

BIG SHAKE UP SCHEDULED FOR LOCAL FIRM



CELEBRATE 6 AN.

VOLUME 1

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Local Citizens Participate In Foreign Aid Program

Many people in the Torrance area are contributing to a new foreign aid program, but unlike the highly publicized federal program, this one gives us a full measure of value for the dollars we are spending. It's the next best thing to an actual trip abroad when you browse through Alpert's, for here you'll find many interesting imports to add flavor and interest to your home, that have been gathered from the four corners of the globe. You'll see furniture crafted in exotic teakwood from Burma.

... that include some clever and practical wall desks and shelves. These solve many needs because there are units for hi-fi and records and well... you name it we have it... you may prefer some of the sculptured chairs from Denmark and the hand loomed fabrics they exemplify the best weaving skills from Italy and Holland too. From Sweden come some interesting furnishings but the pieces they have been noted for are their stunning glass and crystal.

Hand skills are surprisingly modest in cost when you find the price of some delightful new dining chairs from Italy are only \$24.95, and colorful Eric-a-brac Venetian glass enhances many homes the world over. If you like an oriental flavor... you'll love some of the beautiful things we offer from Japan... these include some attractive hand carved wood plaques at only \$9.95, lovely hand painted Byobi wall murals for \$19.50 and china and ceramic pieces that will amaze you with their beauty and low low price.

We wish to point out that these items are all hand picked to assure maximum value and although we're speaking of imports, let us hasten to say that these are primarily the kind of items not usually made in this country. We still show, by a vast majority, the widest selection possible of the finest home furnishing our own American manufacturers have to offer, and if variety is the spice of life... you'll find lots of spice at Alpert's.

Ban to be Imposed

It is expected momentarily that authorities will impose a ban on racing locally. This action is being brought about by the many residents of the area who have been found racing to take advantage of the fantastic prices offered at Alpert's Sixth Anniversary Sale. Many, when questioned, stated that one item they didn't want to miss was a Danish modern chair upholstered in naugahyde with a fascinating pivot back that makes it so-o-o-o comfortable... for only \$19.95.

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Found Selling Orphans

A local merchant was accused of selling orphans on the open market. Upon being questioned, he admitted the charge and made this statement: "We have several hundred orphans for sale and they need a home! We're tired of them and we'll sell

them for as little as \$1. Cute, adorable and home loving... wall decor of all kinds, clocks, pictures, plaques, and many interesting new kinds of wall decorations that we no longer wish to provide for need new homes so badly that we have slashed

Man Found Well Lit

Friends discovered a well-known local gentleman staggering around in a joyous glow. When asked the reason for his jubilation, he replied, "For the first time in years I found a lamp that I can read by. Where? At Alpert's, of course. Haven't you heard about their tremendous sale? They have a terrific selection and I bought two for what I had expected to pay for one. They have tall ones, short ones, fat ones, skinny ones, plus many many more."

... in fact they have all kinds, the ones I bought were 44 inches tall and I only paid \$29.95 for both of them and they looked like at least \$30 each. I saw a pair of cork ones about 39 inches tall for \$17.95 each that I'm sure I've seen elsewhere at twice the price. My wife selected a pair for the bedroom in imported Venetian crystal with hand sewn shades at only \$20 each. We had a tough time selecting ours because they have so many to choose from, in fact I never saw such a great variety of lamps.

There were some little ones at \$7.95 with cute ceramic bases and cloth shades that look like a good value to me. My wife saw one about 4 1/2 feet tall that was a steal at \$39.50 but we just didn't have the place to use another lamp. If you can use tall lamps be sure to check this one. It's a polka dot design in hand crafted ceramic with tailored shade and it was available in a rainbow of colors. This piece really has a fabulous selection of lamps at fantastically low prices. P.S.: I forget to mention some of their floor lamps, the ones that were most intriguing to me, were the clever new ceiling to floor light poles.

'Purple Eaters' Found

People, purple with rage at the high price per pound of beef steak, were discovered in Torrance to be buying dining sets at a lower price per pound than any old steak. Where? At Alpert's big Anniversary Sale, of course. We even found some sets at a lower price per pound than hamburger. Here, for example, is one set we think is a beauty:

... It's a Danish style in walnut formica top with a generous leaf, a smart sliding door buffet that's a finished back for double duty as a room divider and a set of comfortable chairs, the price of all this is only \$154. There is a full sized set in lined oak, pedestal table, chairs, and a handsome credenza buffet which sold originally for nearly \$200... now reduced to \$199.50... for large dining rooms this one would be a fine answer... it's a magnificent Paul McCobb design in natural elm... the surfboard shaped table will seat 12 easily... chairs have cane backs, and the handsome china-breakfront will provide lots of storage as well as a place to show off your pretty things... this was always sold for \$795 but the one now in stock will go for only \$475 complete. For smaller dining areas we have a lovely tangle mahogany set in natural amber finish with fully upholstered chairs that you must see to appreciate... the price, now only \$179.50 complete. There are many other too numerous to mention... prices start with a little ice cream set at \$39.50 and include a wide, wide selection so don't miss these big savings now.

