

28th Anniversary Grand Opening

Souvenirs
Music

Tuesday Evening, May 10th
From 7 to 10

Souvenirs
Music

You are cordially invited to attend a Grand Opening, Tuesday Evening, May 10, from 7 to 10 in honor of the completion of twenty-eight years in the furniture business in this city of I. Gevurtz & Sons. Souvenirs will be distributed throughout the evening. We want you to be our guests on this evening to see the beautiful lines of furniture, carpets and stoves we carry; to witness the wonderful progress we have made in the past twenty-eight years.

The Way We Sell Carpets, Shades and Matting



Other stores have solicitors who track you to your home and worry you to death to buy your floor coverings from them. We give our customers the benefit of the solicitors' salaries. We sell you carpets from 5c to 25c a yard lower than any store in the city. We have all the new and beautiful designs and colorings and we carry every standard grade.

11.90 Axminster and Velvet Carpets, for	\$1.50
11.50 Brussels Carpets best wearing carpet made	\$1.25
\$1 Brussels Carpets, a fine wearing Brussels carpet, yard	85c
\$1.15 All-Wool Ingrain, best wearing grade, yard	90c
90c Ingrain, extra heavy, fast colors, per yard	70c
75c Brussels, reversible, fast colors, per yard	49c
35c Lique Warp Matting, carpet patterns, per yard	25c
25c Matting, extra heavy grade, yard	15c

All carpets sewed, laid and lined free.
Window Shades made to order, lowest prices, best materials.



L. B. RIGGINS,
Head of Sales Department.

The aim of our salesmen is to courteously show each customer whatever they ask for, to quote them its price and leave them entirely free to do their own selection without any urging on the part of the salesmen. Our salesmen are instructed not to urge any customer to purchase. We are always glad to show you, whether you wish to purchase or not, and would be pleased to have you call at any time.



I. GEVURTZ,
Principal Owner and Sole Manager.

Twenty-eight years ago I started a small furniture store on Front street, having a total floor space of 2,500 feet. I handled at that time the cheapest furniture procurable. My total employees was one man. I have with pleasure noticed my business grow until today it is one of the largest in the city. I attribute my success to a continuous study of the wants of my customers. It is my aim to supply thoroughly honest goods at the lowest possible price. We have today a store extending from First to Second street, three stories high, having a floor space of 25,000 square feet, making it the largest home furnishing store in this city. We shall in the future try to deserve the patronage of the public and will at all times supply the best goods at the lowest prices.



MATTHEW GEVURTZ,
Creditman and Head of Office Department.

Our credit department is run on the most liberal plan. First, we allow our customers to make a very small payment down on their furniture—smaller than any of the so-called installment houses. Then, our prices on easy terms are exactly the same as for cash; in addition, if a customer happens to meet with misfortune and cannot meet his payments, we do not press them, but extend their time. We practically allow our customers to make their own terms of payment.

Eclipse Steel Ranges

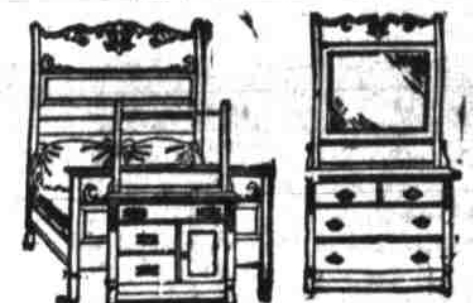
KING OF RANGES



The best in the world. Each range warranted to bake perfectly and not to crack by fire for 15 years—what more can you ask? Warranted perfect bakers and to last a lifetime. Body made of best polished steel, heavily lined with asbestos, covers and firebacks extra heavy. Our prices on these ranges are so low you are losing money if you don't buy one.

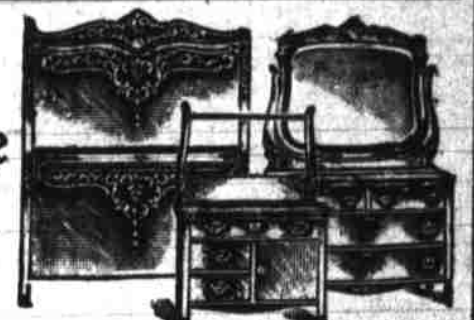
No. 8 Eclipse Steel Range, complete with high closet... \$35.00
4-Hole No. 8 Eclipse Range, oven 18x20 in., firebox 22 in. deep. This range is warranted 15 years. Other stores sell a range not nearly so good at \$27.50. Our price \$22.50 in addition we give you the privilege of paying \$1.00 down and \$1.00 per week.

A Great Sale of Oak Bedroom Sets and Dressers



A Solid Eastern Oak Suit, finest golden Oak, looks like quartered oak, beautifully finished, fine brass drawer pulls, bureau top 42x30 inches, bedstead 6 ft. 3 inches high, large French bevel mirror, 20x24—this suit is reasonable at \$30.00—our Great Special.....\$22.00
Dresser alone\$12.00

A Handsome Bedroom Set



In quartered polished golden oak, birdseye maple, or genuine Cuban mahogany, finest piano polish finish, full swell serpentine front, 24 x30 French bevel mirror—this suit sells at \$65.00—our Special Sale Price is.....\$49.75

A Magnificent Suit



A gem of the modern style, made in finest figured Cuban mahogany, piano polish finish, French bevel mirror 42x28 inches, large, massive bed, a beautiful set, regular price \$150—our Special Sale Price.....\$95.00



FRONT STREET, 1876 to 1880.



FIRST AND YAMHILL, 1887 to 1904.

SIX GIGANTIC BARGAINS FOR OUR GREAT ANNIVERSARY SALE THIS WEEK



Oak
Boot
Black
Stands

JUST LIKE CUT, THE THING TO BLACK YOUR SHOES ON AND KEEP THE BLACKENING THINGS IN, 16-INCHES HIGH, 11 INCHES WIDE, REGULAR \$2.50; OUR GREAT SALE PRICE,

90 Cts.

SWELL TABOURET

IN GOLDEN OAK, GOLDEN FINISH, A FINE TABOURET, WORTH \$1.50.



Special 69c



SOLID OAK MEDICINE CABINETS, 24 inches high, 19 inches wide; large mirror in front; adjustable shelves. Regular \$2.00.

\$1.10



500 GOLD PICTURE FRAMES, 22x17, inches. Just the thing for that unframed picture. Regular \$1.00; our great sale price,

35 Cts.



Solid Oak Plate Rack

WITH CUP ATTACHMENT, 32 IN. LONG; ONLY 25 LEFT, SO COME EARLY IF YOU WANT ONE. REGULAR \$1.50; SPECIAL,

59 Cts.

100 Fancy
Parlor
Cushions

STUFFED WITH BEST DOWN FEATHERS, FANCY DUTCH ILLUMINATED COVERS, DEEP FLOUNCE; REGULAR \$1.50, SPECIAL,

69 Cts.

Your Credit Is
Good. We Sell
on Easy Terms

I. GEVURTZ & SONS
173-175 First St. Homefurnishers 219-227 Yamhill St.

Make Your Own
Credit Terms
They Suit Us