

GEVURTZ FORCED TO MOVE SALE

by the landlord

by All Odds, Ever Inaugurated in
a---Every Item of Merchandise in
at the Greatest Price Reductions
e Begins Tomorrow Morning at 8 o'Clock

The GEVURTZ STORE is the oldest of its kind in Portland.
We have been in business, in this same vicinity, for THIRTY-TWO YEARS.
We are now doing the largest furniture business in the Pacific Northwest and have been for some time.
For many years, we have purchased in larger quantities than all other furniture stores in the city combined.
Our orders are placed with manufacturers direct, in carload lots, thereby saving tremendously, both in freight and price.
We started in business in a small store at Front and Yamhill streets, later occupying the entire corner, and then enlarging to include the opposite corner.
Then we moved to the southeast corner of First and Yamhill, also taking the corner of First and Yamhill, opposite. Our next enlargement was to include the entire block from First to Second street.
Our present quarters include a frontage of 75 feet on First, the entire block from First to Second and 100 feet frontage on Second, making this store the largest, in square feet, in the City of Portland.

We are now forced to leave our home, which we have occupied for so long, owing to lack of consideration on the part of a new tenant, who refuses, absolutely, to consider the tremendous responsibility involved in our going out of business, after so long a period.

We have concluded, therefore, to dispose of our entire stock, representing over \$100,000 in first-class merchandise, to complete a selling out proposition which eclipses, in value, any similar event ever inaugurated in the Pacific Northwest. Every article, of every kind and description, in our gigantic stock, goes without a question, in this great winding up of one of Portland's biggest merchandise houses.

THE MORAL IS PLAIN—BUY EARLY, WHILE THE CHOICE IS EXCELLENT—WE ARE CERTAIN THAT THE MATTER OF PRICE WILL BE PERFECTLY SATISFACTORY TO YOU.



These facts will amaze you---but they are true:

--- INTO THE NEW

LE DAYS.

set aside certain days for certain startling reductions on cash sale goods. boys, and others given over especially lines, it will be remembered that our TIME. There will not be a minute, ed with such VALUES AS YOU

andise Event Ever ns Tomorrow Morning

in to the largest piece of furniture, everything will be sacrificed. Those who are famil- we carry an enormous stock of the following goods. Post yourself on what you need AND HAS EVER KNOWN:

- CRIBS DINING CHAIRS CHILDS' CHAIRS COTTAGE CHAIRS MUSIC CABINETS KITCHEN CABINETS MIRRORS
- MOVES GAS RANGES SEWING MACHINES WRITING DESKS OFFICE DESKS SILVERWARE DAVENPORTS
- ING TABLES CENTER TABLES KITCHEN TABLES LIBRARY TABLES KITCHEN UTENSILS BED SPRINGS
- DIES' UNDERWEAR LADIES' SUITS LADIES WAISTS LADIES' COATS LADIES' DRESSES JEWELRY WATCHES

es to be quoted in this sale. No competition will be acknowledged throughout this great emendous quantities as we do. As none buy as we do, competition is out of the ques- Y OF YOUR ENTIRE LIFETIME. TAKE ADVANTAGE EARLY



REMEMBER

We have not courted the opportunity of foisting a sale upon the public at this time of the year. We are victims of the relentless, persistent, ever-lasting progress of Portland. While an unscrupulous landlord is our first cause of selling, we recognize a bigger and better future before us.



In this building, when completed, between Alder and Morrison streets, on Fifth, we expect to conduct the largest general merchandise business on this Coast. Here will be 12 SOLID FLOORS OF FURNITURE AND OTHER GOODS. This will become a tremendous institution of selling and buying capacity, approached by none in Western America. For the time being, however, WE WILL BE COMPLETELY OUT OF BUSINESS.