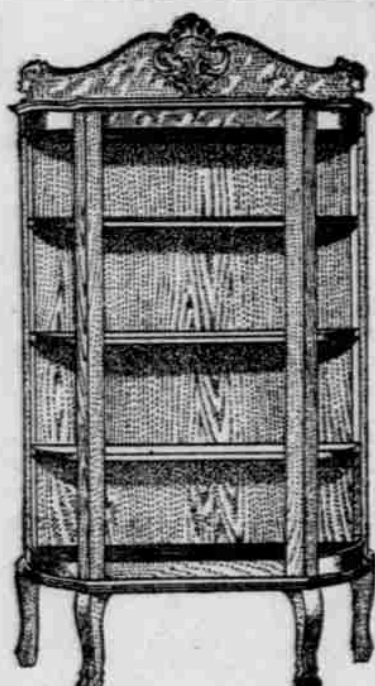


The Secret of Gadsbys' Success Is Common Horse Sense

We are very earnest in our declaration that this is the most sincere, the most modern and the most popular furniture house in Portland. We have it from hundreds of people who have shopped everywhere. We have it from hundreds of working men and women who never realized how high-class an installment furniture house could be until they came to us. We know it from the fact that our business within a few years has increased to enormous proportions, and that every person who opens an account expresses pleasure at quality, gratitude for the encouraging treatment they receive, and perfect satisfaction with terms of credit and prices of merchandise. Yet we claim no especial credit for this condition of things. It is the logical result of following the lines of least resistance and operating as sensible merchants should. We have simply made our credit system conform to the financial condition of the average man; we have stripped it wholly of its degrading features and given it a dignity that prevents the possibility of injury to any one's sensibilities. In other words, we have invested it with a co-operative human interest that makes it desirable and helpful. So far as courtesy is concerned, we would be false to the logic of success and the public right if we were anything else but courteous. And so far as prices are concerned, we are not desirous of getting rich quick, though our slight profit will eventually make us independent, for it will bring the public to us. Now you have the secret of our success, and it isn't such a secret after all.



This solid golden oak China Closet, bent glass ends, Gadsby's special price \$20



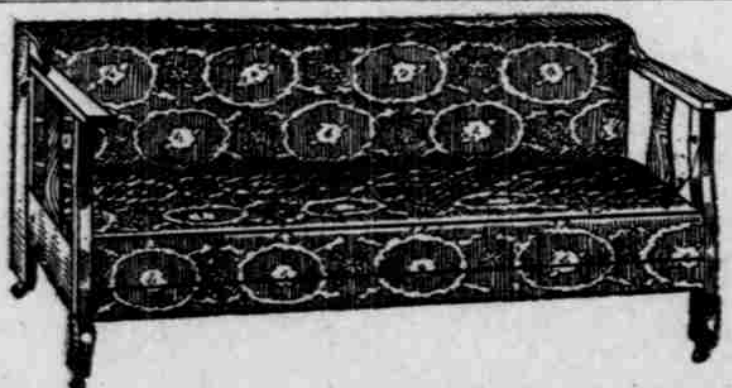
The Ice King Refrigerators are the greatest ice savers; cleanable and odorless, lined with charcoal, constructed in seasoned ash and oak; the shelves are adjustable and made of heavy galvanized iron, and will not mold or decay. The door is absolutely air tight when closed, and trimmed with solid brass hardware; woodwork finished a rich and attractive golden oak. Prices range from \$9.00 up.



COTTAGE BEDROOM—Furnished complete as follows: Bed, ivory enameled, \$5.00, Dresser \$15.00, Chiffonier \$15.00, Washstand \$6.50, Rocking Chair \$2.50; in white maple, golden oak, white enamel or maple finished in mahogany; Spring, Mattress and Pillows \$10.00, Smyrna Rug \$3.50; outfit complete, \$57.50 at Gadsby's.



Cottage Dining-Room Suit for light housekeeping, consisting of Sideboard, 6 chairs and 6-foot Extension Table; Gadsby's price \$24.25



Davenport Sofa Bed, exactly as shown in illustration, upholstered in A-1 velours with best quality of springs and guaranteed to keep its shape; back is adjustable, making a perfect full-sized bed. Gadsby's price this week \$22.00



Dining Tables, solid oak, quarter-sawn, finished tops, pedestal bases, extend 6 feet; regular \$30; Gadsby's price \$22.50

