

HOOSIER KITCHEN CABINET SALE IS ALWAYS WELCOME

Not a Failure Chalked Up Since Houston Began Holding These Great Sales

HOUSEWIVES CANNOT DO WITHOUT A CABINET

Take Ten Thousand Steps from Woman's Work—Everything Where It Belongs

Announcement of no other event arouses as much interest in Transylvania county as that of another Hoosier Kitchen Cabinet Sale. Houston's Furniture Store has conducted many such sales and each one grows more successful than the one before. So successful, in fact, have these sales become that the manufacturers of this famous Kitchen Cabinet have published in their magazines the news articles about the popularity of the Hoosier Cabinet in Transylvania county.

There must be a reason for this popularity. There is a reason, and it is found in the fact that the Hoosier Kitchen Cabinet is of such great help to the housewife that she simply cannot do without it. A lady in a community buys one; her neighbor sees how great a help it is to her, and she determines to have the advantage of such a great necessity and step-saver as this.

The Hoosier is the last word in perfection. Everything that can possibly be placed in a cabinet for a woman's convenience is placed in this fine cabinet. There is a place for everything needed in the kitchen, and all this within easy reach of the housewife while she is engaged in preparing the meal.

In this sale which starts next Saturday, in addition to the Kitchen Cabinet there are 59 pieces of dinnerware and other valuable pieces that go with the cabinet, absolutely free. All this the customer gets for only one dollar down and modest payments on the balance.

Why should a woman be without all these great benefits? Every family, almost, can afford one of these popular cabinets, and there is nothing else in all the world of greater value to the housewife than this cabinet and the 59 pieces of dinnerware and other useful articles that are thrown in to the bargain.

The sale starts next Saturday, and lasts for one week. Better come in and make your selection NOW, pick out the dishes you want as our present to you, and let us deliver the cabinet when the sale starts.

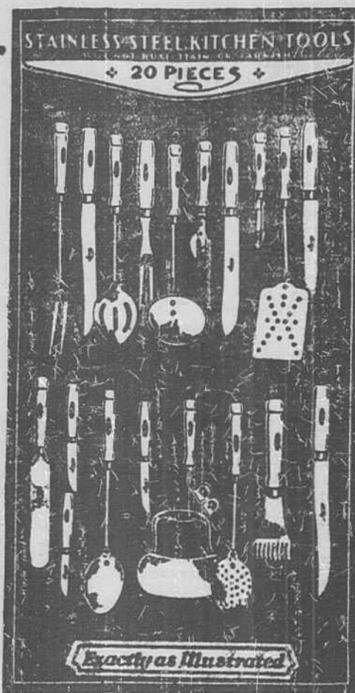
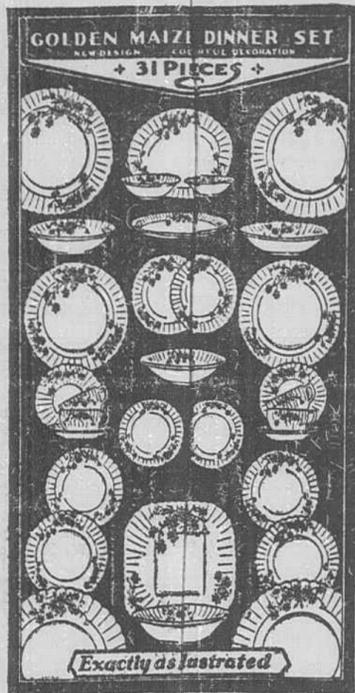
Of course we always have just one car load, and heretofore several people have been disappointed in that they came too late to get one of the cabinets, and would have to wait until the next sale. So we suggest that you come in now and make your selection.

Read every word on this page. See what you are getting. Note the splendid terms we are giving. Then make haste to our store and get your pick and choice.

VICTOR RECORDS ALWAYS NEW HERE

Houston's Furniture Store sells the famous Victor Victrolas, and keeps in stock at all times all the newest and latest records of all kinds. Sacred Music, banjo music, everything that is entertaining and instructive. We've sold many Victor machines in this county, and have just the very one here for you. Come in and look them over, try the records. We have the needles, too. There's much pleasure to be derived from a good machine like the Victor. They are reasonably priced at that.

ALL FOR \$1 DOWN SALE STARTS SATURDAY



DOWN \$1 DOWN 59 PIECES \$59.75

Choice of 4 New Color Combinations in this New Style HOOSIER Which Do You Like Best?

Come in tomorrow and get for your kitchen the world's famous Hoosier kitchen cabinet, including 59 other useful articles. All for one dollar down! Choose the color you like best. Old Ivory, Venetian Green, Grey Enamel, or Golden Oak. Richly decorated in contrasting colors. Make this the start of the beauty kitchen you have always wanted.

2,000,000 Women O. K. the HOOSIER

In two million kitchen Hoosiers is the proudest possession. A faithful servant, a constant help and a beautiful addition to the home. Two million women have chosen Hoosier because it offers everything that could be desired in convenience; evening that it is possible to purchase quality; and because it is acknowledged—

The World's Finest Cabinet

Read over the 59 Hoosier features in the column at the right. Compare Hoosier point for point with any other cabinet you have ever heard of or seen. Then nothing but Hoosier will satisfy you—nothing but Hoosier should.

