

It's the name behind the Sale that counts!



Our

PRESIDENT'S MONTH

SALE!

WESTERN UNION TELEGRAM

SYMBOLS
 DR in Right Letter
 NL in Right Letter
 LT in International Letter 3 digit

Class of Service
 This is a full message service as defined by the proper symbol.

The following message is being transmitted on the West Coast on domestic telegrams to STANDARD TIME at point of origin. Time of receipt to STANDARD TIME at point of destination.

SDB034 (CJ002) RX PD=EL CAJON CALIF APR 26 842AMP
 TO ALL SAN DIEGO DISTRICT STORES=
 O R TRUEBLOOD=MCMAHANS OF TORRANCE
 1306 SARTORI TORRANCE CALIF=
 YOU ARE AUTHORIZED TO OFFER SPECIAL INDUCEMENTS TO BRING
 IN 500 NEW CUSTOMERS IN MONTH OF MAY. OFFER SPECIAL
 VALUES IN ALL DEPARTMENTS. OFFER BIG TRADES AND FOR
 LIMITED TIME SPECIAL CREDIT TERMS. NO CASH DOWN AND
 THREE YEARS TO PAY ON ALL PURCHASES=
 T H MCMAHAN PRES=

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

**NO CASH DOWN
 3 YEARS TO PAY**

BOX SPRING 1⁰⁰
 Only

President orders lower prices, greater values, bigger trades and easier

terms on all furniture and appliances in great drive for 500 new customers. Hurry!

Hurry! Hurry! for the buys of a life time!

Modern Bumper Set
 President orders lower prices, greater values, bigger trades and easier terms on all furniture and appliances in great drive for 500 new customers. Hurry! Hurry! for the buys of a life time!

\$129⁸⁸

NO CASH DOWN
 3 YEARS TO PAY

PROVINCIAL Living Room Set
 A combination of charm and utility that reflects dignity and good taste. Large roomy divan that makes into a bed. Matching chair and ottoman covered in attractive long-wearing fabric. Save at this low price.

\$188⁸⁸

NO CASH DOWN
 3 YEARS TO PAY

QUALITY INNERSPRING MATTRESS

- Deluxe Quality
- 220 Steel Coils
- Pre-Built Border
- Heavy Stripe Cover
- Handles for Turning

WITH PURCHASE OF THIS FINE MATTRESS

Mattress . . . \$39.95
 Box Spring01
Both Only !! \$39⁹⁶

75c DOWN
 75c WEEK

STOP BEATING YOUR WASH TO DEATH!

new **MONITOR**

"pampers" your wash whiter!

9x12 AXMINSTER RUGS!

CHOICE OF COLORS & PATTERNS

\$49⁹⁵

75c DOWN • 75c A WEEK!

CARPET 3 ROOMS FOR AS LITTLE AS \$1.25 A WEEK!

NO CASH DOWN!
 3 YEARS TO PAY!

\$1 DOWN A WEEK

Famous COUCHMASTER

Twin Sleepers \$79⁸⁸

Comfort, beauty, and utility at a money saving price. A casual sofa by day, a comfortable bed by night. Built in spring comfort. 3 box pillow back.

Ready to Paint CHESTS \$12⁸⁸

Save! Paint it yourself! Finest quality pine. Expertly built and beautifully finished ready for painting. 4 roomy drawers.

\$12⁸⁸

ONLY 50c DOWN • 50c A WEEK

Trouble Light

Heavy duty for home, shop and garage use.

\$1⁰⁰

Utility Outlets

Sofa Pillows \$1

Big, plump and fluffy. Choice of colors and designs and fabrics.

NEW LOW PRICE REGLINER CHAIRS \$69⁸⁸

For comfort, for good looks. Fine quality construction. Heavy long-wearing covers. Fully adjustable. Sit or recline in comfort.

\$69⁸⁸

ONLY \$1.00 A WEEK!