reg. 189.50 SALE PRICE <b>139.95</b></p>	<p><b>Simmons Hide-A-Bed</b> Closeout floor sample. Reg. 189.50 SALE PRICE <b>169.95</b></p>	<p><b>English Lounge Chair</b> Reversible, spring filled cushions. Rose damask covering, moss trim. Reg. 99.50 SALE PRICE <b>79.95</b></p>	<p><b>Modern Channel Back Occasional Chair</b> Red or grey tapestry covering, moss trim. Reg. 39.50 SALE PRICE <b>29.95</b></p>	<p><b>Hex-Back Cricket Chair</b> Floral chintz upholstered seat and back. Reg. 19.95 SALE PRICE <b>14.95</b></p>	<p><b>5-Pc. Two-Tone Finish Hollywood Suite</b> Hollywood head boards, twin dressers, 2 night stands, bleached wood base, mahogany top. Reg. 164.50 SALE PRICE <b>129.95</b></p>	<p><b>DINING ROOM SUITES and OPEN STOCK PIECES</b></p>
<p><b>2-Pc. Sectional Sofa</b> A beautiful sectional, full spring construction. All wool, green, reversible cloth covering. Reg. 269.95 SALE PRICE <b>198.95</b></p>	<p><b>Armless Bed Divan</b> All quilted, Provincial print covering, spring filled. Reg. 89.50 SALE PRICE <b>69.95</b></p>	<p><b>Barrel Back Chair</b> High grade grey tapestry covering. Reg. 84.50 SALE PRICE <b>71.95</b></p>	<p><b>Modern Spring Rocker</b> Armless, green or red fizee covering. Reg. 24.50 SALE PRICE <b>18.95</b></p>	<p><b>Wing-Back Cricket Chair</b> Loose cushion, founce skirt. Reg. 16.95 SALE PRICE <b>10.95</b></p>	<p><b>5-Pc. Silver Fox Hollywood Suite</b> Hollywood head board, double dresser, 48x33 in. mirror, 2 2-drawer night stands. Reg. 235.00 SALE PRICE <b>179.95</b></p>	<p><b>5-Pc. Maple Finish Dinette Set</b> Center leaf extension table and 4 chairs, upholstered seats. Reg. 69.95 SALE PRICE <b>54.95</b></p>
<p><b>2-Pc. Bed Divan &amp; Chair</b> Spring filled. Beautiful green print covering, founce skirt. Reg. 149.50 SALE PRICE <b>99.95</b></p>	<p><b>Studio Couch</b> Makes into 2 twin or full size bed. Inner spring mattress, floral pattern covering, moss trim, 2 cushions back rest. Reg. 84.50 SALE PRICE <b>73.95</b></p>	<p><b>Club Chair</b> Green Mattasse covering silk rope fringe bottom. Reg. 89.95 SALE PRICE <b>74.95</b></p>	<p><b>Solid Maple Lounge Chair and Ottoman</b> Green and grey stripe tapestry covering. Reg. 84.50 SALE PRICE <b>69.95</b></p>	<p><b>Colonial Maple Rocker</b> Armless, spindle back. Reg. 13.95 SALE PRICE <b>9.95</b></p>	<p><b>7-Pc. Mahogany Dining Room Suite</b> 7 drawers, hanging framed mirror. Reg. 121.95 SALE PRICE <b>89.95</b></p>	<p><b>5-Pc. Bleached Mahogany Dinette Set</b> 3-pedestal drop-leaf table, 38x27 in. closed, 38x35 in. open. 4 chairs, upholstered seats. Reg. 184.50 SALE PRICE <b>139.95</b></p>
<p><b>2-Pc. Bed Divan &amp; Chair</b> Full spring construction, floral print covering, founce skirt. Reg. 179.50 SALE PRICE <b>129.95</b></p>	<p><b>Simmons Studio Couch</b> Floor sample. Closeout, 2 loose cushions, floral print covering, founce skirt. Reg. 69.95 SALE PRICE <b>59.95</b></p>	<p><b>Barrel Chair</b> Rose or blue tapestry covering. Spring construction. Reg. 49.95 SALE PRICE <b>29.95</b></p>	<p><b>All-Maple Captain's Chair</b> Salem finish. Reg. 24.95 SALE PRICE <b>17.95</b></p>	<p><b>Early American Maple Armed Spindle-Back Chair</b> Reg. 24.95 SALE PRICE <b>19.95</b></p>	<p><b>8-Drawer Maple Chest</b> Reg. 117.95 SALE PRICE <b>89.95</b></p>	<p><b>8-Pc. Eastern Mahogany Dining Room Suite</b> 50-in. Cradenza buffet, Duncan Phyfe center leaf extension table, 4 side and 2 arm host chairs. Reg. 299.50 SALE PRICE <b>239.95</b></p>
<p><b>2-Pc. Bed Divan &amp; Chair</b> Spring filled, guaranteed construction. Rose frieze covered, grey moss trimmed. Reg. 239.50 SALE PRICE <b>189.95</b></p>	<p><b>Love Seat</b> Spring Filled. Glow sheen print covering. Reg. 159.00 SALE PRICE <b>119.95</b></p>	<p><b>Platform Rockers</b> Light or dark wood trim. Assorted patterns in tapestry coverings. Reg. 44.50 SALE PRICE <b>29.95</b></p>	<p><b>Solid Maple Cricket Chair</b> Red print upholstered seat and back. Reg. 38.95 SALE PRICE <b>29.95</b></p>	<p><b>English Lounge Chair</b> Brown tapestry covering. Reversible cushions, founce skirt. Reg. 69.50 SALE PRICE <b>54.95</b></p>	<p><b>Maple Vanity</b> 2-drawer, large 20x16 in. Reg. 35.95 SALE PRICE <b>24.95</b></p>	<p><b>Our Entire Stock of PICTURES</b> All Kinds, All Sizes, For Every Room in the House</p>
