

Your Lovely 1937 Fur Coat Easily Re-Styled for 1939

There is in Portland, an Expert Fur Factory featuring not only the finest workmanship and latest modes in re-styling and repairing of Ladies Fur Coats,—at a previously unknown low cost of \$15. (This firm originated the idea, as well as the low price), but they offer you a big advantage in supplying your NEW Fur Coat in high quality,—and with price and service that has proven they were right, when they use as their slogan—"A Satisfied Customer is our Best Advertisement." The management of this busy store has told the writer of this story, that almost without exception, every one of their customers has caused one or two of their friends to also become satisfied customers of this shop.

Your editor is glad of this opportunity to name that store as THE STANDARD FUR FACTORY (since 1907) located at 528 SW 10th avenue in Portland. Read their invitation offering in this paper NOW and be assured your editor knows of the high standing of this firm, for Service and Real Values.

Sterling Values every Day At Sterling Mens' Store

Down at the Northeast Corner of Third and Alder, in Portland, is a store featuring Men's Wear Only;—two full floors of it, including a Bargain Basement. Good staple lines of merchandise that stand up to all kinds of wear. While they carry a big variety including what we used to call "Sunday" clothes, etc., they really cater to the man who wants things he'll find practical for his every day needs. High Boots and shoes that will stand rough use and rough weather. Heavy wool makinaws and leather zipper jackets; heavy flannel shirts, winter underwear, hats, khaki, cord slacks; slickers, raincoats, etc.

And, yes, they have a fine line of Dress Overcoats, suits, pants, shoes, etc. And the prices are RIGHT on everything. Why, Harry Goldstein, the manager, tells me he has just added to his already big stock, another big stock he just bought for a song, from a store that wanted to quit business quick, account of serious illness of the head man. So he's passing all this on to you at unheard of savings. Come and see for yourself, and get acquainted with real economy in Men's Wear. Don't forget, NORTH EAST Corner, Third and Alder, in Portland.

Too Late to Classify

Bargain:

HOTPOINT — 3-burner electric range, extra good condition. Thermostat controlled. Good oven. All white porcelain. Owner has moved into furnished apartment, and has no need for. Can be moved in trailer. Price \$18.50. 624 SE 19th Ave., Portland. Near East end Sellwood bridge.

"30" CRUISER CATERPILLAR TRACTOR—A-1 condition
P. L. Crooks & Co.
616 Henry Bldg., Portland
AT. 7767

SAGNER'S USED CARS

BIG LOT

6th SE & Hawthorne
PORTLAND

OFFERS TODAY
YOUR CHOICE
Roadsters, Coupes Sedans

6 model A FORDS\$35 to \$75
5 CHEVROLETS\$35 to \$85
10 Other makes\$35 to \$95
29 AUBURN SEDAN\$75
31 DODGE SEDAN, late mod \$165
Perfect cond. accept trade
32 CHEV. Convertible Coupe
wire wheels. Good paint;
all around exc. cond. at\$225
32 BUICK SEDAN, 44,000 mi
6 new tires, perfect cond \$245
32 CHEV. PANEL DEL. with
lots of mileage left, just the
thing for the farm\$245
35 DODGE PANEL DEL. Low
mileage. In all around good
cond. Snap. Buy. Act Quick \$345
37 CHRYSLER Royal Coupe
Exc cond. every way. Dark
Grey. Sold with guarantee.
Special at\$585

SAGNER'S USED CARS

BIG LOT

6th SE & Hawthorne
PORTLAND

ROT!

can be avoided in lumber—in or on soil or concrete, or where it may be damp. Use pressure-treated

"WOLMANIZED" LUMBER

"ROYAL" OAK FLOORING
Complete Lumber Yard Stocks
ALL OUR LUMBER IS DRY

ROWELL LUMBER
SERVICE, INC.

EA 8119 1408 S. E. WATER

IT'S ABOUT TIME!



