

I. GEVURTZ & SONS Offer MONDAY—And All Week The Most Extraordinary Sale in the History of Portland!

Bargains Unprecedented! Values Unparalleled! Marvelous Reductions Among the Store Stocks!

IN CONJUNCTION WITH A MASTODONTIC

"MILL AND FACTORY SALE"

IMPORTANT!
That Wonderful Friday Sale!
What Shall We Name It?

We are mightily pleased with the response accorded our request for the public to suggest suitable names for our already famous FRIDAY BARGAIN SALE. You have kept Uncle Sam's postmen busy bringing us the replies for the past week, and yesterday we were "snowed under." Letters came thick and fast like snowflakes from New England's winter skies. It will be impossible for us to decide which is best among the thousands of names submitted without some consideration and time. A fair and impartial committee will be called on to help us decide, and the name settled upon will appear at the head of our announcement for next Friday's sale—in Thursday's Journal and Telegram and Friday's Oregonian—with the name of the winner of the \$10 in gold offered the one submitting the name chosen. Watch for the ad. Thank you very much for your interest, and the thousand kind wishes expressed in your letters.

I. GEVURTZ & SONS.

Our ambition to make Monday's and the coming week's big sale a record-breaker is your opportunity to secure values hitherto unknown. All Oregon, Idaho, Washington and California—and particularly Portland folk—should, in the interest of economy, attend this phenomenal sale! Here is offered AN AGGREGATION OF VALUES TO MAKE THE COMING WEEK THE BIGGEST IN OUR HISTORY! Hundreds of thousands of dollars of this season's best merchandise at lower prices than you have ever known! The unprecedented stringent state of the money market—the absolute scarcity of money—has forced many a manufacturer not only to turn their surplus stocks into cash but to anticipate their deliveries for the same reasons. In other words, many firms with which we placed large orders for Christmas goods asked us to take delivery now instead of two weeks later. The result is that many of the goods advertised today were really intended for Christmas trade—but they are priced now 'way below what they would have been in the ordinary course of trade. The benefit is yours—tomorrow and every day this week will be a mighty "Bargain Day." The opportunity presents itself to make your selections for Holiday Gifts now and pay far less money than later. That this will be the greatest sale ever known to Portland is an assured FACT at the very start, and all other sales will pass into history as insignificant when compared to this monster mill and factory sale event!



THE SCENE OF THE SALE

Marvelous Bargains to Tempt Economical Men Buyers of SMART CLOTHES

THE FAME OF THE GREAT VALUES WE ARE GIVING IN MEN'S

SUITS AND OVERCOATS

Has spread throughout the town. Everyone is talking about 'em and everyone comes pouring in every day. Hosts of funny, fastidious fellows who like to buy snappy and becoming clothes for little money. You may never get values like these again for this week again in a lifetime. We're in a position to offer these most advantageous bargains from the fact that we've accepted big shipments from manufacturers who had to raise ready money from their stocks, and come to big houses like us for it. Stores like the big Gevurtz establishment become "clearing houses" these days for the mills and factories—and it's all to your advantage. Read of the unusual opportunities. The garments are all new, all built along correct lines of latest fashionable models, all made in faultless workmanship—products of the master tailors, from authoritative style sources.

EXTRA SPECIAL!

MONDAY AND THIS WEEK

Men's \$18 Suits at \$8.85

Handsome tweeds, fancy worsteds and splendid serges, single or double-breasted models, plain woolsens, smart mixtures—a crackerjack line of suits reaching the \$18 values—special at

\$8.85

\$20 Suits for	\$11.85
\$25 Suits for	\$14.85
Men's \$18.50 Topcoats	\$8.85
Men's \$20 Topcoats	\$9.85
Men's \$25 Topcoats	\$11.85
Men's heavy \$18 Overcoats	\$11.85
Men's heavy \$20 Overcoats	\$11.85
Men's \$18 Cravenettes	\$8.85
Men's \$20 Cravenettes	\$9.85
Men's \$25 Cravenettes	\$11.85
Boys' 2-piece \$9.50 Suits	\$2.85
Boys' 2-piece \$10.00 Suits	\$2.85
Boys' 2-piece \$15.00 Suits	\$2.85
Men's \$2.50 Hats, late new blocks, choice for	\$1.45



Absolutely Astonishing!

