

# ANNOUNCING DELL'S FURNITURE IS NOW A SELF-SERVICE-STORE

YOU ASKED FOR IT—So DELL'S FURNITURE brings to you a SELF-SERVICE-STORE. DELL'S INVITES you to come in; BROWSE AROUND—NO SALES PEOPLE will bother you—Every item in DELL'S tremendous stock is plainly marked with REGULAR PRICE and DELL'S LOW-LOW SELF SERVICE PRICE—Discount cards are not needed, DELL'S PRICES CAN'T BE BEAT

—Large volume buying at FACTORY TO YOU PRICES will make your money go twice as far—EASY TERMS if you like—we hold any purchase in our warehouse without charge—USE OUR LAYAWAY PLAN—FREE DELIVERY—FREE GAS RANGE INSTALLATION—COME IN AS OFTEN AS YOU LIKE AS NEW MERCHANDISE FLOWS IN CONSTANTLY.

Serve Yourself and



**\$69.50**  
**INNERSPRING**  
**MATTRESS**  
**AND BOX SPRING**

Fully Guaranteed—Durable Ticking  
Twin Size Set **\$35.76**  
Only  
Full Size Set **\$39.88**  
Only

Serve Yourself and



**5-Piece**  
**Chrome Sets**

**\$59.50—CHROME SETS**  
Choice of Colors  
**\$38.00**  
**\$69.50—CHROME SETS**  
Choice of Colors  
**\$44.00**  
**\$79.50—CHROME or WROUGHT-IRON**  
**\$49.00**

Serve Yourself and



## MODERN BEDROOM SUITES

\$119.50—BEDROOM SUITE—Blond—Mr. and Mrs. Dresser—Large Mirror—Bookcase Headboard	\$77.00
\$149.50—BEDROOM SUITE—Blond—Mr. and Mrs. Dresser—Large Mirror—Headboard (may be used as double, twin or king size)	\$88.00
\$189.50—BEDROOM SUITE—All Steel—Two-Tone—Mr. and Mrs. Dresser—Bookcase Headboard with Electric Outlet—Two Nite Stands	\$138.00
\$229.50—TWIN HEADBOARD BEDROOM SUITE—Mr. and Mrs. Dresser—Large Mirror—Nite Stand—Toast Mahogany	\$158.00
\$229.50—PLATINUM GREY BEDROOM SUITE—9-Drawer Mr. and Mrs. Chest—Sliding Panel Bookcase Headboard—Large Mirror—2 Nite Stands	\$158.00
\$229.50—BLOND MAHOGANY BEDROOM SUITE—Bookcase Headboard—Double Dresser and Mirror	\$158.00
\$239.50—SOLID ASH BLOND BEDROOM SUITE—9-Drawer Dresser—Framed Mirror—Sliding Panel Bookcase Headboard	\$133.00
\$299.50—CHINCHILLA—TWO-TONE BLACK AND GREY SUITE—9-Drawer Dresser and Mirror—2 Nite Stands	\$177.00
\$549.50—GENUINE CHERRY and MAHOGANY BEDROOM SUITE—Large 9-Drawer Mr. and Mrs. Dresser—Framed Mirror—2 Nite Stands	\$259.00

**SALE AT**  
**DELL'S SELF-SERVICE**  
Starts Thursday, July 29, 9 A.M.  
OPEN FRIDAY NITE 'TIL 9 P.M.  
Sunday 10 A.M. to 5 P.M.

## LIVING ROOM SUITES

\$129.50—2-PIECE BED DIVAN SUITE—Choice of Covers	\$88.00
\$159.50—2-PIECE BED DIVAN AND ROCKER SUITE	\$96.00
\$239.50—3-PIECE WROUGHT-IRON SECTIONAL—Tweed	\$143.00
\$239.50—2-PIECE BED DIVAN SUITE—Fibre E	\$144.00
\$219.50—2-PIECE WROUGHT-IRON BED DIVAN SUITE	\$148.00
\$239.50—2-PIECE BED DIVAN SUITE—Salt and Pepper	\$155.00
\$249.50—SOLID FOAM 2-PIECE SECTIONAL—Tweed	\$177.00
\$249.50—2-PIECE WROUGHT-IRON—Solid Foam	\$188.00
\$299.50—BEAUTIFUL CURVED SOFA—Green	\$196.00

Serve Yourself and



**100% SOLID**  
**FOAM MATTRESS**  
**& MATCHING**  
**BOX SPRINGS**

Reg. \$109.50 Set  
• 4 1/2-Inch Foam Mattress  
• Rich, Colorfast Ticking  
Twin Size  
Both Pieces .... **\$59.50**

Serve Yourself and



## 9'x12' RUGS

\$49.50—CUT LOOP SHAG Choice of Colors	\$27.00
\$49.50—SHORT LOOP BOUCLE or LONG LOOP SHAG Choice of Colors	\$29.00
\$69.50—IMPORTED ORIENTALS Choice of Colors	\$39.00
\$59.50—Famous Brand REVERSIBLE COMBINATION	\$37.00
\$79.50—AXMINSTER—Tone-On-Tones—Tweeds—Florals	\$48.00
\$99.50—AXMINSTER—Tone-On-Tones—Florals—Tweeds	\$58.00

Serve Yourself and



## APPLIANCES

Every deal a sensation—Prices and trade-ins too hot to put on paper so come in and see these Serve Yourself Specials.



**122-128 N. Pacific Ave.**  
(Across from Bank of America)  
(Where Bus Stops)

**Redondo Beach**

**FRontier 2-8467**



**\$99.50**  
**Innerspring Mattress**  
**& Matching**  
**Box-Spring Set**

220-Coil—Fancy Woven Ticking  
Chrome Handles—Ventilator Holes  
FULL or TWIN Size  
Set . . **\$59.00**

# DELL'S FURNITURE