Financial Circles in Dither

Financial wizards across the nation are excited and curious about the new finance plan instituted at Alpert's recently. This revolutionary plan has won instant approval of the many happy patrons of Alpert's Furniture. Here's the plan that has the experts buzzing... NO FINANCING CHARGES, NO INTEREST, AND NO CARRYING CHARGES FOR 12 MONTHS on any purchase of \$100 or more, and pay only bank rates on any additional time up to thirty months. This plan is the realization of a long-time goal of Mr. Lee Alpert, owner of Alpert's Trendmaker Furniture.

Alpert's is the only store in the entire nation now offering these wonderful terms. Mr. Alpert is proud to announce that this plan, which was offered originally for a limited time, is now being offered permanently. This means real important E-X-T-R-A savings for you without double talk.

Discovered... a Way to Make Money!

No printing press, no special equipment, no gadgets of any kind are required. A group of eminent economic experts, after prolonged research, reached the common conclusion that "the best way to make money is to buy when prices are lowest."

Professor Nogleheimer, spokesman for the group, further stated that nowhere and at no time have prices ever been lower than during this great sale in progress at Alpert's. So make money! Buy now! At Alpert's, of course. Here are the kind of buys you can take advantage of:

Ban to Be Imposed

Another chair worth rushing for is a cute little contemporary club chair with ottoman to match. It's foam rubber and both pieces are only \$69.95. There is one highback chair with built-in he-man lounge comfort for only \$79.50. And of course a double contour lounge for which Alpert's is famous for only \$89.50, these have never been sold at such a low price. If you like the unusual we have one that looks like a doughnut but it really comfortable and, yet, it's only \$14.95. There are a couple of others that defy description they are so unusual. Actually we counted more than 100 different styles. One particularly good buy you should not miss is a pillow back Danish chair with zippered foam cushions priced not one but two for \$79.50.

We also have several fine chairs in discontinued styles were slashing to about half price.

June Tune Swoons Groom

A handsome young bachelor was seen recently at Alpert's Furniture listening to some romantic music on a custom-built hi-fi. He was carried away by the lovely melody and began crooning along with the tune. On the far side of the store a cute young thing was attracted by the crooning and before the evening was over, lo and behold, love had bloomed, and the swooning, crooning bridegroom-to-be had selected a house full of furniture to furnish their little love nest. The wedding is in June. We can't guarantee that you'll find your perfect mate at Alpert's, but we sure can guarantee to furnish any kind of nest you have...

... with June ever popular for wedding... it's timely to mention that we have some ideal furnishings for starting budgets... one group of pieces you'll like includes a smart soft in naugahyde for only \$99.50 and a striking functional modern bedroom set with formica tops that can be yours for only \$139.50 there are many other good buys throughout the store but one we must tell you about is a Swedish inspired chair that originally was designed to sell for many dollars more... now on sale for \$39.95 and all the cushions are zipped foam. You'll find your furniture dollars go farther at Alpert's and the terms mentioned in another part of this page are the best anywhere.

Foreign Student Stopped Here for Speeding

After stopping him for exceeding the speed limit, the arresting officer asked, "Where's the fire?" Mr. Gunderwhizle, exchange student, stated he was headed for Alpert's sensational Sixth Anniversary Celebration. The arresting officers exclaimed, "Let's go!" and led the way with lights flashing, siren screaming. If you like saving money, don't get any speeding tickets, but waste no time coming to Alpert's for buys like this:

... a beautiful ceramic table lamp nearly four feet tall, with a lovely tapered shade complete for \$129.95 and there is one made of cork that is so popular now, this one was much more but is now offered for only \$14.95. The best deal we ever saw was a wrought iron smoke stand for only \$1 and speaking of values, we saw some marvelous occasional chairs that were fabulous values at \$19.95, Danish modern styling with pivot backs. There are many, many interesting and unusual tables... we saw genuine imported marble top tables from \$15.95, and several handsome styles of living room tables with formica tops as low as \$12.95... these were all much higher before the sale, but don't miss them because we must limit these buys to stock on hand.

Delinquency Arrested

A group of parents has announced a successful new treatment of the delinquency problem. It was disclosed that the treatment consists of the following: Buying a new dining room set during Alpert's Sale and loading the table with good foods purchased with the savings. Result: happy families, no problems and a more attractive live home. Here's the kind of savings you can make: A 5 piece dinette set worth \$99.50 for \$50.50. A handsome Danish inspired style that includes a table, chairs, buffet and hutch, regular \$389.50 for \$299.50, a round extension set by Paul McCobb for \$149.50, that was \$220 regular.

In an age of motor cars that travel in excess of 100 mph, and planes that fly at twice the speed of sound it would be all wrong to sell furniture by horse and buggy methods. To keep up with our fast changing world Mr. Alpert of Alpert's Furniture feels that it is important to be able to offer you home furnishings displayed and sold by the most modern methods possible. This, of course, will mean greater efficiency and the accompanying greater savings are passed on to you. Since these changes require a great deal of space to accomplish and space is so sadly lacking at Alpert's (every cranny is chock full of furniture), our entire inventory is being slashed to prices that reach new all time lows, it is of course our aim to continue improving the services for which we have become noted, and to expand them to permit bringing you the most complete home furnishings center in the entire area... better selection, better values, the best terms (of which you will see more elsewhere on this page) and just a better deal any way you look at it, is our goal. This double barreled sell-bration is only the beginning, but don't miss the fabulous buys now being offered, while they last.