You'll Be Dumfounded at These Values!

Come with your expectations set at highest pitch, we'll promise to more than fulfill the most extravagant anticipation you may entertain. These values have never been equaled in Portland by any woman's garment house. Read the story of these positively UNMATCHABLE BARGAINS IN

Women's Smart \$42.50 Street Suits at \$25.00

\$22.50 SUITS, \$12.50
\$4.50 JACKET SWEATERS, \$2.85
JACKET \$20 BOX COATS, \$11.50

THE SENSATIONAL SALE OF SUITS AT \$25.00

Smart, modish suits of this season's most favored models, and from famous makers, whose names are synonymous for fashion and correct style. Jacket and long-coated styles "built" from rich and handsome serges and broadcloths. A selection of colorings embracing black, blues, reds, browns and greens. Extraordinary values among the high-class suits up to \$42.50 (most stores sell 'em for \$50); special in the sale \$25.00 for

EXTRAORDINARY! WOMEN'S \$22.50 SUITS AT \$12.50

Splendid suits, adapted for shopping and work-a-day wear in store, office or 'round the home. Plain, tailored and trimmed models; oddments and endments from splendid selling lines; all sizes; \$22.50 values—special at \$12.50

\$20 BOX COATS, \$11.50

Very chic and jaunty jackets of handsome broadcloths in black and all the newest colors and shades favored by fashion. In loose, box models just in from the makers; very latest models; \$20 coats—special \$11.50

LADIES' \$4.50 JACKET SWEATERS, \$2.85

Handsome all-wool sweaters, in jacket styles; reds and white—special \$2.85



We Will Pay \$2500 to Win This \$500!

Housewives of Portland, Boost for Our City!
Let's Bring That Prize Home to Oregon!

An Exciting Competition Sale! Of the Famous "ECLIPSE" Ranges and Heaters

PORTLAND AGAINST THE CITIES OF THE UNITED STATES

The manufacturers of the "Eclipse" Ranges and Heaters offer annually a prize of \$500 in cash to the dealer selling the greatest number of their celebrated ranges. The competition is open to every house in the country selling this popular make of stove. Up to date I. Gevurtz & Sons of this city lead the country in the number of "Eclipse" Ranges sold since January 1, 1907, by over 300! We feel reasonably positive of winning the \$500 prize offered by the makers now; but, in order to make "assurance doubly sure," we are bound to sell 500 more ranges of "Eclipse" brand before January 1, 1908. As an extra incentive to range buyers to select this superior make, we make the following EXTRAORDINARY OFFERING: With every "Eclipse" Range sold before Wednesday, January 1, 1908, we will

Give Absolutely Free

ONE NICKEL-PLATED TEA POT
ONE NICKEL-PLATED COFFEE POT
ONE NICKEL-PLATED TEA KETTLE
Total value \$5.00

With the additional privilege of having your range sent home by paying us

\$1.00 DOWN AND \$1.00 A WEEK

There are today more than 15,000 "Eclipse" Ranges in use in the kitchens of Portland's prosperous homes. There are three times as many "Eclipse" Ranges being used in Portland today as any other make. There's a reason—many of them, in fact. Among others it saves you a big amount on your fuel bill, bakes quicker and better than any other range on the market. It is warranted for 15 years—and a dozen other reasons of superiority exist. It has no equal—it never will have. Ask 15,000 satisfied Portland housewives about their "Eclipse"—the proof of the pudding, etc. "Eclipse" Ranges \$35 up.

