

# Gevurtz Furniture Company Opens New Store to Serve Salem

## Pioneer Firm's Growth Steady

### Opened in Portland 1880; Building Is Remodeled to Suit Needs Here

A brand new store in Salem but a pioneer store in Oregon—such is the Gevurtz Furniture Company's establishment at 275 North Liberty street, former Montgomery Ward location, opened during the past week.

With the aim of making it the most modern and attractive store of its kind in Oregon, the building has been completely remodeled to fit the needs of the Gevurtz Furniture Company and to provide one of the most convenient and easily accessible furniture stores for patrons in Salem and surrounding territory.

The personnel of Gevurtz' new store has been chosen from men and women of Salem well known for their intimate knowledge of the needs of local homemakers, and it is the desire of the Gevurtz management to express appreciation for the cordial welcome extended by the merchants and other residents of this community.

Started in 1880 it was in the "boom and buggy days" of old Oregon that Isaac Gevurtz opened a pioneer furniture store—the year 1890. And in the year 1919 Sanford C. Brant and Matthew Gevurtz reorganized the business, in which Louis Gevurtz soon after became secretary-treasurer.

Today, the Gevurtz Furniture Company, directed by Mr. Brant and Mr. Gevurtz, is one of the finest and most beautiful modern home furnishing stores on the Pacific coast, just recently completely remodeled in the very latest style trend.

One sees Gevurtz sign boards on every arterial highway leading into Portland, displaying the well known trade mark of the pelican with the slogan, "a little down on a big bill" inviting homemakers to use their credit at this big, friendly store—a slogan that is also familiar to those who each Tuesday night tune in Gevurtz radio feature, "Covered Wagon Days," oldest radio program in the northwest, which interprets with the aid of a full cast of artists, the fascinating narrative of the pioneer history and romance of the Oregon country.

With the spirit of the pioneer, through 57 outstandingly successful years, selling quality merchandise at sensible prices and on easy terms, the Gevurtz Furniture Company has progressed with the manifest desire to create comfortable, well furnished homes of which home-folks might well be proud and in which they and their dear ones would find contentment and happiness. And in so doing, this popular institution has won the confidence and esteem of thousands of life-long friends, as Gevurtz' rapid growth and expansion testifies.

Well aware of the progress and spirit of this city, the proprietors of Gevurtz have for years had their eye on Salem with the desire to establish here a store in every way representative of the needs and expressed wishes of Salem people, equipped in every way to render greater and more personal service and carrying the same well known nationally advertised lines of home furnishings carried by Gevurtz of Portland.

Here in this new store dedicated to Salem and community, homemakers will be greeted by displays of Gevurtz' highly regarded Buckingham upholstered furniture, Krossler furniture made by the world's largest furniture manufacturer, Home de Luxe and Simmons Beautyrest sleeping equipment, Leonard electric refrigerators, Philco all-wave radios, Thor, Apex and Barton washers and irons, Estate and Gaffar & Sattler gas ranges, Standard and Estate electric stoves, Duo Therm and Lonogran oil heaters, Hoover cleaners, I. E. S. lamps, Firth, Magee, Mohawk and Alexander Smith rugs and carpets, Congoleum Nalra and Armstrong floor coverings and many other favorite brands known for high quality and dependability.

**Policy Unchanged**

The policy of "Gevurtz of Salem" will be identical with that of the main store and of Gevurtz' store, the Home Furniture Company at Marshfield, including the same sensible prices, competent, courteous service and convenient terms.

The opening of Gevurtz of Salem will also mark the debut of a well known young Salem man as a member of the staff, in the person of William "Bill" Gwynn, as manager.

## Store Manager



W. D. Gwynn, Salem resident for 14 years and widely experienced in the furniture field, who was selected for the position of manager of the new Gevurtz Furniture Company store in Salem.

Combining new ideas and successfully proved methods, the old-established, friendly Gevurtz Furniture Company store at Salem is dedicated to families of the community who count home comfort and happiness the first essential in life and seek to buy with confidence where value, price, assortments, easy terms and competent service are unsurpassed.

## Independence OES Entertain Friends

### "Golden Key" Degree Is one of Features of Tuesday Event

INDEPENDENCE — "Friendship night" was observed at Adah chapter, OES, Tuesday night in the Masonic hall, with 100 members and guests present. Each officer had a special guest for the evening, making "twin officers" at each station.

