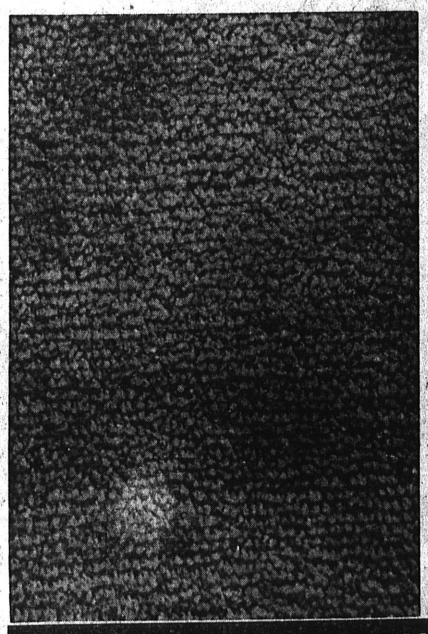
Save 70% and MORE!.... at AMERICAN FLOOR!

Viscose and Nylon*



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Wonder Value!

Reg. $9.95 Value Save $5 Sq. Yd.

Only $4.95 Sq. Yd.

MOST FABULOUS BROADLOOM OFFER EVER MADE!

Genuine Viscose and Nylon Broadloom at less than ½ the price you'd expect to pay! Long wearing. You save $5 a square yard.

- Full Rolls
- All Perfect
- 12' Widths
- 25 Colors
- Latex Rubber on Back

*NYLON ADDED FOR: • EXTRA WEAR • EXTRA STRENGTH • EXTRA BEAUTY

NO MONEY DOWN . . . TAKE 24 MONTHS TO PAY!

WE'LL BRING OUR STORE-TO-YOUR-DOOR

Now you can shop right in your own home. One of our wonderful Store-to-Your-Door Showrooms-on-Wheels will gladly come to your home at your convenience—and without obligation. You may choose from over 1000 beautiful samples from World's leading mills. It's fun to shop this new American Floor way—and remember—you're under no obligation!

Call your nearest American Floor store

Phone Long Beach 708989

EXTRA HEAVY CUT PILE COTTON $3.95 Sq. Yd.
9 Lovely Colors; 12 Ft. Widths. You'd expect to pay $7.95 a sq. yd. ONLY

SPECIAL APART. HOUSE CARPETING $1.98 Yd.
We don't have too much of this Velvet-Tone Tweed . . . deep, thick-textured, closely woven Carpet . . . mothproof . . . Washable! 27" wide—in 5 colors. $4.95 would be a terrific value! Now Only

CARVED WILTON BROADLOOM $2.88 Sq. Yd.
Deep, thick pile. We could sell every yard of this to a dealer at this price—but we want to sell it to you and make friends! It's a terrific value! Worth $5.95. Now

SIMULATED FRIEZE BROADLOOM $3.95 Sq. Yd.
Multi-Tone . . . 12' Widths. Purchased especially for this sale! Terrific wearing quality . . . you'd pay $6.95 and say it was a wonderful value! Only

LUXURY TWIST BROADLOOM $4.95 Sq. Yd.
In Green, Beige, Grey and Cinnamon. You'll have enough money left to buy a house-full of furniture! At $9.95 it is a marvelous value! 12 ft. Widths. Now Only

BRAIDED OVAL RUGS $35.95 8'x10'
New shipment just arrived and they're yours at a ridiculously low Sale Price. Other sizes available.

NUBBY TWIST BOUCLE RUGS

9'x12'	$23.95	12'x12'	$34.95
12'x15'	$42.95	12'x21'	$59.95

Many Beautiful Colors
You can cover almost any size room Wall-to-Wall . . . NO INSTALLATION or labor charges.

LEAFTONE AXMINSTER BROADLOOM RUGS

9'x12'	$29.95	12'x15'	$49.50
12'x12'	$44.95	12'x21'	$69.95

You can cover almost any size room Wall-to-Wall . . . NO INSTALLATION or labor charges.