Harmony in the Home With a "Baldwin" Piano

Let us hope you have had the experience of knowing what MUSIC means to the Home. It brings the family together in a greater realization of what home-life really means. The harmony of music creates harmony in the home. Many are the parents who watch the interest, enthusiasm and love of music, shown by sons and daughters; and have envied them the pleasure, the opportunity they themselves never had. Many a parent looks forward to having a piano in their home, so that their son or daughter may have such an opportunity. Many a boy or girl envies his or her chum because that chum has a piano in their home; where they have had the opportunity to learn beautiful music, to become popular through their ability to play the piano.

The opportunity and ability to play the piano improves the mind, develops memory, arouses creative ability, self assurance and ambition. It keeps the youngster more at home and doing something he or she likes to do, that is educational as well as appreciated by the entire family. When it comes to Pianos, the first name that pops into the mind of one who knows, is the name "BALDWIN". That word stands for everything, in biggest values, finest workmanship, and materials, tone and looks.

If you are considering a piano for your home, let C. E. Storer, manager of the Baldwin Piano store at 1011 SW Washington St., in Portland, show you the new Spinnet Models.

The slogan of the Baldwin Piano Store is: "The Most Piano Value for the Least Money."

Fall House Cleaning Time

When you are doing your fall house cleaning don't overlook your Window Shades and Venetian Blinds. We are equipped to give you a first class cleaning job and prompt service at very reasonable prices. Give us a call and our Salesman will call and give you an estimate on any cleaning or new shades that you might need. Acme Window Shade Service, BE. 4983, 211 Stock Exc. Bldg., Portland, SW 3rd ave. and Yamhill street.

Don't accept substitutes—buy the advertised articles.

Aloha Grange bazaar and dinner will be held October 26.

VISITORS—

WELCOME

to inspect and compare our fine stock of

SHRUBS—SHADE TREES—FLOWERING TREES—ROSES

Lewis & Simpson
5 mi E of 82 on Columbia Hwy
Phone 5073 Gresham

Pabco Shingles Pabco Paints
Composition Siding Remodeling
TR. 7442

Northwestern Roofing & Paint Co.
Authorized Pabco Applicators
Estimates Cheerfully Given
No Obligation

Roofs in Service for 14 Years
2530 NE Union Ave., Portland, Or.

!!SAVE!!

On Lighting Fixtures

Present this ad and receive a special 50% discount on all lines, — latest 1940 creations at

MONTGOMERY
Electric Company

831 SW 4th BR. 2551
PORTLAND

Portraits in Colors Have Life-Like Appeal

Have you a portrait or kodak enlargement you have always wanted painted? Now is your opportunity. Best oil, used by experienced artists. Special and prompt attention, with satisfaction assured, for out of town mail orders. Give complete descriptions of natural color shadings with M. O., or write at once for detailed information. The total cost is \$1.00.

Turn now and read the invitation-al order of THE PORTRAIT PAINT & ART SHOPPE, 1120 SW Washington St., in Portland. You'll have a portrait or kodak enlargement you've wanted made life-like through natural color shadings;—either to keep or present to some loved one. Then again,—Xmas isn't so far away and that would make a very much appreciated gift.

Regarding mail orders—your editor is personally acquainted with the management of this busy Portrait Art Store, and can assure you your inquiry or mail order is safe in their hands.

Want ads—The little fellows with the big pulling power.

CAMELLIAS

Dble. red (Cheerful) with buds, 20-24 in.\$2
Dble. pink (Pink Perfection) with buds, 20-24 in.\$2
Dble. red or dbl. pink with buds 12-15 in.\$1
Dble. white peony cen., no buds, 12-15 in.\$1
Dbl. red or dbl. pink, no buds, 4-6 in.25c

SPECIAL

1 each of 5 varieties, including double red and 1 double pink, some with buds, 8-12 in.\$3

Woodlawn Nursery

908 N. E. Columbia Blvd., Portland
TR. 9155

RAY-O-ZONE

Air Purifier

FOR HEALTHY HOMES

Rayonized air gives increased energy, Reduces Fatigue & Colds. Eliminates smoke and cooking odors. Portable units or attached to your Heating system. For information call or phone 2836 Sandy Blvd., TR. 5627

Save while you cook!