A friendship degree "The Golden Key" honored the guests. Taking part in the degree were Mrs. Van Crider, Mrs. Betty Van De Bosh, Mrs. Joe Rogers, Mrs. Forrest Chambers, Mrs. O. A. Wolverson, Mrs. Will Wood, Mrs. Philip Schweizer and Mrs. Paul E. Robinson.

Mrs. M. J. Bulter, accompanied by Mrs. R. Dietrich, sang a friendship duet.

Mr. and Mrs. Prince, famous Scotch singers from Parkrose chapter, sang several Scotch songs, which were greatly enjoyed.

Each guest was honored with a tiny token of the special occasion.

A dessert luncheon was served from tables carried out in a yellow and green color scheme.

## Services Monday For Chas. Vaughn

AUMSVILLE—Charles Vaughn, 81, born at Turner September 22, 1856, passed away at the Salem Deaconess hospital in Salem Friday night. He had been a resident of this community over a long period of years.

Surviving are two brothers, Otha Vaughn, Portland, and B. F. Vaughn of Coburg. A sister-in-law, Mrs. Mary Vaughn of this place, a niece, Mrs. Ida Foster of Lebanon, and other nieces and nephews.

Funeral services will be held at Christian church at Aumsville Monday, 2 o'clock.

## Cook Cloverdale Farm Receives New Owners

CLOVERDALE — The Frank Cook place has been sold to Roy Leitch of Oak Ridge. He intends to rent it and continue living at Oak Ridge where he is employed.

The local WCTU has postponed its regular meeting until October 13 on account of the state convention.

## Independence Sophomores Initiate Freshman Class

INDEPENDENCE—The sophomore class of the high school initiated freshman students at a party given in the high school gymnasium Thursday night. Many pranks were pulled on the fresh. Games and refreshments followed.

## Chemawa Fair Draws Through

### Exhibits Varied, Indian School's Booth Proves Outstanding Display

CHEMAWA—In spite of the storm Thursday there was a good attendance at the Chemawa grange fair and booster program. The highlight of the exhibits was the Salem Indian school, but one outstanding feature this year was the different individual displays.

Blue ribbons were given Mrs. Harry Breckenridge for her display of roses, Mrs. Otto Beatty for dahlias, Mrs. Seymour Jones for French dandelion work, Mrs. J. V. Scott for oriental curios, Otto Beatty for curios from the Philippines and France, Charles Weather's for farm display, the Murray gardens for gladioli, Mrs. W. L. Skipton for quilts, Robert Henderson for Navajo craft, and C. L. Push for exhibiting his mushroom industry.

The Indian school exhibit consisted of printing, leather craft, basketry, needlework, carving, wood working, canned fruits and vegetables, and an extensive display of vegetables and fruit raised on the farm. The exhibit was in charge of Mrs. Ruben Saunders and Mrs. Mary James. Much interest was shown in the miniature house, designed and furnished by the members of the Kelson 4H club. Blue and red ribbons went to S. O. Kim and R. Fukuda, respectively, for their displays of vegetables from commercial gardens.

Mrs. Wolf Directs Program

Supper was served and a program in charge of the grange lecturer, Mrs. Fred Wolf, followed. This was National Grange Booster night and the program centered around that theme. Short talks were given by Deputy Master W. A. Jones, County Agent Harry L. Riches, Miss Lulu Walton and Ernest Savage, jr. The newly organized Keizer band played several selections, Glenn, Gilbert and Ernest Savage sang, Miss Walton gave a group of readings, solos by Lester Evans, and Herman Lafky gave the address of the evening. He spoke of the accomplishments of the grange in the past, its plans for the future, special commendation was given to the cooperative movement undertaken by farm groups and emphasis was given to this plan as the only way in which the farmer may hope to gain what other well organized groups are receiving.

Charles Weathers, master of Chemawa grange, was introduced and thanked all who had taken part in the fourth annual fair. He turned the meeting over to David Sauer, who auctioned the donated exhibits.

Judges for the fair were County Agent Harry L. Riches, Smith-Hughes Instructor Buchanan of Silverton, Miss Anna Miles and Mrs. Milton Runyon of the Salem schools and Mrs. Harry Mitchell, former demonstration agent of Clackamas county. Ribbon awards were given the following for their exhibits:

**Fruits**

Fred Wolf, first on crate of Greening, Rome Beauty, Winter Banana, Jonathan, Spitzburg apples, second on Red and Golden Delicious; first on mixed crate of D'Anjou and Bartlett pears, second on plate of quince, second on plate of white peaches, first on basket of white grapes and third on Concord.

