

WE ARE FORCED TO SELL AT ANY PRICE



BIGGEST FURNITURE BARGAINS

VOL. 1

Thursday, November 14, 1957

NO. 1

GIVING UP OUR BRANCH STORE

Flying Saucer Stops Traffic

On a country road in Texas the other day a flying saucer from somewhere in space stopped all traffic on this road to get directions to Alpert's "fantastic" sale. The saucer men said the reason they flew down to earth was the "out of this world" values, but they got lost on the Sputnik waves.

One of the items the little men with pointed ears, liked best was the contour sofa. You'll like it too, even if you are a common earthling. Nothing like it, even on Mars.

The sofa the space men were looking at is a refreshing contour back style in a lovely maize and brown decorator fabric, soft foam seat and back on an interesting Danish frame. It was a good buy at \$259.50 but at the sale price of \$187.50 it's a FANTASTIC VALUE.

Another attractive sofa is a contemporary style in an aqua linen fabric with tufted seat and an unusual back treatment. It seats real well and will even open into a comfortable bed for two. Really worth much more than the regular \$109.50 but at the FANTASTIC price of \$81.75... we'll let you judge for yourself. There is a matching chair available at \$42.50.

For the den or living room you can buy a beautiful modern sofa in Citron colored plastic with reversible foam rubber cushions. For only \$149.75 and a full size matching club chair... at only \$49.75.

Another beautiful sofa in

striking white NAUGAHYDE that usually sells for \$109.50 has been reduced to FANTASTIC \$87.50... this one also converts to a bed.

There is a beautiful oversize 8-ft. all foam rubber sofa in a lovely terracotta fabric with unusual brass legs. Don't faint when you see this price slashed from \$269.50 to a fantastic \$159.50 you couldn't even have your old sofa covered for this price.

Another unusual sofa is a classic oriental beauty with trapunto back and a refreshing pedestal base... it's styling that decorators seek but usually pay \$359.50 for, now read this, you can latch on to this one for only \$199.50.

For the contemporary minded there is a very clever imported Danish sofa in a hand loomed all wool fabric with a convertible oak wood table combination that regularly sells for \$349.50 and has been reduced to a fantastic \$199.50... you'll love this one.

There are several sofas from the famous Brown-Saltzman "variation" group at discounts of 25%.

Tycoons Say: 'Impossible'

Several prominent industrial executives gathered at Alpert's a few days ago to try to discover the secret of Alpert's "fantabulous" sale prices... to this Alpert said: "No secrets, men. I just don't care about profits."



66 Hang By Neck

An investigator discovered 66 well-known lamps hanging from the ceiling and walls at Alpert's. After the initial shock wore off, he deduced that that is how they are displayed. All kinds are shown: glass, brass, wood, in all sizes, all shapes, some pull-downs, some pushups and some that just hang there looking cute. Some look silly. Most of them need a new home. Look at these prices. Then come to Alpert's for yours. Just bring money.

Here is one for living room or dining room in unbreakable Rotaflex which was \$29.95 for \$16.95.

And another that Lightoller wants us to sell for \$29.95 but we think \$19.95 is more like it.

Another one with pantograph mounting that was \$33.95 reduced to \$26.50.

We found some pull down wall lamps hanging around that looked like a good buy at \$11.95, but these were marked down to \$3.95. There is a beauty in polished brass on an interesting wall mount that would look just right in your house and it's only \$12.95.

Then there is a big pull down fixture with a grass cloth shade that is a steal. Fantastically priced at \$14.95.

And another pulley-type lamp that's perfect for any dining room for only \$11.95.

Found a beautiful pull-down lamp that can even be mounted on a beamed ceiling without outlets on the ceiling. It's attractive and an extra good buy at \$19.95.

I don't know how this one got in here but we saw a torchiere that was \$19.95 for only \$9.95.

Another fantastic buy is a wall mount pull-down lamp with a clever walnut and brass mounting that permits it to extend as much as 36 inches from the wall, you would probably think it a good buy at twice the sale price. This one's only \$10.95.

Then we found another one by Lightoller that was a dramatic bubble of light made of Polystyrene plastic. It's washable and only \$19.95.

There's another large size ceiling lamp which gives soft diffused light. In smart contemporary design that was \$47.50, marked down to \$27.50.

Here's a very unusual stool with foam rubber upholstered seat and back. It was \$29.95. Now \$19.95. We have so many others it would be impossible to list them.

