

Proud to Be a La-Z-Boy

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"It's not your mom and dad's La-Z-Boy store." That's how Store Manager Reggie White aptly described the La-Z-Boy Furniture Galleries that opened November 26th in the new development on Hamilton Road, at Mountain Avenue, just south of the Wal-Mart in Duarte.

At 18,000 square feet, this is the largest La-Z-Boy showroom in Los Angeles and Orange counties; but more than that, this is one of a "new generation" of stores, for the company founded over 75 years ago by cousins Edward M. Knabusch and Edwin J. Shoemaker, inventors of the recliner chair.

Although there are still rows of inviting "La-Z-Boys" in a Recliner Gallery, this new store also includes Leather, Living Room, and Family Galleries, presenting a sumptuous variety of chairs, sofas, tables, and accessories arranged to make the customer feel right at home.

At the center of it all is the Design Center, with a rich array of fabric samples and other stylistic elements from which to choose. Helping customers make their happy decisions are not only ten sales associates but also Mary Shimer, Regional Designer, who by appointment may make a complimentary house call before an in-store presentation, recommending various colors, pieces, and other ideas to complement

the customer's home. There is even a small play area, to keep the little ones occupied while the grown-ups design.

When asked why customers should patronize his grand new store, Manager White replied quite simply, "Variety, comfort, quality, and warranty."

Times—and stores—may change, but old-fashioned business values remain the same.