

This Sideboard \$35.00

\$1 Down, \$1 a Week
This massive Sideboard is like the cut shown above. The heavy French plate mirror is 18x40 inches; very substantial, pleasing in design and will add greatly to the appearance of any dining room; Mostly-hot-Air dealers would ask you \$50 for this article; Big Eastside Store price only... \$35.00

Who Really Does Sell the Cheapest?

That's what you are interested in. The man who buys of the local jobber a sample or two at a time, or the man who goes direct to the wholesale manufacturer and buys his goods at the lowest cash price in carload lots, obtaining thereby the lowest freight rates? Who can possibly sell the cheapest? One who carries only a \$2,000 stock or the one who has \$75,000 invested? Investigate and you'll find the first man's claims to be Mostly Air—"hot-air"—blown off to hoodwink the buying public. Who DOES Sell the Cheapest? All we ask is a fair inspection of our stock and prices. You'll find the stock occupying — not ONE SINGLE FLOOR — but four floors 100x100 feet in size. You have an opportunity here for a wider range of choice, and the goods are all marked in plain figures. Our prices are so low that there will remain no question in your mind as to who sells the cheapest. THE BIG EASTSIDE STORE invites your trade for cash or credit

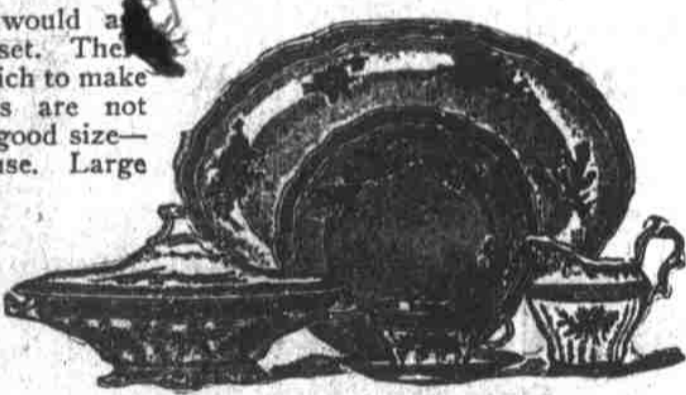


Large Dressers \$22.50

The genuine French plate mirror in this solid oak Dresser is 24x32 inches in size; the front and top are of beautiful figured quarter-sawed oak; front drawers are shaped in a very unique manner; large and roomy drawers, cabinet work of the best. A dresser that Mostly-hot-air dealers will price at \$37.50; but the Big Eastside Store price is only... \$22.50

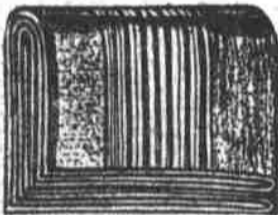
50-Pc. Dinner Set \$3.35

Mostly-hot-Air dealers would ask you \$8.00 for this fine set. There are five patterns from which to make your choice. The cups are not "skimpy" in size, but of good size—just right for every-day use. Large creamer, large sugar, large platter and covered vegetable dish in the set. Gold edges, floral decorations. Delivery at our convenience. No phone, no C. O. D. orders taken.

