



Salem Fortunate in Having High Class and Attractive Furniture Store Available

Through carefully worked out business methods and a long experience in furniture selling, the Giese-Powers Furniture company, of Salem, Oregon, is able to offer to its patrons a furniture service seldom found in a city of 20,000 persons. This store, carrying a wide variety of household furnishings, is remarkably successful and presents a great example of the highest type of furniture business for a city the size of Salem.

Carl F. Giese, manager and part owner of the company, has been a furniture man for more than thirty years. In fact, to quote Mr. Giese, "Why, I never did anything else."

A brief study of the store, its rapid progress, and some of Mr.

sonably priced American ware to the Lennox."

"In spite of the fact that the field here is comparatively small, I have never restricted my stock to its limits. I always give the people such a wide variety to choose from that they do not feel the necessity for going to the larger city nearby."

"Perhaps it is a small thing," said Mr. Giese, "but there is never a day that we do not have baskets of cut flowers—we have a standing order with the florist. People like the idea. It gives a homelikeness to the displays, and it is a simple and easy thing to do."

The windows are cut almost to the level of the sidewalk and thus make a show window of the entire

AN ATTRACTIVE INTERIOR



View of a portion of the main floor of the Giese-Powers Furniture Company, of Salem.

Giese's methods no doubt would be of interest to all dealers.

"I started in business for myself three years ago in the little 25 by 75 foot room next door that we now use for a second hand salesroom," said Mr. Giese. "I had then a stock that would invoice at about \$2,500—if you stretched it a little. On the thirty-first of July this year our inventory read something over \$75,000."

The location was chosen, Mr. Giese explained, because at that time nothing else was available. A merchandise store had just gone into the hands of the receivers and Mr. Giese bought the lease. In spite of the fact that he did not consider it the best location for such a business, he has made it pay and has also made the location a most desirable one through his untiring efforts.

Not long after he started his business there he felt need of more room, so he added a balcony and soon built on a small room at the back as well. Next, Mr. Giese rented part of a garage next door to use for a store room and continued to work toward a real store.

Asides Carpeted

About a year ago he decided that the time had come to "grow-

One very interesting feature is the portable music department. Three attractive booths are mounted on casters and can be moved anywhere in the store—yet they have a look of permanency. Mr. Giese is justly proud of this system for keeping talking machine records. Shelves have been arranged along the front of the booths, so that the girl in charge is always in sight. There is never where among the rear shelves any danger of her being back when a customer shows an interest in records or machines.

Back of the music section is the drapery department, which Mr. Giese is just starting. He plans to build this department up until it is one of the best outside of Portland.

Business has continued to grow to such an extent that the greater part of the basement has been remodeled for a salesroom. This room is about 50 by 90 feet and will be decorated to harmonize with the rest of the store. The entire stock of ranges and dinnerware will be moved to the new salesroom. "This will take up about all the space down there," said Mr. Giese, "or we carry 42 patterns of dinnerware from re-

store. The lowers are particularly effective at night when spot lights and tall lamps make the interior resemble a well-lighted home.

"I believe that the rear end of the store is quite as important as the front," Mr. Giese declared. "It is just as essential to check what comes in and goes out as it is to handle the customers properly." George H. Giese, brother of the manager, takes care of all this work.

"As to merchandising our stock, we push something different each week. For instance, if we have chosen ranges, the salesmen talk ranges to every customer who comes into the store. Our ads announce to the public that this is 'range week' but we do not cut on prices. We do not find it necessary to put on a sale. We simply devote more attention to that line than any other. Our biggest week is usually on mattresses—the last one we held we sold 72 mattresses, while our ordinary average is about thirty. A medium priced mattress was put on the main floor and from this the salesmen could learn whether the customer wanted a more or less expensive one. During our dinnerware week, we sold 39 sets and did not shade the price one cent."

The town is divided into sections and each salesman has to look after as to new homes, remodeling, etc. He calls on the person one, invites him to the store, and gives any suggestions that are asked for. He does not in any way force himself upon the prospective buyer. If the person does not then call at the store, he is not troubled again.

