

HOGG BROS 35th Anniversary SALE

Appreciation Reward

We of Hogg Brothers, would like to express our deep appreciation for your patronage of the past thirty-five years and as a reward for your keeping us the leading appliance and furniture dealers in the Willamette Valley with stores in Salem and Oregon City we bring you an avalanche of values at unheard of prices.

The original 2,000 sq. ft. of retail floor space when Hogg Brothers was founded in 1913 has increased itself to the present 85,000 sq. ft. of retail floor space with still another expansion program which is forthcoming, giving for your convenience a Commercial street entrance to our Salem store which will be occupied by our complete appliance department featuring such famous names as Frigidaire, Maytag and Easy.

Watch your local papers for future announcement of the grand opening.



OTTO T. HOGG



CARL W. HOGG



OSCAR E. HOGG

Organization Policy

Another milestone of achievement and service will be celebrated this year by the firm of Hogg Brothers.

To conform with the trends of the present and the future the policy of Hogg Brothers shall continue their honest devotion in the vast friendship that provides the source of success and progress for which the firm so gratefully is thankful.

The Hogg brothers more than ever feel their responsibility to their country, state and community. Because of the prevailing circumstances of international and national affairs it is vitally necessary that they as citizens must continue to render more and more unselfish service toward carrying on and securing the American way of life.

To confirm the policy of Hogg Brothers price tags throughout the stores still carry their original slogan: "We Are Not Satisfied Unless Our Customers Are."

FLOOR LAMPS

Now Only **9⁹⁵**
A real value in an excellent quality lamp. Lamps have weighted bases. Choice of shades.

LAWN CHAIRS

Regular 10.95. Now only **4⁹⁵**
Hardwood frames, attractive, durable cover. Foot-rest and canopy are included.

BED SPRING

Regular 12.50. Reduced to only **9⁹⁵**
Full or twin size. Resilient coil spring. Rust resisting.

