

CLOSING OUT OUR ENTIRE STOCK . . . TO THE PEOPLE . . . FOR WHAT IT WILL ACTUALLY BRING . . . AT RETAIL PUBLIC SALE

Drastic, Almost Unheard of Price Reductions Throughout This Stock . . . To Insure a Complete Closeout of This Business . . . As Quickly as Possible . . . It's the End . . . The Finish . . . We Are Going Out of Business.

QUITTING BUSINESS

Thousands Upon Thousands of Dollars Worth of Fine Furniture, Appliances, Floor Coverings, etc. . . To Be Thrown on the Market and Sacrificed . . . At Retail Public Sale . . . In This Stupendous Closing Out . . . Liquidation Sale.

ALL PRICES SLASHED . . . EVERYTHING GOES . . . NO MATTER WHAT THE LOSS . . . AT COST . . . NEAR COST . . . BELOW COST . . . MAKES NO DIFFERENCE

LA MODE FURNITURE CO.

GIGANTIC FURNITURE SACRIFICE

1513 CABRILLO TORRANCE

OUR FAREWELL SALE!

We have come to a momentous decision, namely, to go out of the Retail Business in Torrance . . . Sell Out and Quit.

After careful thought and serious deliberation and taking into consideration the GREAT LOSS THAT MUST BE INCURRED in closing out and winding up this business, we have decided that there is only one logical, sensible thing to do. Place the entire stock on sale to the public at EXTREMELY DRASTIC PRICE REDUCTIONS, at prices so low that the stock will sell and sell quickly . . . let the merchandise bring what it will and the loss be what it may.

We do not expect to realize one dollar profit in liquidating this business, in fact, we expect to shoulder a TERRIFIC LOSS for we realize that LOW PRICE AND LOW PRICE ALONE . . . is the only thing that will sell this merchandise QUICKLY . . . Therefore, we have cut and slashed prices with but one thought in mind . . . SELL THE STOCK . . . REGARDLESS OF THE LOSS.

Store For Rent Equipment For Sale Everything Sacrificed

Our Purpose is Clear . . . We Are Going Out of Business . . . Selling Out to the Bare Walls . . . Bringing to a Close Many Years of Successful and Reputable Furniture Retailing in Torrance . . . We Go Into This, Our Farewell Sale, With But One Aim . . . To Sell Out, Liquidate and Wind Up This Business . . . As Quickly As Possible Regardless of Loss . . . Entire Stock Will Be Ruthlessly Sacrificed.

LIQUIDATION SALE

Let Nothing Keep You Away—The Savings Will Be Great

Down Go Prices . . . Out Goes This Merchandise . . . Regardless of Cost, Loss or Consequences . . . There Will Be No Letup to This Sacrifice and to the Price Slashing . . . Until This Store is Swept Clear of Every Last Dollars Worth of Stock . . . And We Realize That It Will Take Terrible Price Reductions . . . To Move Out This Entire Stock Within the Time We Have Allotted Ourselves to Close This Store.

THIS ENTIRE STOCK MUST BE SOLD

REGARDLESS OF THE LOSS

IN THE FACE OF ADVANCING PRICES AND POSITIVE SHORTAGES IN THIS TYPE OF MERCHANDISE . . . IT WILL BE GREATLY TO YOUR ADVANTAGE TO BUY YOUR PRESENT AND FUTURE APPLIANCE AND FURNITURE NEEDS . . . NOW . . . AND HERE!

Our Farewell Sale A Complete Sell-Out Must Be Accomplished

Don't Forget the Day Friday, July 6th

SALE STARTS FRIDAY JULY 6th

AT 9:30 A.M.