As for advertising, the Giese-Powers store runs ads in the city newspapers most of the time. They circularize their patrons only once or twice a year, and they give out a very attractive children's party book to every child who comes into the store. Besides this, on September 1 they started a store magazine—a ten page monthly—that will be mailed out to 5,000 persons

LISTING BUREAU IS PROFITABLE

Realtors Report Successful Season Under This Branch of Activity

According to reports made public by the auditor of the multiple listing bureau of the Marion-Polk County Realty association, one of the most successful seasons was brought to a close at the end of the fiscal year November 30. During that time a total valuation of \$1,860,585 of property was listed and filed with the multiple listing service.

So satisfactory was this arrangement all officers of the association were elected and a full-time executive secretary secured. A. C. Bohrnstedt was re-elected as chairman of the board of directors and Karl E. Becke secretary. The full-time executive secretary elected was Junior Eckley. He is to devote his entire attention to the affairs of the organization.

George Grabenhorst, Judge J. H. Scott, Karl E. Becke, W. G. Krueger and A. C. Bohrnstedt comprise the board, which was re-elected.

Some of the constructive work accomplished during the past year was the payment of \$162.50 towards paying half of the expenses incurred by the appointment of a special representative of the Chamber of Commerce at the Salem auto park.

Listing of properties and a thorough valuation of the property is promised by the bureau. In this manner buyers are protected by the expert appraisals of Luther Chapin, an authority.

The bureau has passed through a successful first year, which resulted in a surplus of funds for the treasurer, a showing of confidence in the bureau by the members. Additional funds was voted by the membership for the coming year.

Mails Will Carry American Groceries Into Germany

HAMBURG, December 20. — The German housewife is soon to be given the opportunity of ordering American food by mail and having it delivered to her doorstep by a fast freight from a general distributing warehouse to be established in Hamburg. The promoters of the scheme promise that the system will be in operation within a few weeks, and this despite the opposition that has arisen among members of the grocery trade organizations who contend that the mail order business will work great hardship upon them.

The sale of American lard, bacon, flour, dried fruits, canned goods, evaporated milk and a large assortment of other staples is to be handled by a consumers' cooperative society organized for the purpose. It is proposed to serve families all over Germany.

"We cater to a class of patrons that is, I suppose, a little above the average—but not those few who desire very high priced furniture. There is not enough of that sort of trade in a city of this size and the few there are insist on buying in a larger place," stated Mr. Giese.

When the Ira F. Powers company of Portland wanted Salem representation it chose the Giese store. After certain arrangements were made, Mr. Giese bought an interest in the establishment and changed the name to the Giese-Powers Furniture Company. The Grand Rapids Furniture Record, December, 1924.

GEO. C. WILL MAY ADD ANOTHER STORY

He May Provide a Place for the Arts League in His Proposed New Building

The Salem Arts league managers are negotiating with Geo. C. Will, who is to erect his new music building at the corner of Liberty and Ferry streets, opposite the Salem armory, during the coming year. The Salem Arts league people have been casting about for a way to provide a suitable exhibition and meeting place, to further the growing interest in Salem as an art and musical and literary center.

Mr. Will is willing to take their wants into consideration in planning for his new building. He might add a story to his proposed building, for their needs. He has not yet decided on how high he will make his new building. He has thought of both four and five stories. He knows how large it will be on the streets—it will cover the whole lot which is 67 by 166 feet. As there is a lease on the present building until April 1, Mr. Will cannot begin construction work till after that date. But he expects to go ahead with his plans and arrangements for building—and it is not long till the first of April.

How many more buildings there will be erected in the downtown district of Salem next year, going up to four and five stories and more, it is not yet definitely known. But several more are in the laps of the gods.

If Salem gets all the linen mills that are in sight, and the sugar mill, or two or three of them, that are thought to be in the offing, and any considerable number of the other new enterprises that are talked of, there will be a great deal more building activity in 1925 than there has been in 1924. And that will be doing very well indeed.