ESTIMATES FOR BRIDES AND GROOMS

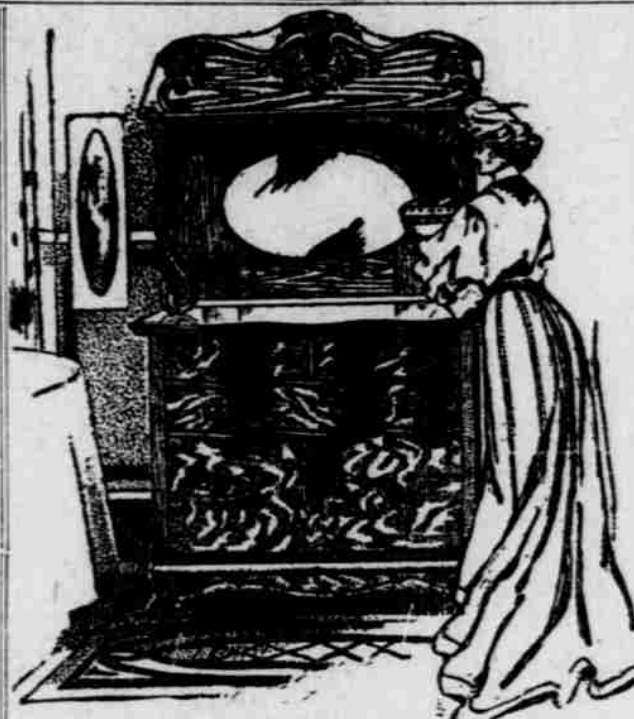
We will consider it a favor if you will let us submit estimates, showing, for instance, the total cost of furnishing all the rooms in the new little home, and also showing how very small the monthly payments will be. A request for such an estimate binds you in no way. We think it would be a very wise plan to come here, go carefully over our handsome stocks, select what you believe you would like and then ask for the estimate. We will show you figures that will actually surprise you. We will show a desire to hold your future good will by granting such concessions as you possibly do not dream of. And all this, mind you, pertains to our very best furniture, which, we know from experience, cannot be surpassed anywhere in quality, serviceableness and reasonableness of price.

CARPETS AND RUGS

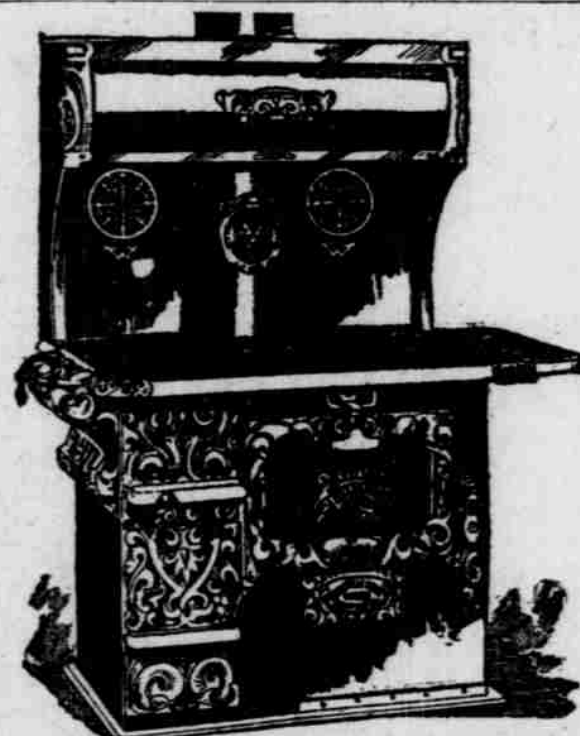
One of the largest assortments on the Coast. We guarantee quality, and prices as low as any legitimate house can sell them.

WILLIAM GADSBY & SONS (Inc.)

The Store That Does the Business THE HOUSEFURNISHERS Cor. First and Washington Streets



This Solid Oak Sideboard is 44 inches wide and 6 feet high, has serpentine top drawers; one drawer lined for silver; French oval mirror in back, handsome side-brackets and top shelf; special price this week \$20 GADSBY'S PRICE.



WE ARE AGENTS FOR THE ST. CLAIR STOVES AND RANGES, ALL ARE GUARANTEED FOR 10 YEARS.

RELIABLE RANGE—With high closet and duplex grate, spring balanced oven doors. This is a heavy, substantial and durable range, made of best quality cold-rolled steel—adapted for coal or wood, oven thoroughly braced and bolted—asbestos lined throughout—elaborately nickel trimmed—section plate top. Orders from country must be for cash—parties in town can buy one for \$5 down and \$5 per month. Gadsby's price.....\$27.50 IF NOT SATISFACTORY MONEY REFUNDED.

Everything in Stock to Furnish Throughout

REFRIGERATORS, GO-CARTS, LINOLEUMS, MATTINGS, CROCKERY, KITCHEN UTENSILS, LACE CURTAINS, PORTIERES, SHADES.

BOTTOM PRICES

Every-thing in Stock to Furnish Through-out.

Refrigerators, Go-Carts, Linoleums, Mattings, Crockery, Kitchen Utensils, Lace Curtains, Portieres, Shades.

BOTTOM PRICES

