

THE TWO ALTERNATIVES

First: Hold up the prices and see business go by---
A Money Loss

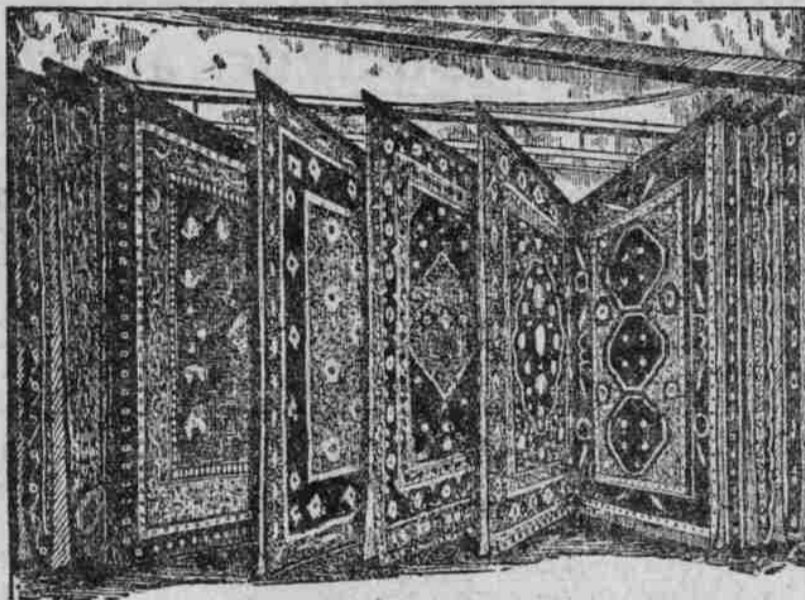
We've adopted the second alternative for our present day policy. The man who succeeds is the man who meets situations---the same of a business house. We meet the present momentary lull with prices that will throw imaginary gloom to its death, and we've the backing of all Oregon's representative citizens. Read the coming week's bargains.

Second: Cut away the prices and keep up the volume of business---
Still a Money Loss

Oregon's Largest Furniture House, Best Establishment in the West

Two Grand Days in Rug Selling (on the terms of your dictation),
All **\$50.00** Smith's Extra Wilton Seamless Rugs, 9x12 size - - - **\$32.50**

The richest, most exquisite and exclusive Rugs ever shown in Portland—these seventy-five extra Wilton seamless, floral and Oriental designs. Patterns that will appeal to every discriminating rug taste. Colors that harmonize and contrast into figures of rare and uncommon beauty

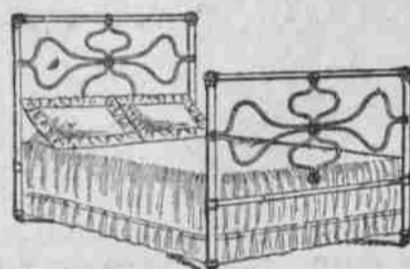


These are the highest grade of Wilton Rugs and afford a gladsome opportunity to the furnishers of new homes. We extend, in addition to the remarkable price reduction, the privilege of our most liberal credit—a small amount down, \$1.00 week

The best \$50 Rugs you ever looked upon. Monday and Tuesday **\$32.50**

CARPET DEPARTMENT—SECOND FLOOR

A Two Days' Sale of \$7.50 Iron Beds at (Monday and Tuesday) **\$4.50**



Exactly as Represented in This Cut

50 Iron Beds in white and colors; built strong and presenting a most attractive appearance.

The same beds sell at other Portland stores for \$9.00. For two days, Monday and Tuesday, the grand choice of all \$7.50 values **\$4.50**
Department on Second Floor.



An Advance Sale of Timely Xmas Needs

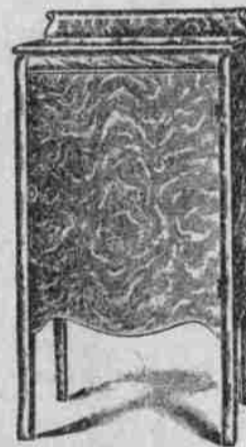
Music Cabinets and Ladies' Writing Desks. **\$6.95**
The two days, all \$10.00 and \$12.50 Desks.