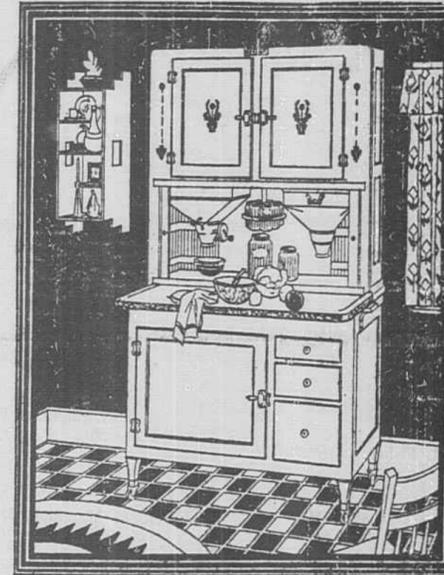
Stainless Steel

Twenty pieces—a tool for every purpose, bright, stainless steel that will not rust or tarnish. The apple green, octagon shaped handles have a marvelous finish that is both water-proof and crack-proof.

Dinnerware

Think of getting the 31-piece dinnerware set at absolutely no extra cost. It is made of finest imported and domestic clays. Fashionable Golden Maize, Colonial shape, colorful Nile Daisy decoration.

**You Get the HOOSIER
You Get the Glassware
You Get the Dinnerware
And the Stainless Steel Kitchen Tools**



59 HOOSIER FEATURES

1. Metal flour bin.
2. Glass flour level indicator.
3. Patented shaker sifter.
4. Cut-off on sifter.
5. Self-cleaning flour bin.
6. Flour agitator.
7. Revolving spice caster.
8. Seven crystal spice jars.
9. Spice jar labels.
10. Crystal coffee jar.
11. Crystal tea jar.
12. Aluminum screw lids on jars.
13. Metal two-ray sugar bin.
14. Cut-off on sugar bin.
15. Sugar scoop.
16. Guaranteed porcelain top.
17. Mottled edge top.
18. Top is fruit acid proof.
19. Top extends to 16 inches.
20. Uncluttered work space.
21. Top is buckle proof.
22. Removable roll doors.
23. Spacious dish cupboard.
24. Large food compartment.
25. Large utensil cupboard.
26. Pan rack.
27. Ball-bearing casters.
28. Ant-proof caster cups.
29. Sliding shelf in base.
30. Hardwood cutting board.
31. Cutlery drawer.
32. Utility drawer.
33. Metal bread and cake drawer.
34. Self-closing bread drawer lid.
35. Bread drawer support.
36. Three-ply drawer bottoms.
37. All panels three ply.
38. Three-ply backs.
39. Warp-proof construction.
40. Steel side supports.
41. Food chopper block.
42. Adjustable height legs.
43. Metal corner leg clamps.
44. Specially designed hinges.
45. Patented spring catches.
46. Nickel-plated hardware.
47. Hardwoods used throughout.
48. Easy access to all parts for cleaning.
49. Scientifically designed.
50. Upper cupboard interior enameled.
51. Dust-proof interior.
52. Rigid front frame construction.
53. Lock joint drawer construction.
54. Doweled front frames.
55. Thoroughly-seasoned woods.
56. Cabinet is 40 inches wide.
57. Triple coated enamel finish.
58. Colorful decoration.
59. Choice of new colors.

All for \$1 Down

Sale Starts Saturday, Oct. 5th
HOUSTON FURNITURE CO.
BREVARD, North Carolina

ROMANCE IN ROMAN RANGES AND OTHER HOME FURNISINGS

A Furniture Store Sees Many Instances Romance in Its Finest Beauty

PROBLEMS OF ALL HOME MAKERS INTERESTING

The Home the Finest Place in All the World, and Greatest Basis of All Civilization

Speaking of novels, love stories and movie plots, there is no other place in the world where romance in all its sweetest purity and sincerity of purpose is seen as that witnessed every day in a furniture store. The Home is the very foundation stone of all civilization, and the most sacred spot on earth. The selection of the furniture that is to go into the house, where a home is to be made and home-life enjoyed, presents all the elements of romance.

The man in the furniture store sees the couple come in for the selection of furniture that is to become a part and parcel of the home. To hear these people talk, plan, and compare, and pick, and choose, the furniture that is to fit a certain nook in the home, is one of the most pleasing experiences of a merchant's life.

Maybe it is a bedroom suite, or a dining room suite, or furniture for the parlor. Often it is nothing more than a baby bed that is wanted, yet in the selection of this little piece of furniture there is seen the tender mother-love in the eyes of the woman, the proud look of the father, as the little bed is selected upon which their precious babe is to sleep.

Floor coverings, even, offer a wide field of study, as the home-makers select coverings for the floors of the various rooms. It may be rugs for the parlor, squares for the bedroom, or linoleum for the kitchen, whatever the purpose or piece, the consultation held between the man and his wife present a picture of real beauty to the observant man who is waiting upon these home-makers.

Eager eyes of the good housewife light up in glorious manner when she arrives at the large display of Roman Ranges kept in stock all the time at Houston's Furniture Store. The Roman Range is an appealing part of the things to go into the real home. It is on the range that the faithful wife makes ready the meals for the husband who soon will come in from his work to enjoy the meal that his help mate has prepared for him. There is real happiness for the wife in the possession of a Roman Range.

The whole organization at the Houston Furniture Store is deeply interested at all times in the wants and wishes of the home-maker. There is always some one ready and anxious to serve the customers who come here, and it is one of the unchangeable rules of the Houston Store that the buyer must be satisfied. We invite you to this store, and assure you that it is a genuine joy to us to witness your enjoyment of the new furniture and furnishings purchased here. We feel that we have had a small part in making your home the house of pleasure and happiness that it is, and we are happy in your happiness.

MAJESTIC RADIO & BRINGS MUCH JOY

The great Majestic Radio, sold at the Houston Furniture Store, is one of the most important things in the home today. It brings with fine clearness of tone the excellent concerts given by the best talent in the large cities. The citizen in Transylvania county can sit by his fireside, with his family gathered about him, and enjoy the finest programs that are rendered in all the large cities.