

LIFT FOR A TOWN

An elevator eases split-level living

MUNICIPAL ELEVATOR WHICH RISES 130 FEET UP CLIFFSIDE IS ENTERED VIA PASSAGeway UNDER RAILROAD TRACKS



Built on a troublesome cliff which separates business and residential sections, Oregon City, Ore. (pop. 7,700) made a virtue of necessity when its old city elevator wore out. It put up a lift that is also a flashy civic trademark. Its popularity was overwhelming. In the first four days, it hauled 8,000 riders a day.

When
OVER-EATING
brings on
UPSET
STOMACH



**FOR QUICK RELIEF
GET
PHILLIPS' TABLETS**

Any time you overeat, remember this—you never know when it's going to cause upset stomach, gas, heartburn or any other symptom of acid indigestion. So be wise—carry a pocket-size tin of Phillips' Tablets with you wherever you go. That way, you're *always* ready for fast relief—no matter when or where acid indigestion comes along. As pleasant to take as candy mints, peppermint-flavored Phillips' Tablets are made from one of the fastest, most effective stomach sweeteners known—and bring almost instant relief from acid indigestion. 30 tablets—28¢.

PHILLIPS'
MILK OF MAGNESIA
TABLETS



Fits either sash or casement windows.



New! Automatic Twin-Fan Ventilator

Gives low-cost room cooling

G.E.'s Automatic Twin-Fan Ventilator has special control for temperature you like. Set it and forget it. Fan turns itself on and off automatically as temperature rises or drops. Here's truly low-cost room cooling—and no installation charge, either!

Easily Reversible!

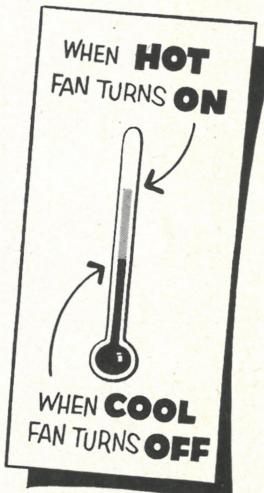
Draws cool air in—blows stuffy air out—both with maximum efficiency. Special mounting panel makes it possible to reverse fan effortlessly. Fits wide or narrow windows. Completely portable—easily carried from room to room.

G-E Fans as low as \$17.95*

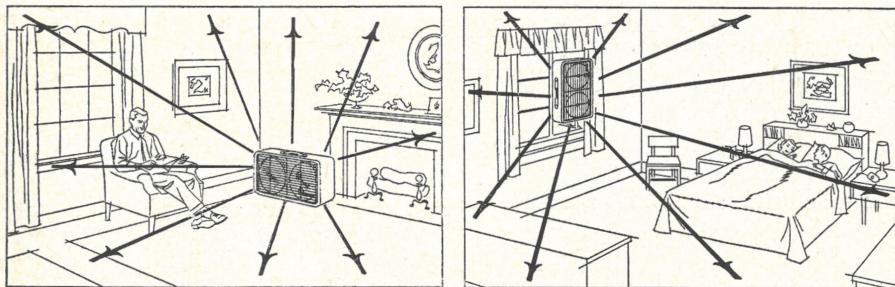
There's a G-E Fan for every cooling need—and prices run as low as \$17.95. G-E Fans sell out fast when it's hot... so buy a fan today and keep cool all summer long.

*Manufacturer's recommended retail and Fair Trade price. Automatic Blanket and Fan Dept., Small Appliance Division, General Electric Company, Bridgeport 2, Conn.

only
\$ **64 95** *



IT'S PORTABLE—DOES TWO COOLING JOBS!



BY DAY—A CIRCULATOR!

BY NIGHT—A VENTILATOR!

Progress Is Our Most Important Product

GENERAL  **ELECTRIC**



ATOP THE ELEVATOR, viewers on open platform look out on Willamette River (background). A furniture dealer's sign imitates the elevator's shape.