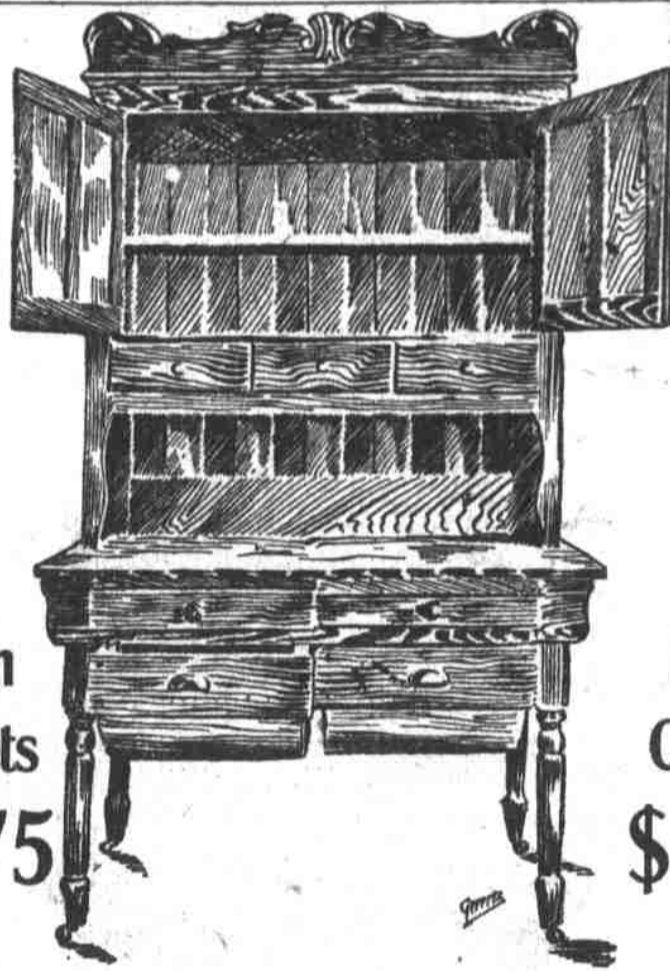


\$3.00 Comforters \$1.75

White laminated Cotton Filling, light and fluffy, handsome coverings, just the right weight for this Oregon climate. The real value of these comforters is \$3.00, and are so priced even in the largest department stores, but our system of buying often enables us to pick up bargains like these. We buy in large quantities for our hotel trade and obtain prices accordingly. Specially priced for this sale... \$1.75



These Kitchen Cabinets \$5.75



These Kitchen Cabinets \$5.75

You are familiar with this handy-kitchen help—"The Gem" Kitchen Cabinet. It has a full-size kitchen table, supplied with drawers, flour bins, boards, etc., and the spice drawers, shelving, etc., in the cupboard make it almost indispensable to the average kitchen. Mostly-hot-Air dealers ask you \$6.50 for these same cabinets, while the Big Eastside Store cash price is only \$5.75

This Is Only One Example — One Answer to the Question as to Who Can Sell the Cheapest

Large Rockers

Just Like Cut

OUR PRICE ONLY \$3.75

These very handsome Rockers are of large size, have high backs, back and roll seat are of polished quarter-sawed oak; very handsome, very durable and have just the right backward tip to be very comfortable; many rockers are weak at this point, but this handsome rocker guarantees restfulness as well as appearance; Mostly-hot-Air dealers will ask you \$6.50 for this rocker, if they have it, while the Big Eastside Store cash price is only... \$3.75

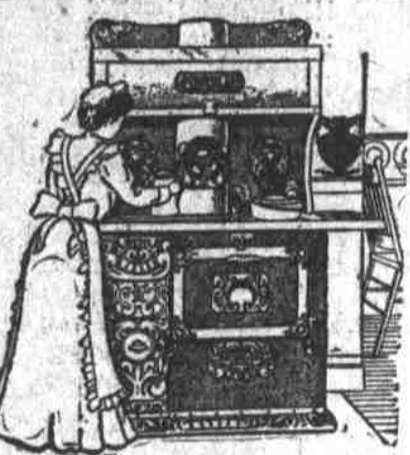


Smith's Superior Wilton Velvet Carpet, per yard 95c

You know what you are asked for this splendid grade of Carpet in other stores; you'll wonder how we can do it—sell it at 95c a yard; but nevertheless we are prepared to supply you this week with two elegant patterns in green oriental effects, cut off the roll at this price, per yard... 95c

Brussels 9x12 Rugs \$13.50

These fine Rugs are in floral and oriental patterns and are an extra good grade of Brussels Rugs; the designs are up-to-date and very pleasing in effect; a grand rug for double the price, and we quote a lower price for the same grade of rug than any other place in town; Mostly-hot-Air's price would be \$25, the Big Eastside Store cash price, only... \$13.50



PENINSULAR STEEL RANGE

Sold on Easy Payments \$1 a Week

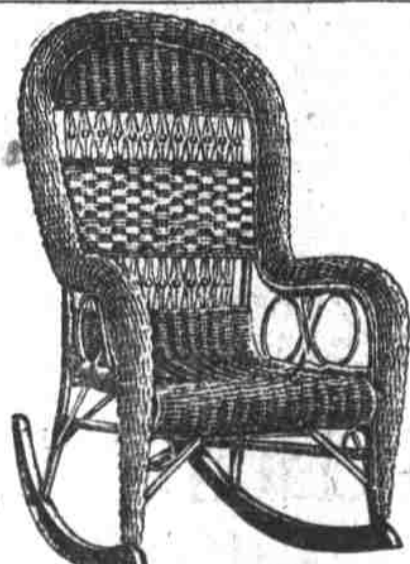
The Peninsular Steel Range needs no introduction to the people of Portland; thousands sold here in years past are still giving perfect satisfaction; prices from \$40 up.