It Is Cheaper to BUILD NOW

Labor is cheaper during the winter months making it possible for you to build your HOME much cheaper.

See us for Building Materials As We Have "Everything to Build Anything" Quality Service

J. W. Copeland Yards

Salem Yard at West Salem PHONE 376 Yards in Hubbard, Hillsboro, Yamhill

BEEES SWARM ON VESSEL

While the American steamship West Nomentum, en route from Yokohama to Portland, Ore., was anchored off Davao, Mindanao, P. I., about a half-mile from the shore, the captain suddenly observed countless dark objects cir-

cling round the chart room. On investigation he found the visitors were an immense swarm of bees. The chart room doors were hastily closed and some minutes later the bees located themselves on the top of one of the ship's booms in front of the bridge. There they

remained until late in the afternoon when they disappeared. This is said to be the first case known of bees swarming on any part of a deep-water vessel. Where the bees came from or where they disappeared is not known. Path-

Furniture

The Gift for Every Member of the Family!

What will it be this Christmas—an exchange of the ordinary gifts that are so soon "used up" or forgotten—or useful, substantial gifts of furniture that the recipient finds more and more joy in as the years go by? Wise buyers will find this big Christmas store fairly filled to overflowing with gift suggestions for every member of the family—at special prices within the range of every pocketbook! Choose now!



Lasting Gifts at Low Cost!

A FEW SUGGESTIONS

- Phonograph
- Radio Cabinet
- Easy Chairs
- Foot Stools
- Waste Paper Basket
- Reading Lamp
- Book Case
- Ash Trays
- Mahogany Clock



Smoking Stand \$7.65

A real addition to the living room as well as a big convenience for "Dad." Extra value!

There's no better gift for "the head of the family" than gifts like these that add to his comfort and will give years of service! Prices are way low.

Mother Deserves Gifts Like These!



Martha Washington Type \$26.00

Just the kind of sewing cabinet Mother has always wanted. Three large drawers and two big side compartments.



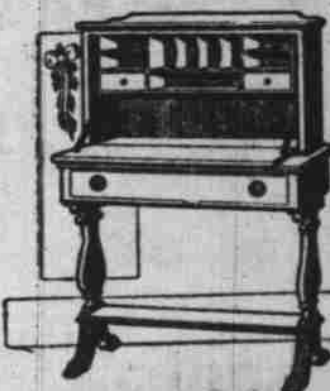
Tea Wagon Special \$29.50

A handsome model that will make Mother proud to entertain! Rubber tired wheels, drop leaf, mahogany finish.



Gifts of this practical and very desirable kind will win their way right into Mother's heart! Values are at their best right now, so don't delay another day!

Ma's Daughter Happy!



Cabinet Desk \$58.50

When daughter has one of these dainty desks for her very own, studying, writing letters, etc., will indeed, be a pleasure! Special now.



Beauty! A Full Vanity \$39.50

What better time than Christmas to add a wonderful new vanity like this in daughter's room. Beautifully finished in walnut!



Her Christmas will be the "best yet" if you make her's a gift of this useful, attractive nature. Many other wonderful suggestions await you here.

A FEW SUGGESTIONS

- Book Ends
- Indian Robes
- Trunk
- Bags
- Suit Case
- Study Lamps
- Writing Desk
- Shaving Mirror
- End Tables



Arm Chair in Velour \$49.50

He'll appreciate what "solid comfort" means when he settles back into this luxurious chair. Special value!



Son likes comfort, too—that's why gifts like these will win his thanks as no others could. Priced far lower than you'd expect, considering quality!

C.S. Hamilton GOOD FURNITURE

Always a Ready Market for HOLLOW-TILE Homes

Use Burned Clay Hollow Building Tile for Beauty, Safety and Comfort.

MADE IN ALL SIZES SALEM BRICK & TILE CO.



CHRISTMAS A GOOD investment make a Christmas present, best and safest investment is a home. We have some excellent bargains. "We are Experts" J. F. ULRICH 122 N. Commercial PHONE 1854