And Continues Until Entire Stock Is Sold

Living Room Groups

2-PC. MODERN SOFA & CHAIR upholstered in green all wool frize, made with two reversible cushions, foam rubber, five year guarantee. Reg. \$249.95 SALE PRICE **\$144.65**

2-PC. SOFA & CHAIR upholstered in rose wool frize, two reversible cushions. Reg. \$199.50 SALE PRICE **\$99.45**

2-PC. LAWSON SOFA & CHAIR upholstered in rose brocatelle with fringe bottom, made with two reversible cushions with self cover on platform, five year guarantee. Reg. \$259.95 SALE PRICE **\$169.85**

2-PC. PROVINCIAL SOFA & CHAIR, upholstered in combination provincial print with solid brown arms, moss edging, flounce bottom, five year construction guarantee. Reg. \$259.95 SALE PRICE **\$159.45**

2-PC. SECTIONAL upholstered in Decorators all-wool green frize, made with two reversible cushions. Reg. \$269.95 SALE PRICE **\$159.85**

Living Room Bed Divans

2-PC. BED DIVAN & CHAIR, Lawson style upholstered in hunting scene, print flounce bottom. Reg. \$169.50 SALE PRICE **\$109.45**

2-PC. BED DIVAN & CHAIR, open arm maple finish, upholstered in two tone green print with solid red flounce bottom, super sagless construction. Reg. \$189.50 SALE PRICE **\$129.85**

2-PC. BED DIVAN & CHAIR, modern style, upholstered in rose all-wool frize, five year guarantee construction. Reg. \$179.50 SALE PRICE **\$119.85**

2-PC. Divan & chair upholstered in two tone grey and rose all-wool frize. Reg. \$169.50 SALE PRICE **\$97.45**

DIVAN ONLY, solid maple open arm bed divan, upholstered in green print ruffle bottom. Reg. \$149.50 SALE PRICE **\$99.45**

Floor Lamps

Modern and Period styles, attractive floor lamps. ONE GROUP Values to \$14.95 SALE PRICE **\$5.00**

Miscellaneous Items

BED PILLOWS, 100% crushed chicken feathers, A.C.A. ticking. Reg. \$1.98 SALE PRICE **\$1.00**

METAL STOOLS, enamel finish in white or red. Reg. \$1.59 SALE PRICE **79c**

FRAME PICTURES, various sizes and types. ONE GROUP Values to \$4.95 SALE PRICE **\$1.00**

METAL BED FRAMES, adjustable type. Reg. \$10.95 SALE PRICE **\$5.29**

CARD TABLES, famous make, with metal legs. Reg. \$5.95 SALE PRICE **\$2.88**

9x12 LINOLEUM RUGS, Armstrong and others, various patterns. Reg. \$10.45 SALE PRICE **\$5.00**

HAND CARPET SWEEPERS, Famous Bissell Reliance. Reg. \$6.25 SALE PRICE **\$3.88**

Innerspring Mattresses and Box Springs

INNERSPRING mattresses and box springs, 220 coil pre-built bottom in St. Francis ticking with corded edge, full or twin size. Reg. \$69.00 SALE PRICE **\$42.00**

INNERSPRING mattresses and box springs, 312 coil pre-built bottom in fancy ticking. Reg. \$79.50 SALE PRICE **\$58.00**

FAMOUS MAKE innerspring mattress and box springs, fancy ticking. Reg. \$99.00 SALE PRICE **\$77.00**

Occasional Tables

END TABLES, glass top, walnut. ONE GROUP Values to \$18.95 SALE PRICE **\$5.00**

END TABLES with attached lamp, blond finish, also maple and tables. Reg. \$24.95 SALE PRICE **\$9.85**

STEP TABLES, LAMP TABLES, COFFEE TABLES, COMMODE TABLES AND OTHERS, in maple or mahogany finishes. ONE GROUP Values to \$34.50 SALE PRICE **\$14.85**

Love Seats

PROVINCIAL LOVE SEAT upholstered two tone red and green print with solid green flounce bottom with two reversible cushions. Reg. \$129.95 SALE PRICE **\$68.85**

Platform Rockers

PLATFORM ROCKERS upholstered in green tapestry, mahogany frame. Reg. \$199.50 SALE PRICE **\$198.5**

PLATFORM ROCKERS upholstered in beige tapestry, blond frame. Reg. \$44.95 SALE PRICE **\$28.85**

PHENIX AIR FLOAT platform rocker, upholstered in beige tapestry. Reg. \$79.50 SALE PRICE **\$54.85**

PLATFORM ROCKERS upholstered in rose beige all-wool frize, mahogany frame. Reg. \$59.50 SALE PRICE **\$38.85**

