

LOCAL FURNITURE STORE HAILED IN 3rd EXPANSION

UNIVERSAL

The WORLD'S LOWEST-PRICED FURNITURE STORE!



Renovation Feted With Giant Sale

For the third time since its establishment six years ago, the Universal Furniture Store, 1317 Sartori Ave., has been remodeled and expanded.

In conjunction with the changes being made in the store, Universal Furniture is staging the largest sale in its entire history.

Prices Slashed
Already famous here in Torrance for fine merchandise at the lowest possible price, Universal is outdoing its past record in this current sale by slashing prices to the bone, according to John Gerster, manager of the store.

The sale though will attract no more attention than the new, ultra-modern store front that has been added.

Neon Sign
Light green stucco forms a background for large modern display windows, that feature the latest in display lighting. A large neon sign spelling out "UNIVERSAL" has also been added to the store.

The building, originally the Woolworth store, had been unchanged for 20 years until Universal opened there in 1948, after two years in a building at 1214 El Prado. At that time improvements were made in the Sartori ave. structure.

Further Improvement
Tremendous growth in the store has caused the need for even further improvements, and two months ago Universal began to make the changes.

The renovation is complete now, and the new store is ready for business.

The growth of Universal has been a gradual but continual process in this community, according to Gerster.

"We endeavor to give our customers the finest merchandise and service that is available. We of Universal hold that high quality merchandise, outstanding service, and the lowest price possible are the three main ingredients of success in any business, and we have brought all three to Torrance," he states.

Latest Styles Featured in Store's Growth

During the six years since Universal Furniture was first opened in this city changes have occurred in not only the store, but also in the merchandise sold there.

Furniture styles, although slow to change, have been marked by some startling improvements and modernizations in recent years.

Color, line, and fabric have come in for some interesting treatment in modern living room sets. Emphasis has switched from traditional styles with splashy print upholstery to simple modern lines custom designed to fit any room, large or small.

Most popular upholstery treatment today is solid colored fabrics of intense shades. Textured coverings are widely featured, with nubby surfaces and gold threaded cloths receiving the most attention.

Chrome tables and chairs have been vastly refined and moved out of the kitchen into the dining room. New plastic surfaces that closely resemble fine woods have been added to the chrome furniture.

Latest note in major appliances is the use of colors. Refrigerators, stoves, washers and dryers are now available in many pastel hues and in deep crimson.

Universal Furniture, specialists in style, has kept abreast at all times with changing furniture fashions, and has on display modern, low-priced furniture that will bring your home right up to date.



Family Tradition Carried On By Son's Endeavor

Following in his father's footsteps characterizes the business career of Harry Oster, partner at Universal Co., along with Charles Richter and Alex Wise.

Born in Ohio, Oster was associated during his entire youth with furniture sales, both retail and wholesale. His father owned a chain of stores in the East.

Oster states that it was his background in wholesale furniture business that prepared him for the establishment of his Southern California furniture store chain.

Stores at Bellflower and here in Torrance are the two local members of the chain of stores.

Oster makes his home in Lakewood, where he resides with his wife, Susie and his son and daughter, Gerry and Barbara.

The growth of the Torrance store, Oster said, indicates that it has been accepted by this community. "We have strived to meet the needs of its citizens in the past years, and will redouble our efforts to warrant their continued confidence in the years to come," he stated.

Oster is well-known locally, having pioneered the Torrance store, and having managed it for five years. He and his family formerly resided on Torrance Blvd. He now manages the Bellflower store of the chain.

G. E. Honors Store With Full Franchise

In February of this year the General Electric Company, manufacturers of a nationally-known line of major and small appliances, awarded to Universal Furniture Co. a full franchise to handle the complete line of GE products.

Mike Mazarus, executive of the GE firm, said at that time, "GE has watched the growth of the Torrance Universal store since its inception in 1946. We feel that the store has become a part of this community and has received the full acceptance of its citizens. We are proud to give Universal a full franchise to represent GE in this city."

Merchandising Standards
GE franchises are granted only to stores which have proved without a doubt their integrity and adherence to business ethics. A temporary franchise is given first. Then the full, permanent franchise is awarded only if individual stores live up to GE's merchandising standards, Mazarus points out.

Universal's owner, Harry Oster, states, "We take pride in offering Torrance residents the complete line of General Electric products, and we display their sign with full confidence that we are presenting our customers only the finest in major and small appliances."

All-Electric Kitchen
On display now at the store is the complete all-electric General Electric kitchen, which includes stove, refrigerator, dishwasher, freezer, and all-metal cabinets.

Also available is GE's famous Laundry Twins, automatic electric clothes washer and clothes dryer. A full array of GE's small kitchen appliances is also being displayed now, in time for Christmas gift-giving.



MRS. WM. DUTY
"I've been trading at Universal almost since it opened in Torrance. I like the extra services, extra friendliness."



KATHRYN BOUGHN
"Everything in my home was purchased at Universal Furniture Store. I appreciate the fine service I get there."

Fine, Consistent Universal Quality Praised by Satisfied Customers

The success of any business is based on the confidence and satisfaction of the customer. Universal Furniture has built its business on the assumption that

there is nothing more important than giving the customer what he wants at a price he can pay.

Proof of this can be seen in statements by two of Universal's long-time customers.

home was purchased at Universal Furniture. I like the store particularly because of the friendliness of all the personnel, and because I feel that I am really getting values," says Mrs. Kathryn Bough, of 2068 West 220th st.

Another Universal customer, Mrs. William Duty, of 25030 Cypress st., Lomita, says, "I've been trading with Universal almost since it opened in Torrance. I know that at Universal I'm getting real value for my money, and that I can rely on any purchase I make there."

FAMILIAR FACES GUARANTEE SAME COURTEOUS SERVICE



A four-year employee of Universal, Frank Hunter is a delivery-service man. He is a veteran of World War II, having seen action in the Pacific. He and his wife and children reside at 1604 Date St.



Marlene Schooley is Universal's cashier. She has been employed by the furniture firm for over a year, and is a student at Torrance High School. She lives with her family at 2517 Eldorado.



John Gerster has been the manager of Torrance's Universal Furniture store for five years. He started with the company when it was still located on El Prado. Gerster and his wife and family reside in Harbor City.



Eugene Gibson first joined the Universal family about a year and a half ago. He is employed as a delivery-service man, assisting Frank Hunter.



Jack Wright joined Universal Furniture when he came here from Iowa a year ago. In Iowa he owned his own furniture business. He is a salesman and has extensive interior decorating experience.



Joe Platt, office manager, hails from Chicago, Illinois, originally. He worked in radio and in newspaper business before coming to California. He has been with "The World's Lowest Priced Furniture Store" for three years.

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