

... and you'll be giving her the answer to all those smart clothes and home furnishings at budget cost! Throughout the years to come her new Domestic will continue to give the satisfaction of trouble-free service and pride of

World's LOWEST-PRICED

Furniture Store

1317 Sartori, Torrance

ownership that comes with possessing one of the world's Give an amazing new Domestic on Christmas and before New Years Day, she'll thrill to the ease of making professional buttonholes, embroidery, appliquing, shirring, machine darning, and fancy zigzagging! NO MACHINE CAN DO MORE THAN THE AMAZING NEW DOMESTIC MADE IN AMERICA FOR OVER 80 YEARSI

PAY AS LITTLE AS \$22.00 dn.-\$5.00 mo. Fifteen Months to Pay \$5.00 HOLDS FOR XMAS.

DOMESTIC MODELS PRICED FROM

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Telephone service is still a bargain... for since 1940, rates have gone up much less than the cost of living.

## OD FRIEND OF THE FAMILY BUDGET GO

The telephone actually takes less of it than in 1940



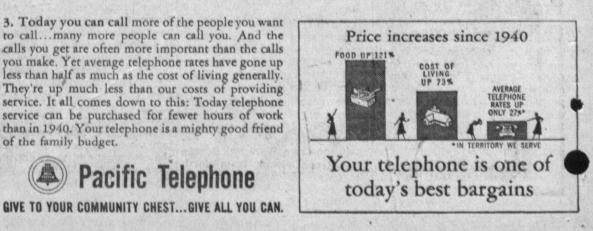
1. Seems like the prices of most things you buy have about doubled, in the last ten years. Among the standout exceptions is your telephone service. There have been rate increases, of course, to help meet increased costs of furnishing service...higher wages, higher prices for materials, higher costs generally. But telephone rates have gone up far less than most other things. And that's only part of the story.

3. Today you can call more of the people you want to call ... many more people can call you. And the calls you get are often more important than the calls you make. Yet average telephone rates have gone up less than half as much as the cost of living generally. They're up much less than our costs of providing service. It all comes down to this: Today telephone service can be purchased for fewer hours of work than in 1940. Your telephone is a mighty good friend of the family budget.

**Pacific Telephone** 

2. Telephone installers are making your servic better all-around bargain, too. When you buy a pound

of something, you still get sixteen ounces...although the price may have doubled. Twelve items still make a dozen. But not so with telephone service. Your telephone dollars buy, on the average, twice as many available connections as ten years ago...for we've more than doubled the system in that time.



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