FREE, FREE, FREE

Valuable free gifts are offered to the first 50 people who discover the secret word in this advertisement. The clues are good, it's easy to find. All you have to do is walk into either store and mention the secret word. Nothing to buy, no jingles, no box tops, just mention the secret word and a valuable gift for the home is yours.

Carpet Prices Hit the Floor

You all know we have top quality carpets for as little as \$4.40 a yard, but not all of you may know that we have 100% pure virgin nylon carpeting with crush proof guarantee for as little as \$7.49 per yard and 100% pure virgin wool for as low as \$8.95 a yard in the extra heavy luxurious weights. We have tweeds, combination tweeds and plains, friezes, cut piles, plains, hi-lo piles in fact we've got piles of carpeting to choose from at prices lower than you even hoped for.

There is a formica drop-leaf dinette table with four chairs which was regularly priced at \$169.50 now below cost at \$84.50.

Local Couple Strikes It Rich

"Just like finding gold," was the statement of a local couple who were prospecting for a new dining set. They thought it was a miracle finding just what they wanted, at Alpert's, practically in their own back yard—and right before Thanksgiving. The low price indeed makes them very grateful.

Here is a room divider buffet with a dropleaf extension table and unusual chairs. Plus lots of other features including a "beauty guard" top, the whole set is reduced from \$334.50 to a truly FANTASTIC \$239.50.

Another beautiful and elegant dining group is of Tangleue mahogany with very plush upholstered chairs. It's a large extension table, buffet with china top, that we think is a very sensational value at the complete price of \$299.50.

There's a striking dining set with a large round extension table, it's black and gold. Chairs have spring seats. This one was \$486.00, but you can steal it now for \$346.00.

There is another terrific buy

Car Crashes Makes Movies

Film makers rolled the cameras in front of Alpert's Sunday and Monday nights to record for posterity the "spectacular" car crashes that occurred at this location on these two evenings. Interrogation of the drivers revealed that in Sunday's crash, the first driver was distracted by the striking displays in Alpert's windows. This caused him to crash in the second driver who was also gazing into Alpert's stunning windows.

Again on Monday night, in another crash at the same scene, the drivers involved revealed that their wives shouted, "Honey, look, isn't it beautiful," tugging at their sleeves and making them miss their turn. (Actually, they were making fake crashes to produce police training films).

The next one is so soft you'll think you are floating on air but it's really the 837 MUSLIN POCKETED COILS that make it feel that way. It sells regularly for nearly twice the FANTASTIC price of \$99.50 for both spring and mattress. This one has a 10-year guarantee.

If you like foam rubber, the finest you can buy is by Firestone, with a written 20-year guarantee at \$99.50 per set. If you are allergic, we even have the answer to that in this "DuPont Dacron" padded mattress and box spring. Ten-year guarantee and both pieces now for this truly fantastic \$69.50 price.

In the bedroom you'll also find such lovelies as the stardust mahogany 5-pc. group with sleekly sculptured lines and daintily tapered legs at a real bargain price for this sale of \$229.95. A DuPont finish will keep it looking trim for years.

There's an interesting Danish walnut bedroom set you can see pictured in the November issue of Living Magazine which sells regularly for \$369.50 and that's a good buy, but the French drawer styling and many other exciting features like all drawer commodes make it a tremendous value at \$299.95.

Another exciting bedroom group for the contemporary minded is a sleek set by Paul

Put Meat On The Table

With the money you can save on these fancy dinettes, you can afford filet mignon and T-bone because savings go as high as \$80 in good old U.S. Currency. And you must agree that that ain't hay.

For a small dinette or a kitchen here's a 5-pc. extension dinette set, with a formica top table comfortable upholstered chairs. There's just a few left so hurry because these have been marked down to an unbelievable \$37.88. This is FANTASTIC but, there is more...

There is a very elegant large size dinette set by Virtue Bros. with an inlaid table top and stunning brass back chairs. The complete set almost one-half of the regular price at \$108.75.

A walnut and brass nest of three tables which was \$39.95. It's now reduced to \$24.95.

In an exclusive interview with Lee Alpert, owner of Alpert's Furniture store, it was announced that drastic action was to be taken at Alpert's. The lease in the branch store on Redondo Beach Blvd. will not be renewed.

The Torrance store is already bursting at the seams with the furniture goodies that Alpert's is so famous for. Lack of space makes it impossible to accommodate furniture from this branch store and several deluxe model homes without taking drastic action immediately.