Innerspring Mattress

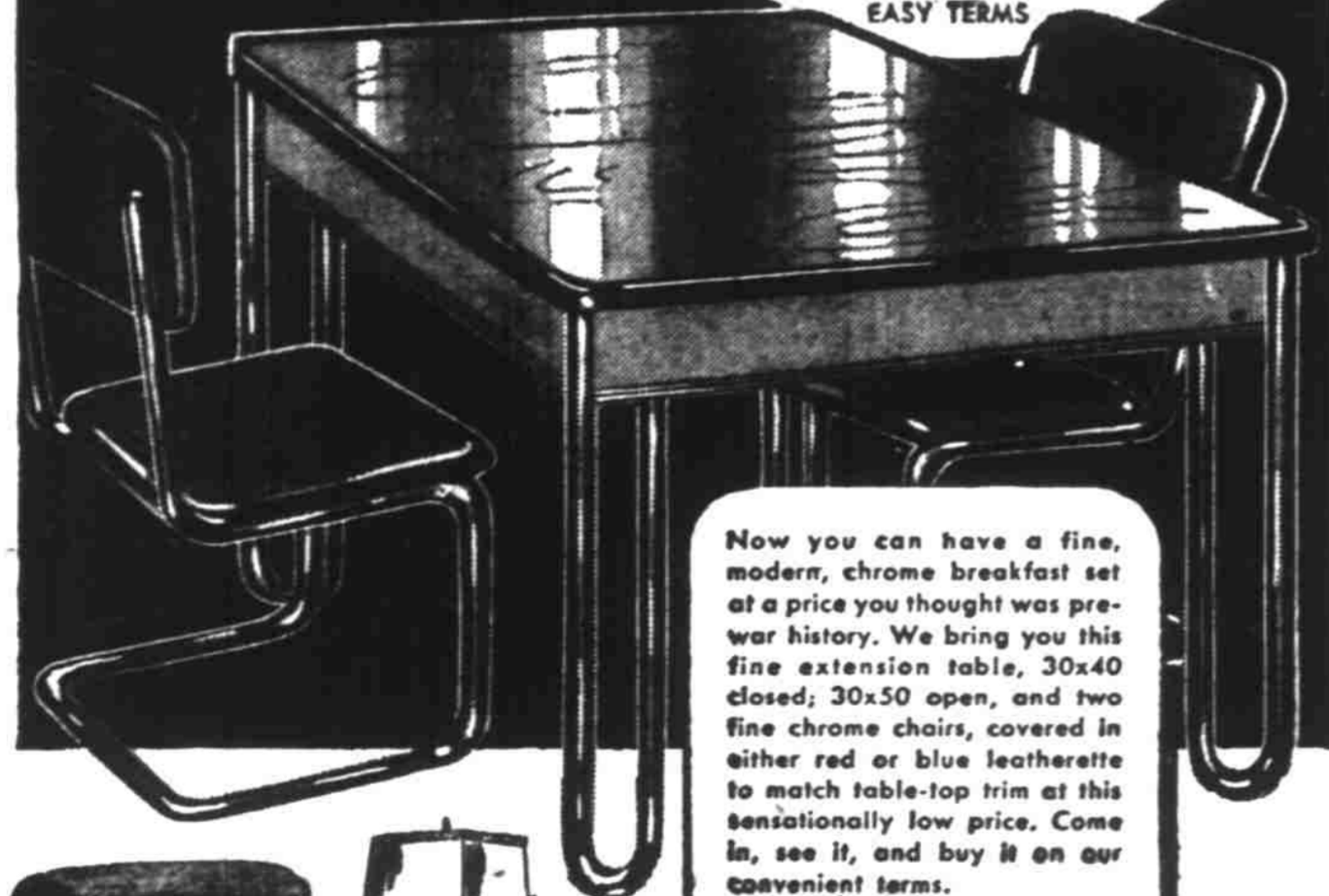
Regular 29.95. Reduced to only **19⁹⁵**
Full spring construction. Heavy durable ticking. Sturdy. Durable.

LOOK AT THIS VALUE!

