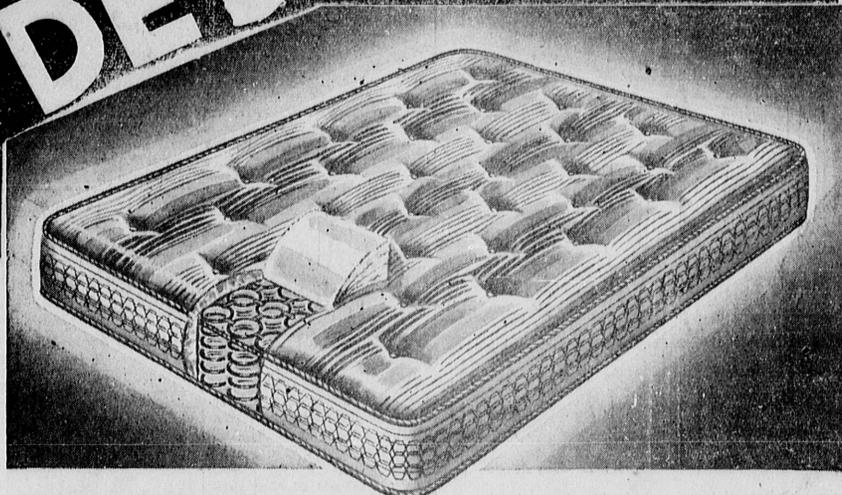


SENSATIONAL NEWS! ONE OF AMERICA'S FINEST MATTRESS MANUFACTURERS PICKED TORRANCE TO INTRODUCE—

INDIVIDUALLY DESIGNED MATTRESS



FIRST TIME OFFERED TO THE GENERAL PUBLIC

Top executives are flying here to talk to the first customers. Photographers from national magazines will record the event, so come down and be among the first few in America to own a mattress actually made for you!

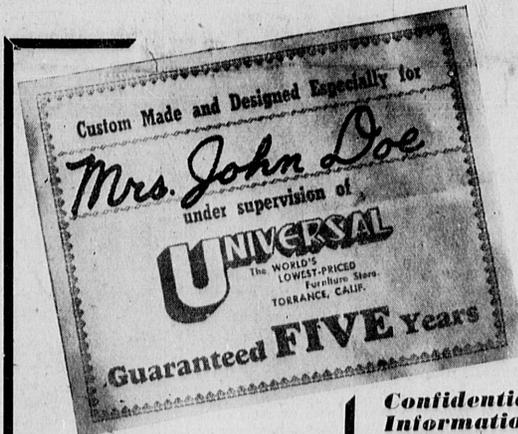
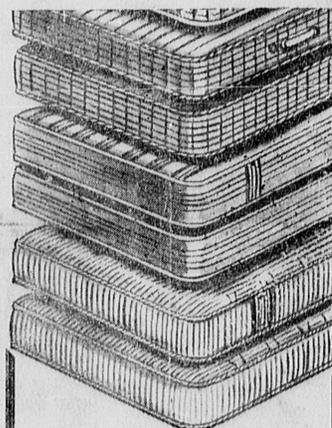
Yes . . . we are honored! One of America's great manufacturers of quality mattresses has selected Torrance as the typical American city and the Universal as the typical American furniture store . . . to introduce for the VERY FIRST TIME a new idea that will revolutionize the mattress industry . . . INDIVIDUALLY CUSTOM MADE MATTRESSES. They will make old style, "hand-me-down" mattresses as out of date as a model T Ford.

Yes! Custom Tailored for Your

INDIVIDUAL WEIGHT and AGE!!!

Scientifically Designed to Banish Forever Sleepless, Toss Torn Nights

Each custom-made mattress is designed especially for you, taking into consideration your preferences in firmness or softness, your choice in color and tickings, YOUR WEIGHT and YOUR AGE. It is obvious that a 120-lb. person requires a different mattress from a 200-lb. person. Too, a younger body requires a quite different construction from that of an older person. EACH MATTRESS BEARS A HAND-EMBROIDERED NAME OF THE PERSON FOR WHOM IT HAS BEEN DESIGNED. NO OTHER MATTRESS IN THE WORLD IS EXACTLY LIKE YOURS!



You Make Personal Selection of --

1. THE SIZE—whether you want twin or full size.
2. THE TYPE—do you prefer a quilted or a button tufted mattress?
3. THE TICKING—24 colors and patterns to choose from. Perhaps you'd like your mattress to match or contrast with your drapes or bedspread.
4. THE DEGREE OF SOFTNESS OR FIRMNESS. Whether you like your mattress hard, medium or soft is of great importance. You have the opportunity to try out the different degrees of firmness and select the one that pleases you.

The Soft

For you who like to sleep "in" a mattress rather than "on" it, the "soft" is your ticket to Dreamland!

The Medium

Most popular of all—the good old "medium" mattress, soft enough to caress you to sleep, firm enough to assure proper support.

The Hard

Highly recommended for you who like to sleep rigidly, the "hard" unit assures a straight spine all night long.

Your Choice of Quilted or Tufted

24 -- PATTERNS
24 -- COLORS

free!
YOUR OWN NAME

hand-embroidered on each mattress and matching box spring, to identify it as YOURS and ONLY YOURS. NO OTHER MATTRESS IN THE WORLD IS EXACTLY LIKE YOURS!

Confidential Information

YOUR WEIGHT
This so that the factory can tailor the mattress to your needs and your needs only!

YOUR AGE
The factory must take into consideration your age—an older person requires an entirely different construction from a younger person.

YOUR MATTRESS IS TAILORED FOR YOU AND YOU ALONE. NO OTHER MATTRESS IN THE WORLD IS EXACTLY LIKE YOURS!

You Would Pay

at Least \$100

Made Elsewhere

\$49.50

TERMS AS LOW AS—

\$5 DOWN and ONLY \$1.00 Weekly

Extra Special Introductory Offer!

THREE DAYS ONLY! THURS. — FRI. — SAT.

FREE! FREE!!

Your gift with each mattress purchased during these three days, a 100% Grey Duck Feather Pillow—a fitting companion to your custom-made mattress.

This gift is made possible through factory cooperation and is therefore limited to THREE DAYS ONLY!

UNIVERSAL
The WORLD'S LOWEST-PRICED Furniture Store
1317 SARTORI --- TORRANCE