STOP LOCK platform rockers, upholstered in green plastic, mahogany frame. Reg. \$84.50 SALE PRICE **\$59.85**

STOP LOCK platform rocker, upholstered in two tone brown and floral beige plastic. Reg. \$86.95 SALE PRICE **\$62.45**

MAPLE platform rocker, wing back style, upholstered in farm scene print, flounce bottom. Reg. \$59.50 SALE PRICE **\$43.85**

CHANNEL BACK solid maple frame platform rockers upholstered in red print. Reg. \$73.50 SALE PRICE **\$49.45**

ROCKERS in solid maple, Early American with solid green cushions, also print cushions. Reg. \$42.95 SALE PRICE **\$28.85**

FARM ROCKERS, all maple, Early American. Reg. \$24.50 SALE PRICE **\$14.65**

ARMLESS TELEVISION ROCKERS, assorted. Reg. \$26.95 SALE PRICE **\$14.85**

Nursery Furniture

FULL PANEL CRIBS, all hardwood, blond finish, drop side, adjustable heights. Reg. \$39.95 SALE PRICE **\$27.85**

HIGH CHAIRS, all hardwood. Reg. \$12.95 SALE PRICE **\$7.88**

BABY WARDROBE CHEST, blond finish. Reg. \$14.95 SALE PRICE **\$9.85**

TAYLOR-TOT STROLLERS. Reg. \$11.95 SALE PRICE **\$8.88**

ENTIRE STOCK PICTURES, MIRRORS, WHAT NOTS, SHADOW BOXES, ETC., GO ON SALE AT **1/3 Off**

Occasional and Club Chairs

OPEN ARM occasional chairs, blond frame, upholstered in tapestry. Reg. \$22.95 SALE PRICE **\$10.85**

MUSTANG CHAIRS upholstered in grey and green print, blond legs. Reg. \$37.50 SALE PRICE **\$19.45**

OCCASIONAL CHAIRS upholstered in assorted colors, plastic prints, blond frame. Reg. \$19.95 SALE PRICE **\$11.85**

CHANNEL BACK TUB CHAIRS upholstered in red frize, blond frame. Reg. \$54.95 SALE PRICE **\$33.45**

EIGHTEENTH CENTURY Channel Back wing chair, mahogany frame, fine covers. Reg. \$44.95 SALE PRICE **\$24.45**

EIGHTEENTH CENTURY Channel Back occasional chair covered in rose damask, mahogany frame. Reg. \$41.50 SALE PRICE **\$27.85**

LOUNGE CHAIR, makes into bed, covered in beige tapestry. Reg. \$119.50 SALE PRICE **\$59.85**

CHIPPENDALE Large Barrel Chair, T-cushion style, upholstered in fine quality grey tapestry. Reg. \$84.50 SALE PRICE **\$58.45**

ENGLISH LOUNGE CHAIR, T-cushion style, covered in rose embossed damask. Reg. \$99.50 SALE PRICE **\$62.85**

LARGE CLUB CHAIR covered in gold damask, reversible cushion, five year guaranteed construction. Reg. \$89.95 SALE PRICE **\$59.85**

ARMLESS FIRESIDE CHAIRS upholstered in green or dubonnet velvet, button tufted seat and back fringe bottom. Reg. \$66.50 SALE PRICE **\$48.85**

QUEEN ANNE CLUB CHAIR in green tapestry cover made with semi-loose pillow back with solid foam rubber seat cushion, mahogany frame. Reg. \$89.95 SALE PRICE **\$49.85**

Table Lamps

Large group of modern, period and maple table lamps with attractive shades, various style bases.

