

HERE ARE THE OUTSTANDING *Furniture* **VALUES** **OF THE FALL SEASON!**

HERE'S NEWS! 50 More of the Big Beautiful Dolls Secured for Customers Opening New Charge Accounts Amounting to \$25.00

HURRY FOLKS! OPEN AN ACCOUNT WHILE THE QUANTITY LASTS!

IT'S PHILCO for 1938



NO SQUAT NO STOOP NO SQUINT

Buy ON OUR MOST CONVENIENT TERMS

1938 Automatic Tuning PHILCO with Inclined Control Panel

Now Only 79.95

PHILCO 'XXX' An entirely new kind of radio... and a value sensation! Inclined Control Panel for tuning with ease and grace, whether you're standing or sitting. Philco Cone-Centric Automatic Tuning for instant, perfect tuning of favorite stations. Inclined Sounding Board, Concert Grand Speaker, 3-Point Tone Control and other big features.

LESS AERIAL

*Sold only with Philco High-Efficiency Aerial to insure Greatest Foreign Reception Listen to BOAKE CARTER over KOIN at 7:15—Monday-Wednesday-Friday

Amazing Combination Offer At Gevurtz Only!

Think of it, the washer that gives 170 more water cut, rents a minute, the rotary convoluted tub in porcelain, precision gears oiled for years, Lovell washer... fingertip control.

Full capacity tub. Fully automatic. Heavy duty motor. Efficient. Saves time, labor, money.

FREE! FOR A LIMITED TIME ONLY! While Quantity Lasts

ONLY 49.50 NO MONEY DOWN

ALL THESE FREE!

- The Barton Electric Washer
- Folding Style Ironing Board
- Large Woven Clothes Hamper
- Guaranteed Electric Iron
- Supply of Laundry Soap

the SMASH-HIT of the Season

Three Way IES Type LAMPS



Most fortunate lamp buy of 1937 for you! Fashionable I.E.S. type floor lamps with 3-candle fixtures... 3-way Mogul light unit... opaque glass reflector... pleated silk or parchmented shade... new colors. Complete for only

\$9.85

Gevurtz PAYS FREIGHT

The Season's NEWEST LAMPS

100 Only! Values to \$5.00! SPECIAL PURCHASE of 100 smart, modern chromium-plated table lamps complete with parchmentized shades in values to \$5.00 while quantity lasts at this amazingly low price. New Color, beauty and light for your home this winter!

1.98

Value of the Year!

Complete 1937 Modern Group

It's New, Beautiful, Different. A master designer sensing the modes and manners of the day brought his talents into full play and here's the result—a superb 3-piece group with the "Pier Vanite Moderne," a full size Bed and Large, Roomy Chest in beautifully figured Walnut Veneer—now

98.88

FAR MORE BEAUTIFUL THAN PICTURE!

This Large 50-inch Vanity has a 41-inch Mirror

MOST LIBERAL Credit TERMS

Remember Gevurtz Pays the Freight

See Gevurtz Windows

BUY NOW AT SAVINGS YOU CANNOT DUPLICATE NOW OR LATER!

For a Limited Time Only! This Offer Repeated by Special Permission BRINGS YOU

10c *Millionaire sleep*

On a Genuine **SIMMONS Beauturest**

Think of it! The magic carpet on which you'll travel on billowy clouds of sheer comfort to the Land of Nod... for only a dime! Millionaire Sleep... a millionaire can buy no better... relaxing, restful, healthful night-after-night sleep as never before! Sleep on Simmons Beauturest, the famous inner-spring mattress, that banishes discomfort! For 10c.

THEN PAY 10c A DAY OR \$3.00 A MONTH

39.50 *down on a big bill!* **GEVURTZ** **TRADE IN Your Old Furniture**

FURNITURE COMPANY... 275 N. LIBERTY STREET, SALEM, ORE.