H. W. Bowden, first on crate of Golden Delicious, Delicious apples, first on Spitzburgs, first on crate and plate of Hale Kings, and first on dried Imperial prunes.

Lester Evans received first on a crate of King apples, first on plate of Rome Beauty and Starking apples, second on plate of Jonathan and King apples and third on plate of Delicious and third on Petite and Italian prunes.

H. S. Keefer, first on plates of Delicious, Rome Beauty, Spitzburg, King and Grimes Golden apples, second on Northern Spy and Winter Emma and third on Golden Delicious apples; first on plate of quince and first on Golden Delicious, Northern Spy, second on Spitzburg and Delicious and third on Grimes Golden apples.

Oscar Fiflet first on plate of unseasoned taffy and third on Winter Banana apple.

E. Savage, second on plate of Jonathan apples.

Joe Bartruff first on basket of Concord and Niagara grapes.

Robert Dean, first on baskets of Moore's Diamond and Salem grapes, Mrs. Frances Guntard second on basket of talk of Siberia peaches, Chas. Weathers first on box of Stravensetin apples, second on box of Winter Stravensetin apples, Mrs. Harry Broadbent first on Ever bearing strawberries.

**Cloverdale School 4-H Health Club Organized**

CLOVERDALE—A 4H health club was organized this weekend named "Better Health."

Officers elected were Wilber Cox, president; vice-president, Leroy Pemberton; secretary, Henry Pinnig. Membership numbers 32 with I. J. Podoon leader.

**Visit in Los Angeles**

MILL CITY—Mrs. Virginia Lettler is visiting at the home of Mr. and Mrs. George Lettler in Los Angeles.

## Dallas Chamber Opens Meeting

### Red Cross Man Speaker, Tells of First Aid Work Inaugurated

DALLAS—The regular luncheon meeting of the Dallas chamber of commerce was held Friday day with C. B. Sunberg presiding in the absence of the president, E. J. Page.

Sol Ediger sang two solos accompanied by Mrs. Don Robinson.

Dr. A. B. Starbuck, Polk county chairman of the American Red Cross, introduced Ralph Carson of Portland, who is a first aid and life saving representative of the Red Cross. He spoke on the work of the organization, especially in connection with disasters. He said there are now 2000 highway first aid stations in the United States and that they hoped to establish a total of 15,000. There is only one such station now in Polk county at Valley Junction, but his organization hopes to locate one soon at Rickreall.

**New Pastor Speaks**

Eugene Hayter introduced Rev. O. C. Harris, the new pastor of the Dallas Christian church, who spoke briefly.

Robert Kreson announced that plans were being carried forward to schedule a football game between the Oregon Normal school squad and the Oregon State Rooks to be played on the new turf football field in Dallas soon.

R. R. Turner, superintendent of the Dallas City schools, will be the speaker at next Friday's meeting.

**Canned Foods**

Mrs. Gilbert Hansen first on cherries, Mrs. Walter Oldeman first on jelly, Mrs. E. W. Bowden first on corn; second on Michigan corn, first on peas and prunes, Mrs. Arthur Cummings first on peas, Mrs. D. B. Kleihage first on third on apple pie, Mrs. Chas. Weathers first on apple pie, Mrs. Roy Melton first on butter.

**Baked Foods**

Mrs. Harry Hansen first on pumpkin pie and apple cake, Mrs. W. E. Savage second on butter cake, Mrs. Alice Kleihage first on seedling cranberry, Mrs. D. B. Kleihage third on butter cake.

Mrs. Arthur Cummings first on rolls, Mrs. Marie Marie first on seedling cranberry, Mrs. Anna Claggett first on sponge cake; first on bread, Mrs. E. W. Bowden second on apple cake, Mrs. C. B. Johnson third on apple pie, Mrs. Chas. Weathers third on apple pie, Mrs. Roy Melton first on butter.

**Textiles**

Joy Grief first on cut work pillow slip, first and second on cut work lunch cloth, Mrs. H. W. Bowden first on third on embroidered pillow slip; first on embroidered lunch cloth, Mrs. Fred Wolf first on crocheted rug, Mrs. Harry Hansen second on hooked rug, Mrs. Mary Shaffer first on crocheted hot pads, Mrs. W. E. Savage first on fancy pillow.