Use a new
GAS range

A CP gas range saves you time, money and fuel 18 big ways! That's why it pays to own one of these cooking marvels. You also get better, tastier meals with less work. Buy yours now.

ENTER EASY CONTEST

Prizes galore! Get entry form and rules from any CP gas range dealer or our showrooms.

PORTLAND GAS & COKE CO.

Building Service Guide

Automatic Burner Oil

TUALATIN VALLEY HOMES
SPECIAL SERVICE
Includes FREE Check-up Inspection of your Burner, each delivery Proper Condition of your burner creates more heat—saves to 20%
LOW SUMMER PRICES—
TO SEPTEMBER 1
PETE STROM—MU. 4190
Ask about Automatic Oil Burning Hot Water Heaters

Blue Printing

NOTICE
Architects—Genl Contractors
Speed and Accuracy
Is our Service Slogan on
Photostat Prints & Blue Prints

SWENDER BLUE PRINT CO.

523 SW Oak, Portland AT. 7205

Building Materials

Featuring
Special and Stock Millwork
Paints and Glass
Now in our New Location

Willamette Builders Supply Company

3719 SW Macadam—AT. 9335
Portland

Get the profitable habit of running through the want ads every day.

Brick, Tile, Masonry

Phone BR 0326 - AT 6444
Attention Contractors, Builders
FOR

Residential BRICK Masonry

Quality Work—Advice, Estimates

MONTIE SMALLEN

4038 SW Kanan Drive Rt 8, Bx 2025
PORTLAND

Brick & Building Tile

SEE YOUR DEALER

Columbia Brick Works

1320 SE Water—Portland
Kilns at Gresham-Sylvan-Salem

Cabinet Works

Complete Cabinet Works
ESTIMATES

White Front Cabinet Shop
521 NW Davis, Portland BE. 5766

Cement Contractors

Quality Work—Right Prices
on
FOUNDATIONS, BASEMENTS
FLOORS, WALKS,
DRIVEWAYS, ETC.
For advice on estimates, call

C. L. JONES

6112 SE 83rd, Portland SU. 8271

Contractor

RAY BRADLEY
Expert Plaster, Stucco, Cement Work
Free Estimates and advice
Featuring Valley New and
Modernized Homes

GENERAL REPAIR CONTRACTOR
Careful Work—Lowest Prices

RAY BRADLEY

917 NE Couch St., Portland LA. 2605

Decorate- Kalsomine- Paint

NEW HOMES or MODERNIZED
FREE ESTIMATES
Expert Advice on Planning
Featuring Archways to Order

R. S. O'DAY

7309 S. E. Harrison Court TA. 1454
PORTLAND

Want ads often do what everything else has failed to accomplish.



W.A. Hood

EA 7362

1820 SE 11th Ave.

New Mattresses, Spring Mattresses,
Mattresses Renovated, Upholstering,
Spring Cushions Repaired
PORTLAND, OREGON

SAVE ON Building Materials

USED AND NEW LUMBER
USED BRICK, DOORS AND
WINDO W. S. SHINGLES,
PLUMBING SUPPLIES, PIPE
FITTINGS, SEWER PIPE, Etc.
Lower Prices—More Selection

Sunset Wrecking Co.

Store: Front & Jefferson
AT. 1632
Yard: 1918 SW Front BE. 6666
Portland, Oregon

F. H. A. Loans

BUY, BUILD, SELL
OR RE-FINANCE
Low Cost, Local Funds
Investigate Our Plan First
Northwest Mortgage Co.
640 Mead Bldg., (5th and Wash.)
Portland AT. 1335

F. H. A.

Construction Loans

Repayment as Low as
\$5.56 Per Mo. Per \$1000

Prompt, Courteous Service

PAGET MTGE CO.

509 SW Stark, Portland BR. 3579

Fire-Resisting Bldg. M'tls

JOHNS-MANVILLE

ASBESTOS & ASPHALT

ROOFING & SIDING

BUY DIRECT

From The Housing Guild
It Means a Substantial Saving

A. R. Rice Construction Co.

Call GA 9315-Portland-
2942 N. E. Union.

