

Preview Days
FRIDAY AND SATURDAY...

you are cordially
 invited to attend
OPEN TILL 9 p.m.

**Joe Weinstein brings to Eugene one of
 the West's finest Furniture Stores....**

**Announcing the opening,
 Friday, January 31st, of the
*Eugene Furniture Co.***

**Gardenias for
 the Ladies...**
 Friday and Saturday

**Friendly faces with
 one idea...to serve
 you as a friend!**



JOE WEINSTEIN
 Owner



BYRON W. THOMAS
 General Manager



JACK YEARWOOD



STERLING SHAFFER



MARVIN FEAR



ALLAN WEINSTEIN



RODNEY JEANS



U. M. PELLETIER



MILT CARL



LOUIS JONES



CISSI CARL



CHARLENE WEINSTEIN



TOMORROW'S FURNITURE STORE...HERE TODAY! To you, the people of Eugene, we proudly present one of America's finest and most modern furniture stores! We have spared no expense to bring you every shopping convenience in beautiful surroundings. Three spacious floors feature complete home furnishings, electrical appliances and gift merchandise. For your further comfort and convenience, the entire store is air-conditioned, and equipped with the most modern automatic electric elevator. Here you will find prompt, courteous salespeople ready to serve . . . highest quality merchandise at moderate prices, always the very newest and latest for your home. It will be a special pleasure to welcome you during the preview days and show you the newest store in the inland empire.

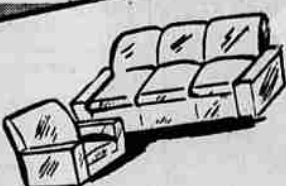
Eugene Furniture Co.
740 Willamette Street

Phones 8050 and 8051



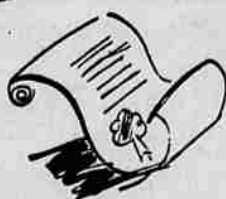
**Nothing Has Been
 Spared on this Fine
 Modern Building...**

This latest addition to Eugene's business establishments climaxes an effort involving over seven months remodeling! A completely modern building of concrete and brick...with 25,000 square feet of floor space packed with the new home furnishings for which you've been waiting!



**Famous Furniture
 and Appliances You
 Can Depend On!**

In preparation for this opening our buyers spent months in the East to procure the finest available furnishings. Two eastern buying agencies with offices in every important city of the country have been retained for the future to assist our buyers in bringing you the finest, most dependable output of furniture and appliance makers.



**OUR POLICY...
 'ALL OUT TO WIN
 FRIENDS'**

Mr. Joe Weinstein, well known to Eugene residents as former owner-manager of the Army Navy Goods Store...is equally well known for his 15-year record of fair dealing. Be assured you will get this same kind of fair dealing at the Eugene Furniture Co. It shall be our every effort to see that our customers are completely satisfied at all times.



**EVERY WANTED
 SERVICE...
 BUDGET PLAN!**

Quick delivery within 50 miles...trained interior decorating consultant to help you solve your particular furnishing problems...a complete furniture repair department...liberal credit terms...these are just some services you'll always be able to count on here!