ONE DOLLAR DOWN AND ONE DOLLAR A WEEK



Furniture Values

Which Are Positively Unprecedented, Unparalleled and Unmatchable on This Coast.

Readers will kindly note that the items told of are not exactly like out used except when so stated. Outlets are used to illustrate the department where advertised articles are to be found.



PARLOR SETS

8-piece Parlor set in genuine mahogany, extra heavy verona upholstered, regular \$85 value—special at \$55.00
3-piece Parlor Set, mahogany frame, regular \$35—special at \$17.50
5-piece Parlor Set, mahogany frame, regular \$45—special \$22.50

BUFFETS

\$35.00 Golden Oak Buffet, our No. 179—special at \$19.50

100 More Regal French Wilton Rugs

OTHER STORES CALL 'EM

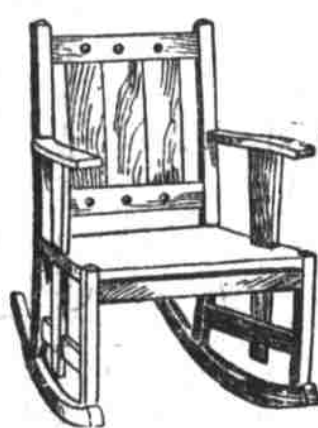
\$60 Values, Special at \$32.50

You may remember those magnificent Wilton Rugs we advertised some two weeks ago—they went from us to a hundred happy homes to quick-step music—disappeared like dew off the grass under the rays of the summer's morning sun. And now comes another shipment from the mills—another hundred. Our Mr. Clarence Wheeler, chief in charge of the big 2d floor Carpet Salons, has recently closed a most fortunate deal, which included the purchase of 100 very handsome seamless French Wilton Rugs. The rugs are 9x12 feet in dimension, made from the finest "Donski" worsteds, warranted fast colors, with extra high nap, which gives the rugs an exceedingly handsome, rich and velvety appearance. These rugs are shown in many of the leading carpet stores of the city at \$60, and well worth the money. However, as we bought, so shall we sell again to our customers. The rugs came to us at a little more than half their real value; they will go out to a hundred homes this week as they came to us—special at \$32.50

\$1 DOWN AND \$1 A WEEK

IMPORTANT SALE OF 600 CORDEMON CARPETS AT 40c
An event of much import to carpet buyers on Monday is a sale of the celebrated Cordemon Carpets, best 60c value ever offered by this or any other store, in reds, tans, greens and other rich, beautiful, solid colorings, at the marvelously low special price of, the yard—40c

NOTE—We cannot include making or laying at this extremely little price.



Chairs

ROCKERS

Special Mahogany Parlor Rocker, regular \$14.00 value, at \$6.50
Mission Rocker, in handsome golden oak, upholstered in genuine leather, Spanish leather seat and back, regular \$12.00 value—special at \$6.50

PARLOR CHAIRS

Lot 125-B—A handsome Turkish easy armchair, upholstered in chased leather, regular \$35.00 value—special at \$17.50
Lot 123—A handsome massive Mahogany Reception Chair—special at \$3.75

DINING CHAIRS

Genuine box-seat Dining Chair, our No. 419-1, regular \$4.00—special at \$2.50

HALL SEATS

Lot 275—Weathered Oak Hall Seat, regular value \$6—special \$3.50
Lot 257—Hall Seat, an extra value at \$4.50—special at \$2.50

DESKS

Genuine Birdseye Maple Writing Desk in the new open pattern, regular value at \$30.00—special at \$15.00
Lot 201—A handsome Quartered Oak Desk which sells regularly at \$10.00—special at \$7.50

CABINETS

Handsome \$15.00 Record Cabinet, built from beautiful golden oak—special at \$9.50
Elegant \$15 Mahogany Music Cabinet, with top drawer—special \$12

OIL PAINTINGS

A very exceptional bargain in beautiful Oil Paintings, choice of a variety of attractive subjects, set in handsome gilt frames—special at \$7.50