Monsieur Lee Alpert was faced with two choices: Either wholesale these wonderful furnishings to other dealers, or sell them to the public at wholesale prices to make space quickly, if not sooner. The boss said: "The people in this area have been good to us, so I'd rather give my customers this furniture at cost than to sell to dealers."

This writer personally inspected most of this sale merchandise and found the unbelievably prices low. "Take my advice," he said, "Visit either store and see for yourself at a glance what we are attempting to convey to you in a few thousand choice words."

Husband Finds Missing Wife

Since late yesterday morning a frantic husband searched for his missing wife, and, after making a thorough search of Torrance, on a tipsters phone call checked Alpert's. Lo, and behold, there she was buying some of the red hot specials.

She had picked out a living room group, two bedroom sets, and a dining room group... Regular price was \$2,140 and she paid only \$1,112.50. Mrs. A. Jessup said: "Why keep it a secret? The word for this sale is 'Fantastic'."

For those who don't like "ginger bread" we have a beautiful biege mahogany set with louvered drawers, no handles. It's a triple dresser, Headboard, 2 commodes, tilted mirror for only \$199.50. The matching high chest can be yours for only \$49.95. See these sets and you'll agree these prices are FANTASTIC, but there is more...

One of many we have on sale is a Danish walnut set with mosaic inlaid fronts, sculptured pulls. There are pieces to fit any room in this group, which has corner desk, a single desk, chest desk, single chests, high or low. Double dressers, triple dressers. Bookcase headboard, kingsize or regular etc. features like key locking drawers make it an outstanding value when you can buy a typical group including a triple dresser, a beveled mirror, a sliding door headboard and 2 commodes for only \$249.50.

One set you'll love for the children (and the children will love it too) is a group that has formica tops and comes in a wonderful choice of colors. It has many open stock pieces to permit any kind of arrangement. The prices are fantastically low because you can buy a double dresser, for example, for only \$69.50.

There's another interesting Danish walnut bedroom set you can see pictured in the November issue of Living Magazine which sells regularly for \$369.50 and that's a good buy, but the French drawer styling and many other exciting features like all drawer commodes make it a tremendous value at \$299.95.

Another exciting bedroom group for the contemporary minded is a sleek set by Paul

Out of This World Lamps

Alpert's has long been famous for a tremendous selection of interesting and distinctive lamps. We cannot minutely describe all those that are on sale but we can tell you that they range in size from 12 inches tall to seven feet (really).

There's one pair about four feet tall that are really something special and a heck of a good buy at \$22.95 each, that have been reduced to a fantastic \$16.95 each.

There's a contemporary floor lamp that was \$29.50 we are practically giving away for \$9.95.

Here's a pretty pair in acorn brown that Alpert's marked down to a FANTASTIC \$8.50. This may be just what you're looking for.

There's a pair of woven wire lamps in mint green that regularly sell for \$31.50 each that have been marked down to \$12.95 each. You'll agree that this price is fantastic.

Found a very unusual decorator table lamp with a refreshing hand loomed tweed shade on a massive stoneware base... embellished with scraffito carving that was hand made to sell for \$79.50 marked down to \$47.50.

There's another large lovely lamp about 3 ft. tall — 3-way lighting which was a good value at \$39.50. Now only \$19.50. It's simply sensational.

Here's a pair of unusual ceramic lamps about 2 ft. tall that were supposed to sell for \$13.95 each... but Mr. Alpert doesn't like 'em so out they go for only \$7.95 each, that's what makes the world go 'round.

There's a few imported venetian crystal table lamps with white coconada shades that were a good value at \$29.95. These have been marked down to \$25.50. If you like a bargain, don't forget to see these.

Come see these unique ceramic base lamps with a very refreshing yarn wrapped shade. They looked like a good value at \$33.95 but at the \$22.50 sale price, they are FANTASTIC!

The most unusual dinette group in the store is an imported Danish set of Burmese teak and French walnut. This has 6 chairs and will never be sold again at a price as low as this! The complete set only \$119.50.

Jury Finds Merchant Insane

A jury of hundreds returned a unanimous verdict of insanity, at the trial of Lee Alpert. Anybody who sells furniture at such ridiculous prices "must be crazy."

Rock 'n Roll Here to Stay

We have chairs that Rock and Roll... we are rocking all competition with chairs that you can roll out the door with prices like these.

