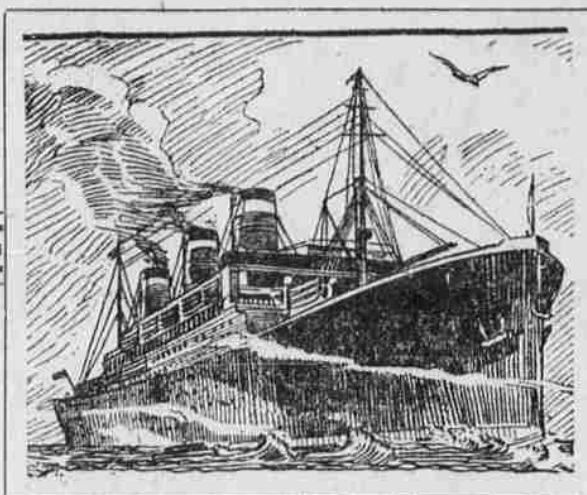




Bringing The Markets Of The World To Your City

A Story of Modern Merchandising and Service To The Public

An Era Of Progress

THE rapidly changing mode of living has caused a tremendous change in the demands of the buying public. Luxuries of yesterday have become necessities of today and things only afforded by the wealthy are now within reach of everyone. That such economical revolution should have far reaching effect on present day requirements of home furnishing is only an outward sign of the desire for the ultimate in comfort and home happiness.

Selected Merchandise

IN this great movement towards home beautiful, the Carr Furniture Co. is keeping abreast with the latest developments in home furnishing and decoration. To do this, a thorough knowledge of the markets and an understanding of the trend of present day styles, are factors of necessity. The large display floors of this store are crowded with new creations of master craftsmen. Products of Grand Rapids and other famous furniture centers are displayed for the connoisseur of fine furniture. Dainty needle point chairs from Belgium—Numdah rugs from far off India—Lamp novelties from New York—these are but a few of the new showings on display. A visit to this large establishment will prove to be of great interest to the lovers of beautiful homes.

Nationally Known Goods

ALARGE share of the varied stock consists of nationally known brands which have been accepted by the buying public as the standard of quality. Fine Kroehler living room suites, Simmons bedroom furniture, the famous line of Atwater Kent Radios, Victrola Phonographs—these and many other widely known products are shown on the floors of this progressive store.

Special Order Service

CONSIDERING the individual requirements of its patrons, a systematized special order service is maintained, ready to secure any desired article of reputable manufacture. Whether it be a rug to be woven to order, or a new discovery in the pages of a current magazine—prompt and courteous attention is given to all inquiries.

Interior Decoration

TO THOSE planning a new home or contemplating a change of home surroundings, an interior decoration service is offered. Backed by years of experience and a constant study of the ever-changing new in decoration, the members of this firm are fully prepared to submit complete decoration schemes, embodying the latest ideas in refined taste.

Regarding Prices

THE CARR FURNITURE CO. occupies a very favorable buying position in the furniture markets of the country. It is a member of the Western Buyers, a consolidation of many stores, with a purchasing power running into millions. It is obvious that such modern buying methods will reflect in lower prices to the buying public. This feature, coupled with larger volume sales and efficient management, justifies this store's well known low price policy.

The Open Door

TODAY'S home furnishing problems require careful consideration and a great deal of thought, if best results are to be obtained. The doors of this institution are wide open to those seeking for furnishings to suit their individual taste. By frequent visits, new impressions and ideas may be gained, and if so desired, suggestions on particular problems are cheerfully given.

An Unerring Purpose

FOR over thirty years this home furnishing store has served the people of La Grande and surrounding country. The high ideals in truthful merchandising have made it the largest home furnishing store in Eastern Oregon. To maintain this dominating position by offering only merchandise of merit—to give first thought to the complete satisfaction of its patrons and to hold the good will of its many friends and customers shall always be the unerring purpose of this institution.

CARR FURNITURE CO. INC.

LA GRANDE

Eastern Oregon's Largest Home Furnishers