<p><b>2-Pc. Bed Divan &amp; Chair</b> Full spring construction, hunting scene flint covering. Reg. 179.50 SALE PRICE <b>139.95</b></p>	<p><b>CHAIRS and ROCKERS</b></p>	<p><b>Maple Platform Rocker</b> Green floral print covering cushions and back. Reg. 49.50 SALE PRICE <b>34.95</b></p>	<p><b>Club Chair</b> Grey floral print, reversible cushions, founce bottom. Reg. 64.95 SALE PRICE <b>49.95</b></p>	<p><b>Maple Fiddle-Back Chair</b> With arms, saddle seat. Reg. 29.95 SALE PRICE <b>21.95</b></p>	<p><b>Twin Size Maple Bed</b> Reg. 49.50 SALE PRICE <b>37.95</b></p>	<p><b>MIRRORS</b> Framed and Beveled Edge All Sizes, All Shapes</p>
<p><b>2-Pc. Bed Divan &amp; Chair</b> Spring filled, floral tapestry covering, plastic arms. Reg. 159.50 SALE PRICE <b>112.95</b></p>	<p><b>Armless Fireside Chair</b> Green or crimson velvet covering. Kapok upholstered, rope fringe bottom. Reg. 66.50 SALE PRICE <b>49.95</b></p>	<p><b>Phenix Air Float Rocker</b> Sponge rubber cushion. Rose frieze covering. Reg. 94.50 SALE PRICE <b>59.95</b></p>	<p><b>Large Maple Lounge Chair</b> Spring filled, loose cushion seat and back. Reg. 69.50 SALE PRICE <b>49.95</b></p>	<p><b>Early California Occasional Chairs</b> With arms, spring filled cushions. Spanish rose tapestry covering. Reg. 29.95 SALE PRICE <b>19.95</b></p>	<p><b>4-Drawer Maple Chest</b> Solid sides. Reg. 49.95 SALE PRICE <b>37.95</b></p>	<p><b>LAMPS</b> Table, Floor, Boudoirs</p>
<p><b>2-Pc. Bed Divan &amp; Chair</b> Full spring construction. Choice of wanted colors in steel cut frieze covering. Reg. 189.50 SALE PRICE <b>149.95</b></p>	<p><b>Chippendale Arm Chair</b> All hardwood semi-loose pillow back, brocatel covering. Reg. 89.50 SALE PRICE <b>71.95</b></p>	<p><b>9x12 AXMINSTER RUGS</b> Various Patterns Reg. 79.50 SALE PRICE <b>59.95</b></p>	<p><b>Massive Wing Chair</b> Black and chartreuse floral print, chartreuse moss trim. Reg. 99.50 SALE PRICE <b>79.95</b></p>	<p><b>ADMIRAL-CONSOLE Combination Radio and Phonograph</b> AM and FM Radio, Phonograph with Automatic Record Changer, Beautiful Mahogany Cabinet. Reg. 269.95 SALE PRICE <b>189.95</b></p>	<p><b>3-Drawer Maple Chest</b> Solid sides. Reg. 41.95 SALE PRICE <b>32.95</b></p>	<p><b>TABLES</b> Cocktail, End and Lamp, All Styles, Light and Dark Woods</p>
<p><b>Sleep-Rite Overnighter</b> Pulls out to full size bed, coil spring base, inner-spring mattress. Green frieze covering. Reg. 229.50 SALE PRICE <b>179.95</b></p>	<p><b>Misc. Furniture</b> Buffets, End Tables, Lamp Tables, Cocktail Tables, Drop-leaf Tables, Light and Dark Woods</p>	<p><b>BOX SPRINGS AND Inner Spring Mattresses</b> Reg. 79.00 Set, SALE PRICE <b>59.95</b> Set Reg. 59.50 Set, SALE PRICE <b>39.95</b> Set</p>	<p><b>ADmiral-CONSOLE</b> Combination Radio and Phonograph AM and FM Radio, Phonograph with Automatic Record Changer, Beautiful Mahogany Cabinet. Reg. 269.95 SALE PRICE <b>189.95</b></p>	<p><b>Solid Maple 8-Drawer KNEE HOLE DESK</b> 22x42-in. Top, Salem Finish. Reg. 74.50 SALE PRICE <b>59.95</b></p>	<p><b>DESK CHAIR</b> Reg. 11.95 NOW <b>8.95</b></p>	<p><b>1/4 OFF REG. PRICE</b></p>
<p><b>Massive Davenport</b> Pillow arms, loose cushions, spring filled, magazine rack, both arms. Reg. 179.50 SALE PRICE <b>109.95</b></p>	<p><b>ONE BIG GROUP</b></p>	<p><b>9x12 AXMINSTER RUGS</b> Various Patterns Reg. 79.50 SALE PRICE <b>59.95</b></p>	<p><b>ADMIRAL-CONSOLE</b> Combination Radio and Phonograph AM and FM Radio, Phonograph with Automatic Record Changer, Beautiful Mahogany Cabinet. Reg. 269.95 SALE PRICE <b>189.95</b></p>	<p><b>Solid Maple 8-Drawer KNEE HOLE DESK</b> 22x42-in. Top, Salem Finish. Reg. 74.50 SALE PRICE <b>59.95</b></p>	<p><b>DESK CHAIR</b> Reg. 11.95 NOW <b>8.95</b></p>	<p><b>1/4 OFF REG. PRICE</b></p>