



# I am at GEVURTZ

## A Significant Meaning

Refinement is best shown in the expression of taste. Those ladies, whose judgment is received in highest social circles as final, are included in the everyday gathering at "Gevurtz."

Back of all preference is quality, and in quality alone is recognition, favor and approval.

For thirty years this house has grown in the development of higher quality, until today it is favored with the largest patronage by far of any furniture house in the Northwest.

"Gevurtz" and "quality" have been so closely connected that, in all furniture discussions, they have the same meaning.

A stock of a half million, entirely devoted to the better furnishing of the home and to the better satisfying of our patrons.

Quality, Courtesy, Economy have long been the trade marks of this great, successful business and have made of this—

THE LARGEST FURNITURE HOUSE IN OREGON—THE BEST FURNITURE HOUSE IN THE WEST

### The Greatest of All Sale Announcements

# \$75 and \$85 Dressers—(72 of Them)—\$42.50

PEOPLE turn to the "Gevurtz" Sunday page with a lot of expectancy. Always some one high-grade article must offer itself at a tremendous reduction. This time it is Dressers, the finest in the land. When the adman mentioned his intention of running a sale on \$75 and \$85 Dressers and to slice them even below cost, to \$42.50, every salesman in the house exclaimed—What! They even routed the peaceful adman from his office, merely to express their opinion of his foolish ideas. But the sale is a matter of three days only—the windows are full of these beautiful Dressers—and tomorrow morning at the tap of eight, the greatest of all Dresser Sales starts on its three days' journey. NOTE—Mail orders on Dressers will be filled in the order they arrive up till Wednesday, night—no longer.

The Dressers have every convenience and every elaborate appointment possible to supply. Heavy French Plate Mirrors, Beautiful Hand-Carved Designs, Cut Glass and Metal Nobs, elegant finish.

SEE THE WINDOWS TODAY.

MONDAY—TUESDAY—WEDNESDAY

NAME THE TERMS THAT BEST SUIT YOUR CONVENIENCE, IN BUYING THE DRESSER

ELEGANT CONCEPTIONS IN RARE DRESSER BEAUTY

Every Value Represented, Guaranteed to be Actual and Real

\$85.00  
Vals.  
\$42.50



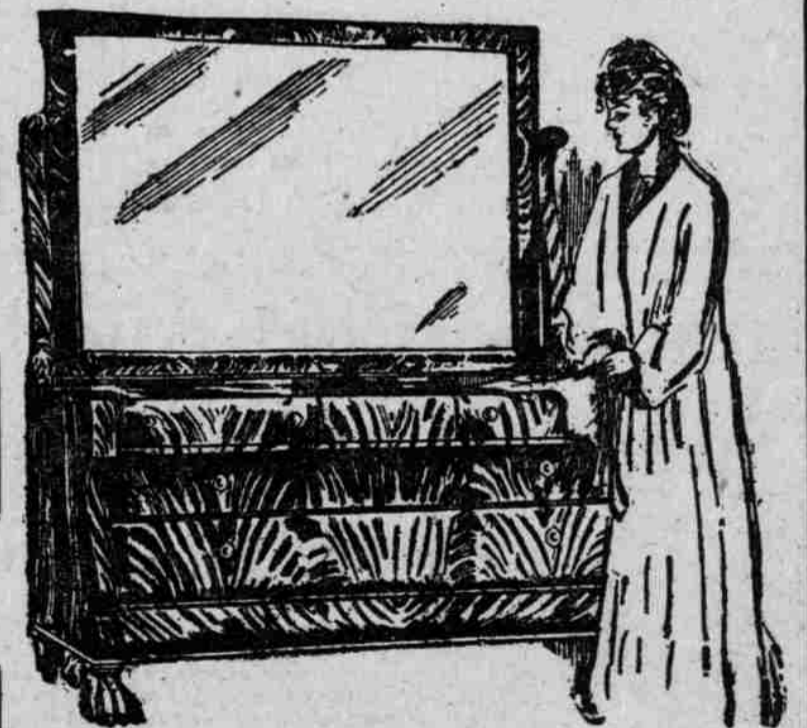
The Grandest Assortment Ever Shown in Portland, Sacrificed for Immediate Sale

72 EXQUISITE DRESSERS IN

SEE OUR 3-WINDOW DISPLAY OF DRESSERS

SOLID MAHOGANY  
GENUINE QUARTERED OAK  
BIRDSEYE MAPLE  
TUNA MAHOGANY  
GOLDEN OAK AND SILVER GRAY

ALL \$75.00 and \$85.00 VALUES



The Choice of All \$42.50

THIS GREAT SALE IS FOR THREE DAYS ONLY

Special New Showing of Draperies — The Coziest Department in Town

# I. GEVURTZ & SONS

First St. on Yamhill Street Second St.

Exclusive Agents for the Great "Eclipse" Range (15,000 in Portland) and the Economical "Eclipse" Heater

Out-of-Town Customers Find Much Satisfaction in Trading With Us by Mail