Dining Room Sets

A very beautiful Dining-room Set, consisting of china closet; six chairs, buffet, sideboard and extension table with table, 6 chairs, buffet, carved and china closet; a great value at \$400—special sale price \$195

A beautiful Golden Oak Dining Set, 6 chairs, china closet, buffet and table; an \$87.50 value—special for \$55.00

A pretty Dollar Tabourette, our No. 120—special for \$5.00

CHINA CLOSETS

A \$22.50 Golden Oak China Closet—No. 604—special at \$13.00
Our No. 608 China Closet, a \$40 beauty, built from handsome golden oak, with beaded glass fronts—special for \$25.00

HALL TREES

\$12 Hall Tree—No. 530—special at \$7.50
\$22.50 Hall Tree—No. 691—special at \$13.50

BEDS

Handsome, massive \$65 Brass Bed, of 3-inch tubing in rich, beautiful satin finish—our lot 550—special at \$49.00
Handsome "Napoleon" Bed, in oak, mahogany or rich birdseye maple, massive and elegant proportions—No. 640—special \$19.50

DRESSERS AND CHIFFONNIERS

Princess Dresser of genuine quartered oak—special at \$22.00
Princess Dresser of golden oak, in mahogany finish, regular \$19.50 value—special at \$17.50
Quartered Oak Chiffonier—No. 573—our regular \$18.50 value—special at \$13.50

Tempting Bargains in Basement House-Keeping Stocks

USEFUL GIFT THINGS FOR XMAS BUYERS AT FACTORY PRICES

Handsome \$2.50 Parlor Lamp \$1.45

Handsome Parlor Lamp, gives a brilliant light, a useful as well as handsome gift any housewife would be delighted with; splendid value at the regular \$2.50 price—special \$1.45

50c China Cuspidors 25c

Heavy China Cuspidors in pretty colorings, 50c values—special on Monday \$25c
Or 5 for \$1.00

No. 1 size Kitchen Lamps—special at \$2.00
Combination Mopsticks, can be used for mop or brush, regular 20c value—special for \$1.00

Decorated China Cups and Saucers

AT LESS THAN IMPORT PRICE
THE 50c AND 75c KIND ARE "TWO-BITS"

Beautifully decorated Cups and Saucers, dainty bits of delicate Austrian ware that are big sellers in our basement Crockery shops at 50c and 75c—in this great special sale at 25c

Tremendous Cuts on Watches, Clocks and Silverware

BUY THE XMAS GIFTS NOW!

HANDSOME \$7.50 WATCH, \$14.95
An elegant time piece and absolutely accurate timekeeper; ruby jeweled, finely balanced and perfectly adjusted; has a double hunting-case, genuine gold laid and very handsomely engraved; everyone of these watches are guaranteed for 20 to 25 years; Elgin, Waltham or Hamilton movements as you prefer. The best value at \$7.50 ever offered in the city—special Monday, \$14.95

\$1.50 "CUCKOO" CLOCKS, 50c

A novel and unique little wall clock, ornamental as well as a good timekeeper; just the timepiece for the sewing-room, library or den; good value at \$1.50—special at 50c

ELEGANT HOLIDAY GIFTS

Choose from a charming variety of handsome 4-piece Silver Coffee Sets; some gold lined; prices ranging from \$9.50 to \$15—in a special sale on Monday at

1-3 REDUCTION

TABLES

No. 413-C—Extension Dining Table, in genuine weathered oak—a very special value at \$9.50

No. 335-A—A handsome Quartered Golden Oak Extension Dining Table, regular \$15 value—special at \$9.50

No. 404-A—Handsome Golden Oak Dressing Table, which sells at a remarkable value for \$12.50

clat in this sale \$12.50



GEVURTZ & SONS

Portland's Leading Furniture and Furnishing House—Furniture and Department Stores

FIRST STREET YAMHILL STREET THRU TO SECOND