Center Tables \$2.10

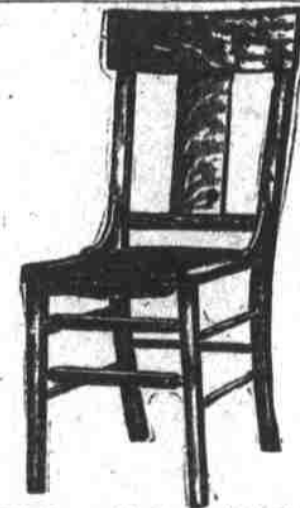
New, Neat and Nobby in Design. Tops 24x24-inches and shaped just like cut. Made in quartered golden oak and mahoganyed maple.

You'll admit that these are worth much more than we are asking for them, but we give you the benefit of a big special cut in price we've obtained by ordering a large quantity. Mostly-hot-Air dealers will ask you \$4.00 for these tables. Big Eastside Store price, only \$2.10



Reed Rockers \$2.75

These Reed Rockers are in the natural and also a variety of colors. No Rocker quite equals the reed for comfort—if you are looking for something restful. Mostly-hot-Air dealers ask \$5.00 for these. Our price, only \$2.75



Dining Chairs \$1.75

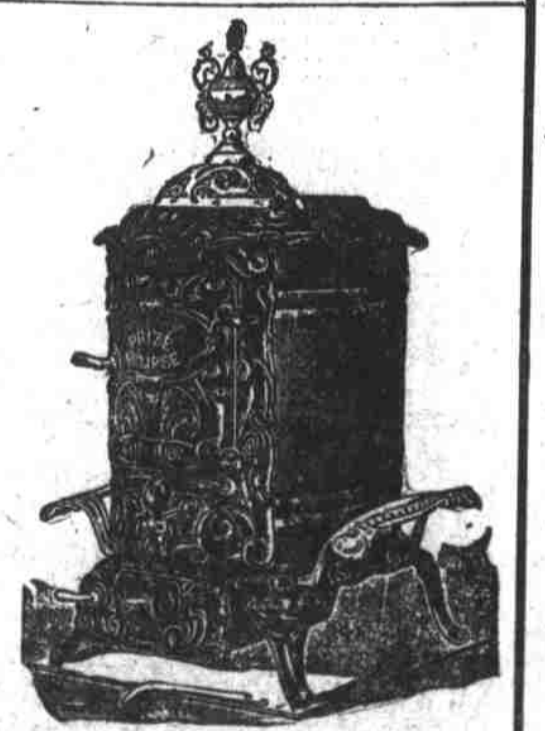
These Chairs are very serviceable. They are built for wear as well as look. Very neat and trim; just like the cut. Made with Pacific or golden oak finish. Mostly-hot-Air dealers ask \$2.50 for this chair; all you want at the Big Eastside Store, only \$1.75

FREE With Heaters A Big Special Offer

With every Heating Stove sold this week we give absolutely free the following:

- All the Pipe Needed Free—
- A Wood-Lined Stoveboard Free—
- Collar and Elbows Free—

Order your Heater at once and take advantage of this liberal offer. Prices from \$12.00 up.



Men's Suits

A fine line of Men's Suits in light and medium weights, in latest novelties and ever popular patterns. Also

Men's Hats, Shirts, Collars, Cuffs, Neckties, Hose & Shoes

In fact, all of the man's necessities in the line of wearing apparel. Sold for cash or on EASY PAYMENTS.

These Kitchen Treasures \$2.75

These Kitchen Treasures are a well known household article. They have all the breadboards, flour bins, drawers, etc., that usually accompany these Treasures. Mostly-hot-Air dealers ask you \$3.25 for these same Treasures; the big Eastside Store cash price is

Only \$2.75



Ladies' Suits

All the season's latest in Women's Wearing Apparel, priced much lower than the usual west side department store price. Visit our store and inspect the

Fine Fall Suits

We are now offering at the Big Eastside Store's low prices. We can also fit you out in the latest styles of hats from our Millinery Department at lowest prices for cash, or CREDIT IF DESIRED.



Big Eastside Store

Corner E. Burnside And Union Avenue. GEVURTZ BROS.