ALL WOOL PETIT-POINT BROADLOOM $6.66 Sq. Yd.
Deep, deep pile . . . Beautiful Decorator colors . . . 12' Widths. $11.95 would be a terrific buy! Our sale price, Only

HI-LOW WILTON BROADLOOM $6.66 Sq. Yd.
A wonderful Carpet . . . a beautiful Carpet . . . look around town, you'd pay $8 to $12 a yard! Our sale price, Only

HAND-HOOKED RUGS $35.95 8'x10'
New Shipment—Just Arrived! Patterns in Green . . . Grey . . . Beige. Rose and Others. Other sizes 2'x3' to 12'x15'.

"STARLIGHT" INLAID CORK LINOLEUM 1.95 Sq. Yd.
Genuine Heavy Burlap Back for easy installation . . . Extra Heavy Weight . . . manufactured and imported exclusively for American Floor. Perfects . . . no remnants . . . all full rolls. It's new . . . it's terrific . . . see it today!

FAMOUS ARMSTRONG'S MARBELLE CORLON TILE WHILE IT LASTS 9¢ per tile 9"x9"
High-quality Vinyl plastic. Highly resistant both to wear and indentation. Unaffected by water and normal household cleaning agents, fats and oils. Made with Armstrong's exclusive Arma-felt back. Installed over all types of floors. MADE TO SELL FOR 16¢. SAVE ½!

RUSH SQUARES
Terrific value. Square 12"x12". Regular 40c Each..... 23¢

ARMSTRONG BATTLESHIP LINOLEUM
Heavy Burlap back. Ribbed texture. Reg. $3.89 Sq. Yd. $1.98

RUBBER STAIR TREADS
Heavy Corrugated—Size 9"x10"—Maroon. 40c each. Black, each 29¢

HEAVY CORRUGATED RUBBER RUNNERS
36" Wide Sq. Ft..... 22¢

ARMSTRONG Vinyflow LINOLEUM
Armstrong Sanitor Terrific Value. Square Yard..... 88¢

CONGO WALL COVERING
Full roll. For bathroom, playroom. Jan. WHILE IT LASTS. Reg. 16c Sq. Ft..... 6¢

KOROSEAL VINYL COUNTER TOP
It's wear-proof, water-proof and fire-resistant. Regular 20c. Sq. Ft..... 14¢

RUBBER TILE 15¢ 9"x9", per tile
25 beautiful pastel colors. More colors than in the rainbow! 30c quality. SAVE ½!

CORK TILE 15¢ Per Tile 9"x9"
It's soundproof . . . it's the finest! Sells for as much as 35c a tile. Sale Price—

SPECIAL OFFER! LINOLEUM RUGS $3.95 9'x12'
Felt base Linoleum Rugs slashed to below wholesale. Reg. $5.95.

METAL TILE 3¢ Per Tile 9"x9"
21 colors! Zinc-coated. Baked-on Enamel finish . . . will not chip or peel. 4' high around bathroom tub only $7.95. While it lasts—

Matico ASPHALT TILE 5¢ Per Tile 9"x9"
GOOD HOUSEKEEPING APPROVED! We're practically giving it away! What quality! 5 marbleized colors. Sale Price

LINOLEUM RUG BORDER 39¢
Lovely wood tones, 24-inch width. Yard . . . .