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## Homemakers Club To Resume Radio Meetings, Dallas

### Adult Education Classes Started

DALLAS—The Dallas Radio Homemakers' club will resume its meetings for the new club year Tuesday afternoon. Mrs. Preston Doughton will entertain the group at her home and anyone interested is invited.

The general topic for this year's talks is "Inferiority Feelings" and Dr. Howard Taylor of the University of Oregon will present the series over radio KOAC. Members are asked to meet at Mrs. Doughton's at 1:30 p. m. for the lecture, which will start promptly at 2 p. m.

## Dorothy Thompson Will Speak, Forum

### Noted Woman Columnist To Take Part in New York Discussion

Dorothy Thompson, noted woman journalist and columnist for The Oregon Statesman, will be among the speakers taking part in the 1937 forum on current problems, sponsored by the New York Herald Tribune. The forum will be held October 4 and 5 at the Waldorf-Astoria hotel in New York.

Miss Thompson has accepted an invitation to sum up the forum's second session which is to be devoted to "The Status of Free Speech in the World Today."

Among those who are scheduled to appear on the same program with Miss Thompson will be James G. Stahlman, president of the American Newspaper Publishers' association; Dr. John H. Finley, editor of the New York Times; Harold Cross, professor of liberal law at the Columbia school of journalism; Alexander A. Troyanovsky, ambassador from the U.S.S.R. to the United States, will speak for government press control in Russia, and Dr. Friedrich E. Auhagen will discuss the same subject from the German national-socialist party point of view.

**Flu Hits Jefferson**

JEFFERSON—Mrs. Frank Blizek is ill with influenza at her home on North Main street. Mr. and Mrs. L. L. Shields are also ill with tonsillitis. Many others are suffering with bad colds.

**Congratulations**

to the Gevurtz Furniture Co. upon the opening of their new Salem store.

We are proud to have had a part in it.

OREGON NEON CORP.  
Portland, Oregon

## Powell Convicted On Drunk Charge

DALLAS—Ira D. Powell was brought to Dallas Friday, according to Deputy Sheriff Williams, after he had been arrested on a charge of drunkenness on a public highway.

He had appeared before Justice of the Peace E. A. Weddle of Independence and was sentenced to 50 days in jail and fined \$25.

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## Adult Education Classes Started

### Knitting, Pastel Painting Studies Meet 2 Hours Each Week

JEFFERSON—Two WPA adult education classes have started in Jefferson. The knitting class, under the direction of Mrs. Winona Agee of Albany, meets Monday afternoons from 2 to 4 o'clock.

The class in pastel painting started work Wednesday in the old Review building. Mrs. Lillian Winslow is the instructor and conducted a similar class here during the past school year. The class meets from 7:15 to 9:15 p. m. Wednesday and Saturday. Twelve students were present Wednesday.

## Movie Ordinance To Face Council

### Shelton Ditch Diversion Dam Work Also Slated For Discussion

Two questions will probably be threshed out on the floor at the regular meeting of the city council Monday night. One, in the form of an ordinance prepared and presented by Alderman Gertrude F. Lobbell at the September 20 meeting, is substitute for the movie censorship bill that was indefinitely postponed. It is the proposal to accept the Portland board of motion picture review's censorship on all pictures presented in Salem, and to prohibit the sale or acceptance of tickets for admission to show houses after midnight.

The other will arise in the form of a report from the sewerage committee on the Shelton ditch project in the southeast section of Salem. The ditch, according to Alderman Fred A. Williams, chairman of the committee on sewers, was constructed with \$10,000 in WPA monies on a "gentleman's" agreement between county and city.

Construction of a diversion dam in the ditch is now necessary, says Alderman Williams, and as it drains state and county property, as well as city, he intimated that they should help stand the expense of construction. Last winter the dam in the ditch went out, paralyzing operations at the paper mill, which relies, to a large extent, on water provided by that ditch.

**Congratulations . . .**

to the

**Gevurtz Furniture Co.**

On Opening in Salem and North Liberty Street

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**THE OREGON STATESMAN**

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**Gevurtz Furniture Co.**

In Opening Their Fine Store in Salem

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For Successful Business in Salem

To Gevurtz Furniture Co.

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240 S. HIGH

**Best Wishes for Success**

to the new

**GEVURTZ FURNITURE STORE**

Opening on N. Liberty Street

BLOCH'S

**GOLDEN RULE STORE**

220 N. Liberty Street

**Welcome to Salem . . .**

**Gevurtz Furniture Co.**

Salem Chamber of Commerce