CHROME Breakfast Set

EXTENSION TABLE AND 2 CHROME CHAIRS... **29⁹⁵**

EASY TERMS



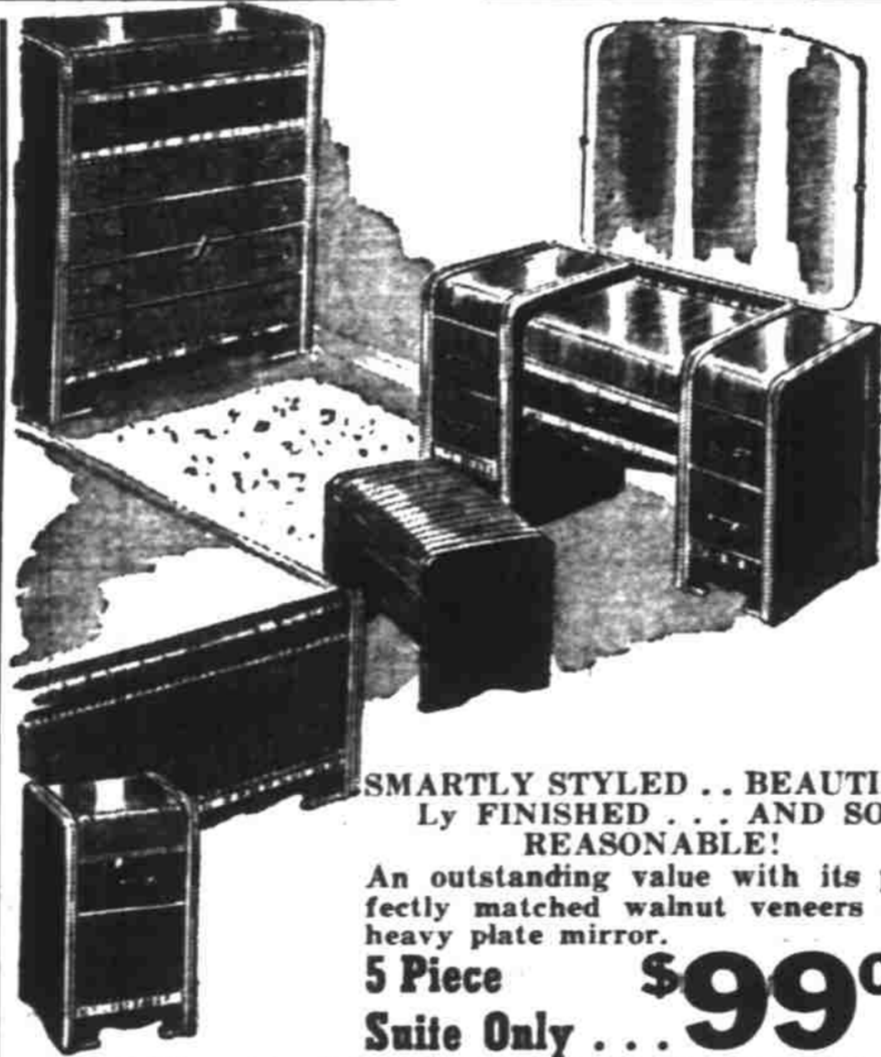
Now you can have a fine, modern, chrome breakfast set at a price you thought was pre-war history. We bring you this fine extension table, 30x40 closed; 30x50 open, and two fine chrome chairs, covered in either red or blue leatherette to match table-top trim at this sensationally low price. Come in, see it, and buy it on our convenient terms.

Table legs and chairs are chrome-plated steel for long life.

Big Rocker Value!

Swing Rocker **29⁹⁵**
Priced at Only... **29⁹⁵**

Restful high back and soft lounging spring filled interior for superb rocking comfort. Handsomely designed and expertly tailored. Choice of color.



SMARTLY STYLED... BEAUTIFULLY FINISHED... AND SO REASONABLE!

An outstanding value with its perfectly matched walnut veneers and heavy plate mirror.

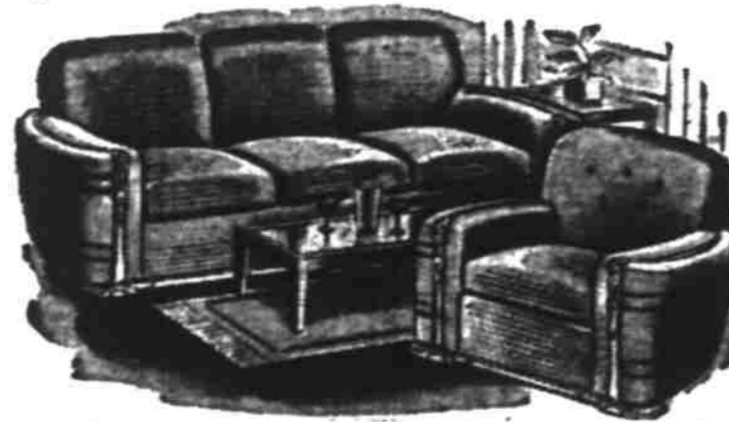
5 Piece **99⁰⁰**
Suite Only... **99⁰⁰**

5 Pieces Consist of Bed, Chest, Vanity, Night Stand and Bench

Sensational Values

Davenport and Matching Chair

2 Pieces Only... **149⁵⁰**



Custom Built, 5 year guarantee. Large quantity buying enables us to offer you this exceptional value. A fine upholstered living room suite with quality spring construction throughout. Your choice of color.