ONE GROUP Values to \$13.95 SALE PRICE **\$5.33**

ONE GROUP Values to \$17.50 SALE PRICE **\$8.33**

Dining Room Groups

5-PC. JUNIOR dining room single pedestal mahogany Duncan Phyfe style, consists of extension table, 4 chairs, upholstered seat. Reg. \$114.95 SALE PRICE **\$74.85**

7-PC. DINING ROOM group, double pedestal mahogany Duncan Phyfe style, consists of extension table, 2 arm chairs, 4 side chairs, upholstered seat. Reg. \$149.50 SALE PRICE **\$139.45**

CREDENZA TO MATCH. Reg. \$109.50 SALE PRICE **\$69.45**

7-PC. 18th CENTURY all mahogany dining room group, consists of oval extension table with two 15" leaves, 2 arm chairs, 4 side chairs, shield back style. Reg. \$329.00 SALE PRICE **\$229.85**

CREDENZA TO MATCH. Reg. \$139.50 SALE PRICE **\$88.00**

4-DRAWER SERVER. Reg. \$79.50 SALE PRICE **\$55.00**

5-PC. DINETTE group in solid hard rock maple, consists of rectangular type table and 4 saddle seat chairs. Reg. \$169.50 SALE PRICE **\$94.85**

HUTCH TO MATCH. Reg. \$94.50 SALE PRICE **\$65.00**

4-PC. SALEM MAPLE, consists of drop leaf table and 3 chairs. Reg. \$99.50 SALE PRICE **\$59.85**

5-PC. BLOND mahogany 3 pedestal Duncan Phyfe drop leaf table, 4 chairs, upholstered seat. Reg. \$184.50 SALE PRICE **\$129.45**

5-PC. MAPLE finish, consists of extension table with flip up leaf, 4 chairs, upholstered seat. Reg. \$79.95 SALE PRICE **\$44.45**

5-PC. MODERN dining room group, lined oak finish, consists of extension table, 4 chairs, upholstered seat and back in satin finish plastic. Reg. \$124.50 SALE PRICE **\$88.45**

TWIN STUDIO COUCHES. Makes into full size or twin beds. Upholstered in red with grey moss trim, flounce bottom made with two spring filled loose cushions. Reg. \$119.50 SALE PRICE **\$78.45**

Studio Couches

Bedroom Groups

5-PC. MODERN BEDROOM, blond finish, consists of chest, vanity, full sized bed, night stand, bench. Reg. \$159.50 SALE PRICE **\$88.45**

6-PC. FRENCH WALNUT bedroom, consists of twin beds, chest, vanity, night stand, bench. Reg. \$219.50 SALE PRICE **\$139.45**

2-PC. MODERN bedroom, consists of double dresser and head board in solid ash. Reg. \$139.95 SALE PRICE **\$79.85**

2-PC. MODERN bedroom, consists of headboard with two attached commodes, double dresser in solid ash. Reg. \$149.50 SALE PRICE **\$99.45**

4-PC. BEDROOM GROUP, consists of book case headboard, double dresser, two night stands. Reg. \$159.95 SALE PRICE **\$109.85**

3-PC. BEDROOM GROUP, solid maple, harvest finish, consists of full size bed, double dresser and commode. Reg. \$239.50 SALE PRICE **\$144.85**

4-PC. 18th CENTURY mahogany bedroom group, consists of full size bed, chest, two commodes, dust proof construction. Reg. \$239.95 SALE PRICE **\$149.45**

4-PC. SOLID HARDROCK MAPLE bedroom group, consists of full size bed, chest, double dresser, mirror, and night stand. Reg. \$259.50 SALE PRICE **\$159.85**

Electric Refrigerators

GIBSON 8 cu. ft. electric refrigerator with 42-lb. freezer compartment. Reg. \$249.50 SALE PRICE **\$169.50**

ADMIRAL 7 cu. ft. De Luxe Model with 27-lb. frozen food compartment with freezing tray. Reg. \$229.50 SALE PRICE **\$194.50**

ADMIRAL De Luxe '51 Model 9 cu. ft. with freezer drawer. Reg. \$299.95 SALE PRICE **\$269.50**

Drop Leaf Tables

Maple drop leaf tables, 72x42 inches. Reg. \$99.50 SALE PRICE **\$64.85**

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Carpeting and Rugs

12 ft. ALL-WOOL AXMINSTER beige leaf pattern. Reg. \$9.95 SALE PRICE **\$5.98**

12 ft. ALL-WOOL AXMINSTER, fine quality grey Broadloom, finest quality all-wool Axminster, 12 ft. Reg. \$16.75 SALE PRICE **\$11.85**

12 ft. ALL-WOOL FRIEZE CARPETING in green or grey. Reg. \$13.95 SALE PRICE **\$9.95**