Glass

GEO. F. FITZGIBBON GLASS COMPANY

"Portland's Exclusive Glass House"

Plate and Window Glass, Mirrors,
Art Glass, Glass Furniture Tops

Guaranteed satisfaction—
Reasonable Prices

Prompt Service—Free Estimates

FITZGIBBON'S GLASS Co.

622 NW Glisan Portland BR. 5553

Home Heating Equip.

"HOLLAND VAPORAIRE"

FURNACES

Modern—Economical—Sanitary
Let us Demonstrate its Merits

Let us Help you Plan

We Repair any Heating Unit

HOLLAND FURNACE Co

528 SE Union, Portland, EA. 1337

Insulation—Home, Industrial

Pacific Asbestos & Supply Co.

Distributors & Applicators of
"CAREY" ASBESTOS PIPE COV-
ERINGS, "TALCO" WOOL INSU-
LATION FOR WALLS
IN NEW OR OLD HOMES
Insulation for Industrial Refrigeration

PACIFIC ASBESTOS & SUPPLY COMPANY

1437 SW Front St., Portland AT. 8801

Linoleum Finish

Glaskote Linoleum Finish for
Floors, Drainboards, Counters, etc
Adds beauty and longer wear

Ask your local
Hardwood or Lumber
Dealer or phone

GLASKOTE PRODUCTS CO.

6019 NE Union Ave., Portland GA 8572

We supply materials and personally
apply finish if desired

Linoleum, Shades, V. Blinds

6019 NE Union Ave., Portland GA 8572

We supply materials and personally
apply finish if desired

Your LINOLEUM Man

The Best at No
Extra Cost
FREE

Estimates
Expert designers,
Window Shades
Made to Order.
Also Repairing,
Renovating

PORTLAND
Linoleum Co.
412 1/2
E. Stark & Grand
Ave.
EA 4183

Special Flooring

For Fine Homes
Or New Business Floors

ASPHALT, TILE, CORK
RUBBER, LINOLEUM
TILE, TERRAZZO

Also for Bathroom Walls and Floors
and Terraces

Let us Show You
Our Big Variety of Patterns

WILEY & SMITH, Inc.

2603 SE Grand, Portland EA. 6344

Want ads pack a wallop that jars
loose an avalanche of results.

OIL BURNER

\$159.50

A fine burner fully guaranteed
completely installed with tank
only \$159.50 Easy Terms

Lennox Steel Furnace

Made by nations largest mfg.

Beaver Mfg. Co.

81 SW Yamhill BE. 2800
In Market District

Overhead Doors

Light Weight Overhead

Doors for Warehouses
Home Garage, Dairy, etc.

SEE THEM—ASK FOR
DEMONSTRATION

Also Electric Automatic Operators
Inexpensive—Convenient—Safe

Modern

Low Cost

IRON DOORMAN CO.

Manufacturers — Selling Direct
1711 NE Sandy, Portland EA 9887

Painting & Decorating

EXTERIOR & INTERIOR

Finest Workmanship—Best Materials
Free Advice and Estimates

Our many Valley jobs completed
Is Our Best Reference

ROY SCHAFFER

412 SE 30th, Portland EAST 2468

Paints and Varnishes

Our "PUBLIC SERVICE"

PAINTS

Cover 500 sq. ft.—2 coats to the gallon
on good siding.

Complete Line Varnishes, Stains
Featuring "NEW BEAUTY" Enamels

With a Porcelain Finish
SOLD DIRECT—AT LOW COST

Repubic

Paint & Varnish Works

Homer G. Mulholland, Dist. Mgr.
109 S. E. Salmon -Portland- EA 9191

Plumbing & Heating

W. EARLE PARKER

7774 SW Capitol Highway—AT. 3047

"YOUR VALLEY PLUMBING

& HEATING MAN"

Repairing & Remodeling Service
Best materials