One pair left of Mr. and Mrs. chairs. Chrom spun fabric. Regular \$99.50 each. Now \$50 each.

High back Nordic lounge chairs luxurious toast colored fabric unusually comfortable for the taller person. Was \$119.50. This is a great buy at \$79.50.

This one rocks and rolls, man it swivel rocker, solid walnut frame and in soft coral tone fabric. Was \$89.50. Now \$59.95.

Occasional chair, solid walnut frame. Was \$49.50. Now \$38.

High back contemporary chair, beautifully shaped pillow back, burnt orange fabric. Was \$124.50. Now \$69.75.

Companion chair. Was \$99.50. Now \$49.75.

High back modern chair in luxurious Lurex fabric in light

aqua. Was \$179.50. This one is a bit soiled but can easily be cleaned and you won't mind cleaning it because you can take it away for only \$80.

We have some pretty crazy looking chairs down here, but if you like the unusual this one tops them all. It defies description and we are not kidding, but you can buy it now for \$59.50. Smaller size is \$44.75.

Here is a lovely medium size chair in white Naugahyde. Was \$74.50. Take it away for \$49.95.

If you want a chair the kids can't get dirty we have a real sharp one in an all black fabric which was \$119.50. Less than half at \$58.

Hand crafted in Denmark is this next one, sculptured frame, luxurious comfort in its foam rubber cushions and a real dollar stretcher at the fabulous price of \$79.50.

Here's a cute plaid occasional chair which was \$49.95 that you can take away for \$28.

We have a man sized lounge chair in black Naugahyde. This is a deluxe model worth much more than the \$74.50 sale price.

FOR BAR FLIES P. S.

(And anyone else who needs bar stools or hard to find modern breakfast bar stools).

Here is one that was \$11.95 for only \$7.95. Another cute one with a wicker seat and back, it swivels and only a few left at \$10.95.

There is a Danish modern stool with comfortable upholstered seat and back for only \$19.75. This one was much more.

We have some in moulded fiber glass, seat and back. Were \$24.50, for a FABULOUS \$17.95.

There is a real cutie one with foam rubber seat and yacht cord back that is a terrific value at \$9.50.

Another real cutie one for the breakfast nook has Naugahyde seat and wire back. It was \$14.95. Now only \$9.95.

If you don't already have a bar, here are a couple of beauts at fabulous prices:

Here is a striking combination formica top bar with 2 stools worth many dollars more, now all three for only \$66.50.

For real luxury there is a beautiful 6 ft. bar with formica top. Fully enclosed. Reduced from \$159.50 to \$119.75.

There is another with formica front and top that is a give-away at \$59.00, including two stools.

Beat Inflation

At Alpert's your dollar is worth a dollar again just as in the old days. How? Simple! We cut prices in half.

Big Strike in Italy

Workers in the famous Italian Marble Quarries are striking in protest against the overtime they are putting in because of the overwhelming volume of orders for marble tables coming in for Alpert's in Torrance. Listed are a few of the reasons that caused the grievance, but these prices are making American homemakers happy. We have coffee, lamp and end tables with wood, formica, glass, and mosaic tops too.

With 10 beautiful kinds of marble to choose from, and about 50 different styles, most of which come in several sizes and shapes, we feel our selection of marble top tables is unexcelled and the values, well they start as low as \$22.50 and we are talking about genuine imported marble. Another example is a 20 by 49 inch coffee table with an imported travertine top for \$49.00 and again we are talking about genuine marble.

In mosaics, we have award winning designs in tables with hand cut and inlaid tops like this 60 inch cocktail table with over 2000 separate pieces of Venetian mosaic set into the top. Count them—the price—a fantastic new low for quality like this at only \$75.00.

You will find buys like this, a satin walnut end table smartly styled, hand rubbed finish at the unbelievable price of \$17.95.

There's a striking group of tables in white formica tops and colors too. Good solid construction for a fantastic \$17.95.

You will find Kappa shell topped tables, these run a bit more. Coffee and end tables by Brown-Saltman, at "once in a lifetime" prices like this, lamp table with drawer for only \$39.75.

And there's the cutest darn hanging lamps you ever saw in striped canvas, only \$4.95. Perfect for any rumpus room.

TRENDMAKER FURNITURE

2 BIG STORES

2153 TORRANCE BLVD.

4151 REDONDO BEACH

Open Friday and Monday 'til 9

Bank Terms, of Course