Come in! See the New **Frigeidaire** AUTOMATIC Electric Range—



with

- Extra-large oven
- Radiant-tube 5-speed units
- Thermizer cooker
- Smokeless type broiler
- All-porcelain inside and out
- Many other exclusive Frigidaire features

Frigidaire Features Seven Models

142.25 to 322.75

New 1949 Frigidaire

Refrigerators on display. Sizes from 6 cu. ft. to 11 1/2 cu. ft. Priced

177.50 to 327.50

WOMEN ASK FOR QUICK DRYING



ONLY **179.95**

HERE IT IS! The new Easy Spindrier... Clothes dry faster indoors on rainy days. No wringing, either. Clothes are dump-dried in the Spindrier basket. It's home-tested, proved, backed by 70 years experience in building home laundry equipment. See it today!

Reconditioned Washer Values Guaranteed

- | | |
|--------------------------------|-----------------------------|
| Easy Spindrier 69.50 | Speed Queen 69.50 |
| Easy Spindrier 79.50 | MW Washed, new . . 109.50 |
| Easy Spindrier 94.50 | Maytag Round Tub . . 99.50 |
| ABC Spinner 85.50 | Maytag Alum. Tub . 109.50 |
| ABC Spinner 59.50 | Maytag Alum. Tub . . 89.50 |

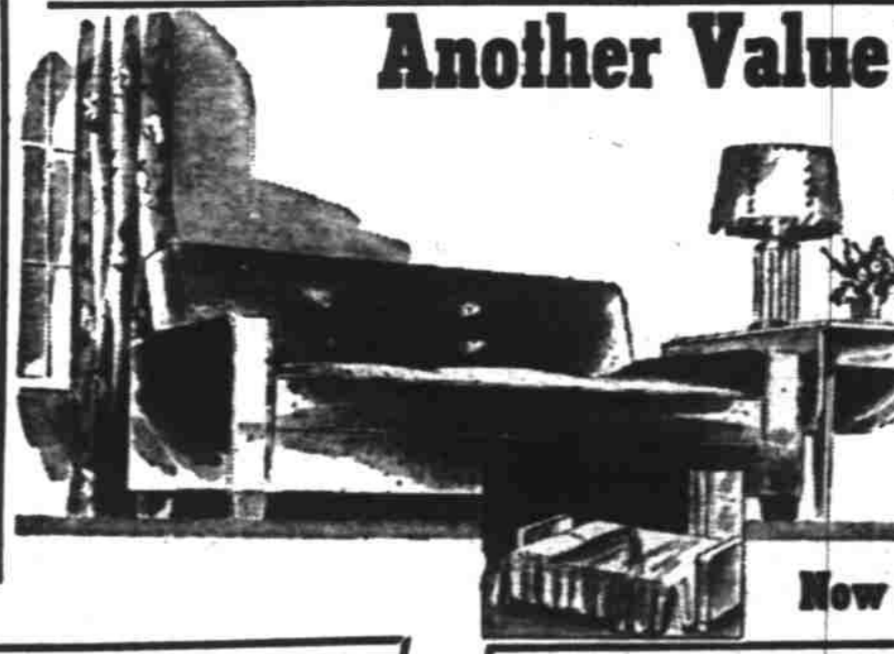
Another Value Headliner!

Bed Daveno

ANNIVERSARY REDUCTION

With almost the touch of the finger, this handsome spring-filled sofa can be transformed into a large comfortable double-bed. Covered in fine fabrics.

Now Only . . . **69.50**



WARDROBES

Regular 12.50. Reduced to only **7⁹⁵**
Ideal for extra storage. Suitable for any rooms. Lots of space.

Cricket Chairs

Regular 15.75. Reduced to only **9⁹⁵**
Hardwood maple. Removable seat and back. Bright, durable fabrics.

Chrome Dinette Sets

Regular 8.95. Reduced to only **4⁹⁵**
Excellent quality. Sturdy construction. Durable covers.

For Friendly Credit

Free Pickup & Delivery
Call **HOGG BROS** 260
Salem 9149 Furniture and Appliances State St. Salem