

**\$1,000,000.00**

**GEVURTZ**

**Portland's Biggest Furniture Store Going Out of Business**

Understand this thoroughly—we are not going out of business because we want to do so. We are forced out of a location we have occupied for several years. The greediness, the inconsiderate selfishness of a new tenant, who utterly disregards, ignores and casts to the winds the tremendous financial value to any firm of a permanent and well-known location, demands absolutely that we move out without any ceremony. We must move; there is no alternative. After thirty-two years of

constant, uninterrupted business success in the city which we have helped to build up, comes this abrupt and unwelcome demand to move. We wish the people of Portland to know that this is a bona-fide sale. There is no trumped-up excuse to inaugurate a big sale. You now have the facts. They are exactly as stated. We publish this advertisement with the full knowledge of the penalties provided for in the Oregon Statutes covering fraudulent advertising.

**THE PRICE OF EVERY ARTICLE—  
—IS REDUCED FOR THIS SALE**

Our method of reducing prices is simple. We do not go through our stock before this sale and mark every price higher and then reduce our prices from those figures. Those who have traded here for years know that our prices are always marked in plain figures. It is upon the basis of our **REGULAR PRICES** that we make our reductions. You know in advance, therefore, that these price reductions of ours are genuine and that on every article you purchase from us you make a substan-

tial saving. Everything is lower. Upon every item in our stock we have put a great big price tag. Upon the tag, in plain black figures, is the exact price of the article. In some instances we have cut the prices so low that they are dangerously near cost. Some reductions are fully 50%, while upon others there will be an even greater sacrifice. On such goods as steel ranges you will be amazed at our low prices, while upon staples of every description we have been unusually liberal in our pricing. The sale is on—visit us.

**SAME EASY TERMS OF PAYMENT PREVAIL**

There may be other sales during this one. Other dealers will try to drum up some excuse for a big sale. Remember, this is the **BIGGEST** sale in Portland



Deliveries of all goods purchased during this sale will be made as promptly as possible. If you have to wait a couple of days, pardon us.