Space Problem Solved by Local Firm

Scientists and astronomers and just ordinary folks, too, have long sought the secrets of space. After an exhausting search, the formula was discovered by a local firm. The space problem we suffer from is: what to do with the small rooms most of us have today that will make them at least seem spacious. Here at Alpert's you will discover some wonderful formulas for your particular space problem. For example, there is one really exciting group of furniture called, very aptly, "variations"...

... the pieces included will permit even the most difficult problem room to look like a million. The pieces are all interchangeable... you can add, change or rearrange to your heart's content in every room in the house with this coordinated group... a price much less than you are permitted to advertise... you can't afford to do without these now at sale prices. Of course we offer many other open stock groups that come in all sizes and we will gladly help you plan the arrangement best suited to your needs.

Brawl in Bedroom

Neighbors were aroused last night by sounds of a brawl coming from the bedroom of a neighboring home. Upon investigating, they discovered the cause. It seems as though a Mrs. Pinbottom had purchased a new bedroom set with twin beds at Alpert's Sale and her husband wanted her to get a different style that was available only with double bed. You'll have no problems in deciding upon just the kind you want, because most of our bedroom sets come with a choice of either double or twin beds. Even king size. There is one in particular that we feel is worth special attention:

... it's an attractive and unusual set which features French drawers behind a sliding door front, a fully enclosed headboard and even better all formica tops and fronts which eliminate all burns and stains, you'll also like the price on this complete 8 pc. group now \$199.50. There's a very attractive sculptured walnut group available in many open stock pieces which include corner units regular or king size headboard, double or triple dressers all of which make possible an arrangement tailored to your room... the price... complete groupings from \$169.95 another one that has been greatly reduced is crafted in gun stock walnut and has several interesting features, nearly half price at \$189, featuring color in the headboard is another brand new Danish inspired set with interesting grass cloth covered headboard and very practical interlocking drawer slides that just won't stick, a complete 4 pc. group is only \$169.50. If you want a truly elegant set, we have a large group in French walnut with beautiful detailing that is truly handsome and priced during this sale for lower than you would expect at only \$299.50, there are many others, of course, including groups which feature the new brass beds, all of these are priced especially low during this sale... don't miss it!



Lost: One Pair of Drawers

Red-faced with embarrassment, Lee Alpert, local merchant, admitted losing a pair of drawers (from a piece of furniture, that is) and further noted that he would give a reward to the first 10 people who find his drawers. He explained it's a kind of contest and said that these drawers are from a piece of furniture and are in plain sight in the store. Come in, browse around, find his drawers and win a prize.

Gone to the Dogs

Mr. Alpert, local furniture retailer, recently replied that the furniture business has "gone to the dogs." He clarified this statement by telling us of a recent experience. It seems that a customer had come in seeking a chair in a particular shade of gray. After an extensive search through what seemed an endless number of fabrics, a suit-the lady stated: This will just match our pet poodle. Now we don't have many canines for customers, but with more than 15,000 fabrics to choose from we can please most human tastes. If you need something for your home and don't know where to find it, just come to Alpert's— odds are that we will have just the answer for your needs. You will see all the new colors and textures in an endless variety of styles to please most human tastes.

Woman Found In Sack

One of the great mysteries of our age was solved today... when the body of a woman was discovered at Alpert's Furniture in a sack (dress, that is) selecting a sack to go with her new dress. Under questioning, she confessed, "I couldn't find a good selection anywhere else—and I've looked plenty—but at Alpert's they have more styles, more fabrics, my husband, Angus McFergus, was happy about. No carrying charge or interest for 12 months. So he told me not to stop with the sofa alone, but to choose our new chairs and tables, too. The one I selected was a lovely 'pillow-back' style in a combination striped and plain fabric, only \$199.50. I saw so many others it was hard to choose between them— one especially that I liked: ... was an oversized Danish sofa with interesting brass knuckle arms, and an unusual fabric that was marked down to only \$229.50 this looked like a tremendous value for an oversized foam rubber cushion sofa to me. My husband liked a 3 piece curved sectional which included a built-in corner and end

Sleep Walking Cured Here

A prominent citizen long known for his sleep-walking forays announced finding a cure at long last for his trouble. He believes that although it may not be successful in all cases, the rate of successes (98 per cent) is so high that almost everyone will find his method an answer to those restless nights. The secret: simple! He purchased a genuine DeLuxe-Or-Pedic Spring and Mattress from Alpert's for only \$79.50 (regularly \$119.50) and he now sleeps like a baby. If you need a comfortable bed and want one with a good guarantee (10-year, unconditionally), get one of these sets—you'll love it, and besides you can now save \$40.

Of course, we have many other models as well, and prices start as low as \$39.50 per set, and ALL of our springs and mattresses have a WRITTEN GUARANTEE.

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TREND-MAKER FURNITURE

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