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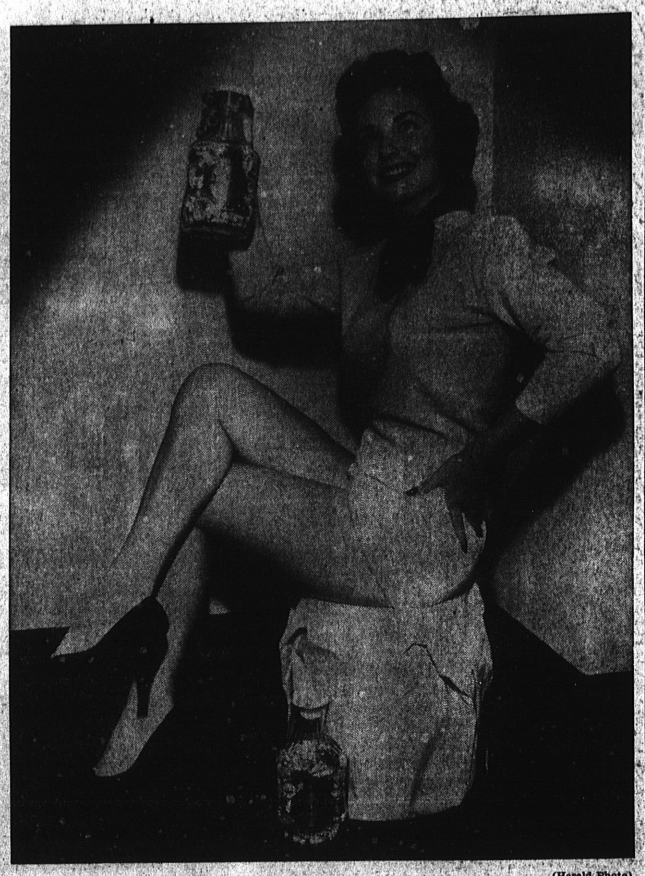

(Herald Photo)

A HOLIDAY TREAT . . . If it's sweets you want for your holiday treats, lovely Miss California, Sandra Lee Constance, has just the thing. It is a hefty decanter of Christmas candies now being sold by members of the Torrance Area Youth Band as part of their annual fund-raising campaign. In addition to getting more than two pounds of filled candy, the purchaser of these $1.25 decanters is helping the Youth Bands of Torrance.

New Walteria Assn. Formed

Clarence T. Hoyt was elected temporary chairman of the Walteria Civic Assn. Tuesday night, as residents of the area made plans to reorganize.

New officers of the organization will be chosen on Tuesday, Jan. 4, at Walteria Recreation Hall. Other plans will be made to develop the organization.

Other temporary officers are W. M. Crowe, vice-president; Bessie Slonecker, secretary, and Jean Hoyt, treasurer.

LITTERBUG COST

It costs the U.S. more than $30 million annually to clean up the litter strewn by careless people along highways and in public parks.

Getting Rid Of Car Smog Hard -- Hahn

The immensity of the task of trying to install a satisfactory anti-smog muffler on every motor vehicle in Los Angeles County was pointed up today by Supervisor Kenneth Hahn.

Hahn repeated his stand that the primary responsibility for developing and installing anti-smog mufflers belongs to the automotive industry, not the 2,480,299 individual car owners in Los Angeles County.

However, he said that when a satisfactory device has been invented that it could be required on all automobiles operated or sold in Los Angeles County.

Assuming it would take one mechanic five hours to install the device, it would require 12,151,495 man-hours to equip every motor vehicle now operated here.

By these figures, it would take 12,480 mechanics working an eight-hour day, one year to finish the job.

This would mean that it would take all 75,000 qualified auto mechanics in the county almost a full month, working eight hours a day, five days a week, to complete the task.

These figures are optimistic, Hahn said, because it now takes from seven hours to seven days to install various experimental anti-smog mufflers which are being tested.

Arrest Driver on Auto Hit, Run Complaint

George Edward McKinley, of 2442 Park St., was arrested on suspicion of hit and run driving following an accident involving George Hutchins, of Hermosa Beach according to police. McKinley was released on $100 bail.

Trial was set for Jan. 5 at South Bay Municipal Court.

Fred Mill to Speak To Cost Accountants

Fred W. Mill will be principal speaker at a dinner meeting of the Long Beach Chapter of National Assn. of Cost Accountants at the Lafayette Hotel, Wednesday at 6:30 p.m.

The division controller and assistant secretary of National Supply Co., Mill will speak on "Accounting for Inventories."

Christmas carols will climax the program.

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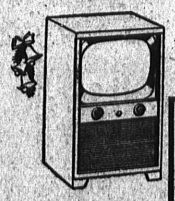
...the best Christmas gift of all!



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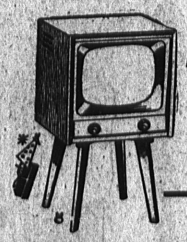

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