9x12 ALL-WOOL AXMINSTER RUG, floral patterns, various colors. Reg. \$89.50 SALE PRICE **\$59.85**

9x12 ALL-WOOL AXMINSTER, brown and grey modern leaf pattern. Reg. \$139.50 SALE PRICE **\$88.45**

9x12 ALL-WOOL grey tone on tone rug. Reg. \$142.50 SALE PRICE **\$94.45**

8x10.6 TAPE and ROSE ALL-WOOL AXMINSTER RUG. Reg. \$89.50 SALE PRICE **\$39.85**

ALL-WOOL THROW RUGS, size 27x54 and 27x45, various patterns, many non-skid backs. Values to \$10.95 SALE PRICE **\$5.88**

9x12 GLAMORUG, discontinued patterns. Reg. \$44.95 SALE PRICE **\$28.85**

Chrome Dinette Sets

5-PC. CHROME DINETTE, consists of table, micallite top, 4 chairs in red plastic. Reg. \$69.50 SALE PRICE **\$37.45**

5-PC. CHROME DINETTE, consists of extension table, micallite top, 4 four-legged chairs, various colors. Reg. \$98.50 SALE PRICE **\$64.85**

CHROME DROP LEAF utility table, micallite top. Reg. \$18.95 SALE PRICE **\$11.85**

Hide-A-Bed

SIMMONS HIDE-A-BED with Deep Sleep Mattress upholstered in grey damask. Reg. \$299.50 SALE PRICE **\$144.85**

FAMOUS SIMMONS QUALITY Hide-A-Bed equipped with Beauty Rest Mattress, upholstered in green damask. Reg. \$239.50 SALE PRICE **\$169.85**

Gas Ranges

GAFFERS & SATTLER Gas Range, C.P. 4 burner divided top with minute minder and light, broiler and griddle, all chrome top. Reg. \$215.50 SALE PRICE **\$169.50**

GAFFERS & SATTLER 4 burner divided top broiler, with plenty of storage space, automatic lighting. Reg. \$159.50 SALE PRICE **\$119.50**

ROYAL ROSE Apartment Size 4 burner oven and broiler. Reg. \$119.50 SALE PRICE **\$88.50**

Electrical Appliances

SUNBEAM MIXMASTERS. Reg. \$44.95 SALE PRICE **\$34.45**

UNIVERSAL ELECTRIC WAFFLE IRON. Reg. \$9.95 SALE PRICE **\$6.98**

UNIVERSAL ELECTRIC WAFFLE & GRILL. Reg. \$89.95 SALE PRICE **\$19.98**

UNIVERSAL AUTOMATIC ELECTRIC IRONS. Reg. \$13.95 SALE PRICE **\$9.88**

UNIVERSAL ELECTRIC RADIO, 5 tube. Reg. \$19.95 SALE PRICE **\$14.85**

UNIVERSAL ELECTRIC BLANKETS. Reg. \$44.95 SALE PRICE **\$28.85**

Odd Pieces

MAHOGANY BOOK CASES, 24 inch with 4 adjustable shelves. Reg. \$32.95 SALE PRICE **\$21.85**

30 inch MAHOGANY BOOK CASE, 4 adjustable shelves. Reg. \$31.95 SALE PRICE **\$18.85**

SOLID MAPLE CHEST, 3 drawer. Reg. \$59.50 SALE PRICE **\$37.85**

MAPLE CHEST, 4 drawer. Reg. \$59.95 SALE PRICE **\$33.85**

4-DRAWER CHEST, Walnut or maple finish. Reg. \$19.95 SALE PRICE **\$11.00**

ODD BEDS, Philippine mahogany, full size. Reg. \$69.50 SALE PRICE **\$24.85**

ROOS CEDAR CHEST, Walnut Waterfall style with twin tray. Reg. \$61.95 SALE PRICE **\$44.85**

DOUBLE DRESSER, maple finish. Reg. \$79.00 SALE PRICE **\$58.85**

BOUDOIR CHAIRS, chintz covers. Reg. \$10.95 SALE PRICE **\$5.00**

CREDIT TERMS

LA MODE FURNITURE • 1513 CABRILLO • Torrance