What better, more appropriate holiday or gift at all times? Christmas gifts, when all purchased at once, loom up big. Buy them a little at a time, commencing tomorrow with one of these handsome desks. The variety affords a choice from quartered oak, birdseye maple, mahogany and weathered oak, and the grandest choice of all **\$6.95**

SEE THEM ON GROUND FLOOR

All **\$12.50** and **\$15.00**
Music Cabinets **\$7.50**

Another early offering for Christmas. The styles included are in the quartered oak, weathered oak and mahogany. The Cabinets will appeal to every music-loving taste, and the one choice for two days **\$7.50**
Department on Ground Floor.



Material Savings in the Drapery Department, 2d Floor, Sale of Feather Pillows

At Half

In addition to our regular Monday Lace Curtain Sales, we offer tomorrow an event of unusual importance.

Feather Pillows at Half.
Regular \$3.00 per pair values, each **75c**

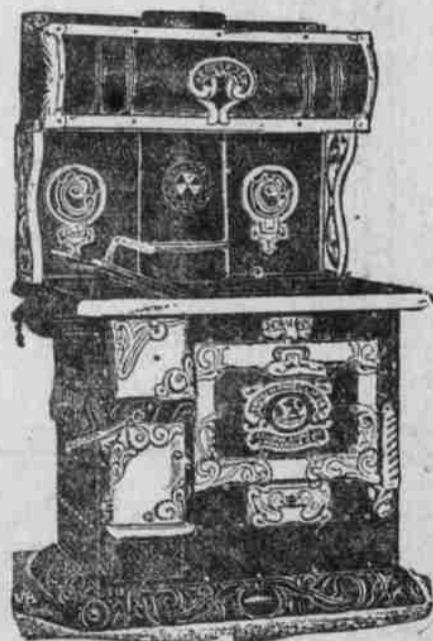
High-grade, strictly sanitary (odorless) Pillows with the best of fancy art tick coverings; weight, 7 lbs. to the pair. The regular selling price \$3.00 pair. Monday ONE-HALF, or, each **75c**
(Limited one pair to the customer.)

Elegant new showing of Scotch Madras Drapes for Monday patrons. Prices most reasonable.
NOTE—The Curtain Stretchers are here at last. All back orders being now filled.
Department on Ground Floor.



IN THE HOME OF FINE CHINA OUR BASEMENT SECTION 75c Turkey Platters 15c

Full 16-in. Platters in the semi-porcelain ware—exactly ten dozen of them for Monday. These 75c values. **15c**
No phone orders accepted.



Your "Eclipse" is Ready for Delivery Years of Reputation—Years of Guarantee

15,000 "Eclipse" Ranges in Portland. What stronger argument could we give? Step into any one of those 15,000 Portland homes and note the enthusiasm of the cook. "Eclipse" Ranges are the development to a degree of perfection the high art of stove utility. **Economical, Satisfactory, Everlasting.** "Eclipse" Ranges sold on our original terms of \$1 a week.

The high standard set by the "Eclipse" Stove Company in their great range is maintained in the wonderful "Eclipse" Heater—very justly called "The Stove of Choice." Someone once said, "An 'Eclipse' Heater will burn anything—but its lining." No waste, no smoke, no dirt—just heat.
"Novel 'Eclipse'" for coal. "Prize 'Eclipse'" for wood.

SOLD ON THE LIBERALITY OF OUR \$1.00 A WEEK PAYMENTS
Exclusive Ag'ts Great "Eclipse," for Portland



PROMPTNESS
ACCURACY
CARE
in the Handling
of
MAIL ORDERS

I. GEWURTZ & SONS

First St. on Yamhill Street Second St.

CATALOGUE
SENT
and Information
of Any Sort
Gladly
and Freely Given