

GRAND OPENING

HERMOSA FURNITURE CO.

729 PACIFIC COAST HIGHWAY

HERMOSA BEACH

OPEN TONIGHT 'TIL 9

During Sale We Will Be Open...

DAILY 9 A.M.-9 P.M.
SAT. . 9 A.M.-6 P.M..
SUNDAY . 12 - 5 P.M.

OUR POLICY

- Quality Furniture at Lowest Prices
- Standard Nationally Known Brands
- Service After Sale!
We guarantee everything we sell
- No High Pressure Selling
Feel Free To Browse

O. K. MURRAY

It will be a pleasure to greet my many old friends here in the South Bay Area and to make new friends in our excellently stocked store of fine Furniture. Come by and say hello.



H. P. WADDINGTON

It is indeed a pleasure to come to the South Bay Area to serve you with one of the finest all-around selections of fine furniture to be found anywhere. We hope to always bring you quality at a reasonable price.

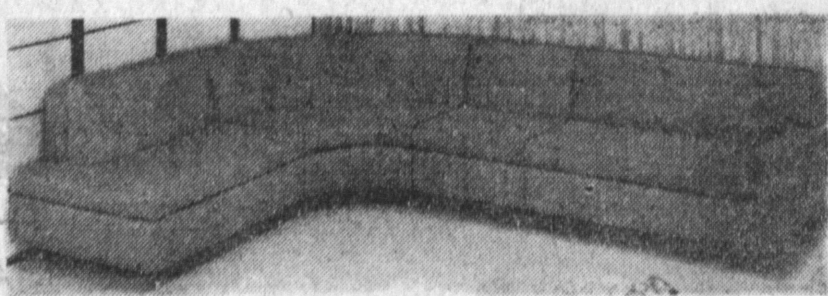


SALE STARTS THURSDAY 9 A. M.

T. V. CHAIR
Reg. 39.95
Opening Special
\$26⁸⁸



Easy Credit
30-60-90 Day Accounts
No Carrying Charge

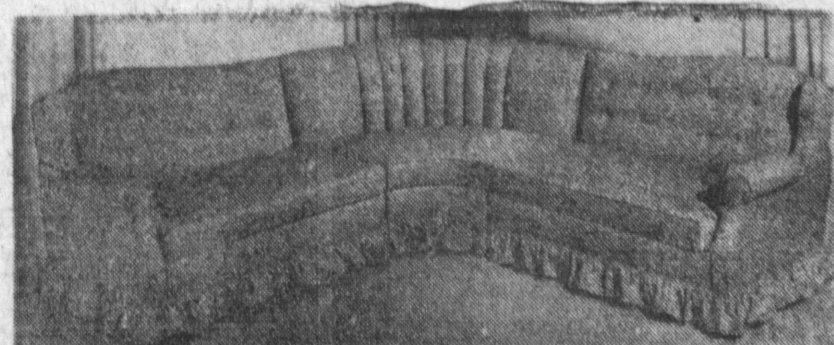


Modern Foam Rubber Sectionals
Loose Cushions, All newest colors and fabrics. Each Large Sectional
Chair Center . . . \$59.00
\$89⁰⁰
PAY AS LITTLE AS \$10.00 MONTH



Standard Brands

- Simmons Beautyrest
 - Berkshire
 - Be De L.
 - Crown
 - Crestview
 - Deluxe
 - Douglas
 - Huntley
 - L.A. Period
 - Plymouth Rock
 - Restwell
 - Trends-Pacific
 - Sumter Cabinet
 - Virtue
- and many more . . .

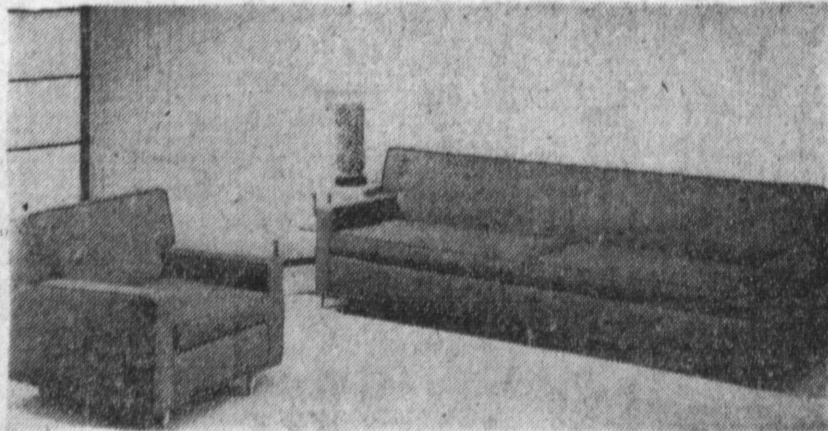


Provincial Sectional
3 Pieces, Reversible foam rubber cushions. Choice of covers and colors. Opening Special.
\$299

50-FOOT PLASTIC Hose
\$7²⁹



Den couch
Plastic Covered
REGULAR \$69.50
OPENING SPECIAL
\$39⁹⁵

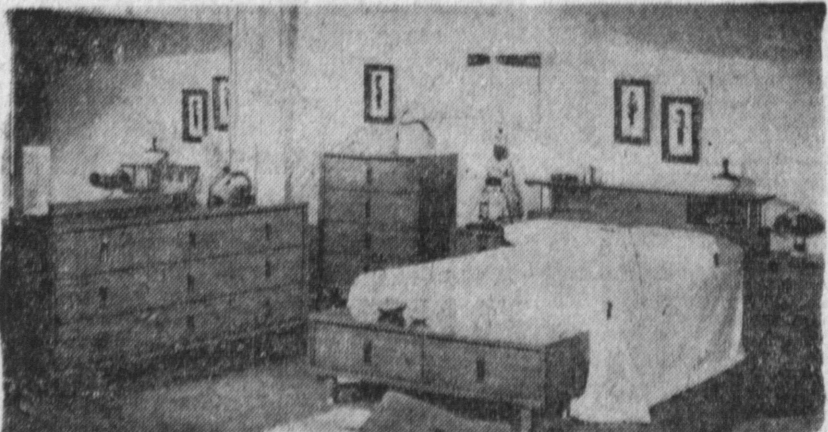



Modern Foam Rubber Sofa
Full 90" long. Reversible foam rubber cushions. Your choice of newest colors and fabrics. Opening Special.
\$159⁰⁰
PAY AS LITTLE AS \$6.00 A MONTH

OPENING SPECIAL
ACCORDION HAT RACK
96^c



Maple Bunk Beds
Regular \$49.95
Opening Special
\$29⁹⁵

Far East Bedroom Suite
New Teak Finish, Double Dresser (not shown) Upright Mirror, Headboard and 2 nite stands. Opening Special
\$139⁰⁰
PAYMENTS TO SUIT YOUR BUDGET 10 other pieces to this co-related group also available



MAPLE BEDROOM
SOLID EASTERN WHITE BIRCH
Large Triple Dresser, Mirror, Full Size Bed. Opening Special.
\$189

Solid Rock Maple HUTCH Cabinet
Opening Special
\$119



Drop Leaf Extension Table \$59
SOLID ROCK MAPLE OPENING SPECIAL

HERMOSA FURNITURE CO.
Hermosa Beach
FR 6-8711
729 Pacific Coast Highway
FREE PARKING IN REAR