



Hints for the Holidays

Only Fifteen Days More

Only 15 more shopping days before Christmas—a very brief period for the great gift buying season. This store is splendidly ready—ample assortment of gift merchandise is shown in all sections. Do your shopping now—shopping early has two advantages. Many of the more distinctive novelties which cannot be duplicated are always sold at the season's beginning; more time for leisurely selection and greater comfort are assured.



Shop Early and Get the Very Best Goods

Selecting the Christmas gifts ought to be the most blessed part of the giving. It is in the selection of the gift that the loving, sympathetic thought is given. And this is the soul of the gift. All else is meaningless, dead matter. Fitting gifts can be selected only at leisure. There must be time to think of the ones for whom the gifts are chosen. There must be opportunity to examine many things and from among them choose wisely. The wise merchant has his Christmas goods in early. The wise buyer is on hand as soon as they are on display.

—Editorial Daily News.

And Now It's Christmas Present Time

"What shall I give, where will I most likely find something to please the one to receive?" And when you then think Christmas presents, we want your thought to be of this store, for this great store contains something that would please every member of your family and any of your friends. A piece of Furniture for some one—a Chafing Dish—a piece of Cut Glass—a Set of Dishes for another—a Reading Lamp—a pretty Rug for another—or something for the whole family. You'll find this store a great holiday center, where present buying is unlimited and where present buying money will go farthest. A visit will convince you that

The Big Eastside Store Is Prepared

To serve you promptly with the best and most timely merchandise at a marked saving in price.

Select and Reserve Christmas Gifts Now

Make a very small deposit on them and we'll keep them for you till wanted. Take our advice—make out your list and get this pleasant duty under way as speedily as possible; otherwise it may haunt you as a nightmare if put off until the last few days, when stores are overcrowded and it's hard to get properly waited on. Besides, the best things will be gone before the rush begins. The wise Christmas buyer is the early one and carries away the prizes. The later ones find only the things that have been much handled and often rejected. We positively guarantee to make all Christmas deliveries on time.

Massive Library Table, \$18.75

Exactly as shown in the illustration. This magnificent library table is without a doubt the greatest value ever shown. It is made throughout of solid oak, all quarter-sawn and is finished in a rich golden hand-rubbed and polished to a mirror-like brilliancy. The top measures 24x42, has large drawer, shaped under shelf and the legs are massively built of quartered oak, showing the beautiful flakes in the wood, the same as shown in the top. Do not overlook this bargain—a \$27 value for only

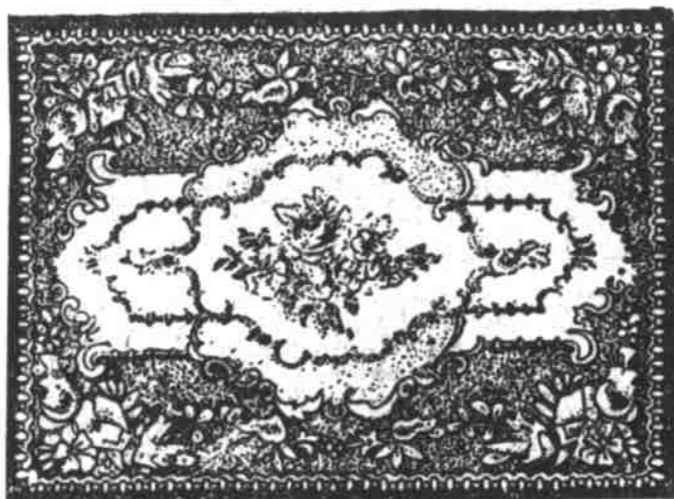


\$18.75

Our Xmas Gift to Customers

Do You Realize That It Really Is \$10 Free?

Well, you will realize the fact when you see the rug value we are offering you here. Genuine Smith's Axminster rugs, worth \$32.50 (just as surely as a \$20 gold piece is worth \$20), will be on sale this week at the Big Eastside Store for only \$22.50—ten big silver dollars less.



9x12 Smith's Axminster Rugs at Only \$22.50

Magnificent floral and oriental patterns. But once before this year have we been able to offer such a bargain in genuine Smith's Axminster Rugs. These will make superb Christmas gifts for somebody. We expect a big demand, and we have provided a big supply. Come and see 'em, for you'll want to take home with you one of those small

\$1.75 Smith Axminster Floor Rugs On Sale at Only 85c



\$60 Genuine Leather Rocker \$42

How delightful when you come home tired at night, to sink into the waiting arms of a comfortable, restful Turkish Rocker like this. Upholstered in genuine leather—the finest quality.

Notice the comfortable, roomy seat, the full, rolling arms, the wide, flaring back, and headrest, the solid, strong frame, and bear in mind that it is built with the finest tempered, strong-sturdy springs.

If you are thinking of getting a Turkish Rocker for Christmas, now is the time to buy, because you won't be able to buy any other rocker at this special sale price..... **\$42.00**

Solid Oak Dining Tables, \$25

An exclusive design representing perfection in Table manufacture. This Table is made throughout of solid oak and is thoroughly finished, being hand rubbed and highly polished.

The top measures 44 inches and extends 6 feet, the pedestal is 9 inches in diameter and is turned from a solid block of wood; the legs are massive and of an entirely new design, the entire leg being curved and having clawfeet. To appreciate the value of this Table it must be seen. Special, only **\$25.00**

Pay \$1.00 Down \$1.00 a Week



Mantel Clocks at \$6.25

Eight-Day Mantel Clocks, adamant finish, four marbled columns, gold perforated dial, cathedral gong, hour and half hour strike; warranted movements, with bronze ornament, complete, specially priced for Monday **\$6.25**

Nickel Alarm Clocks, loud alarm, regular \$8.00 clock, for Monday **\$5.00**



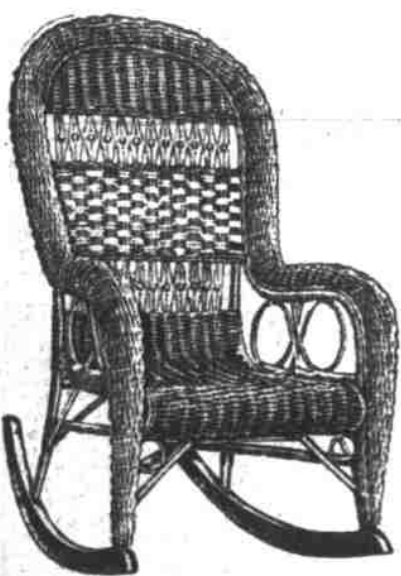
\$6.50 Reed Rockers Now at \$3.50

For room or porch this rocker will be found a decided favorite. The price conveys no conception of the real worth.

Substantially made, with unusually high back, strong rattan seat, roll arms and edge, well braced legs and easy rockers.

One of the best bargains we have ever offered in Reed Rockers—worth fully \$6.50, at the above low price.

Great varieties of easy chairs, dining room chairs, porch chairs, office chairs and chairs for the smoking room, den and parlor, in all the choice woods.



Fine Solid Oak Bookcases Only \$23

Sturdily made of well seasoned oak. Glass doors, adjustable shelves, which can be arranged in a moment to accommodate books of any height, and room on top for statuettes or other library ornaments.

Very carefully finished and polished and the price is unusually low.

Writing desks, reading tables, library chairs, magazine stands and every conceivable piece of furniture necessary for convenience and comfort of the well appointed library.



Mahogany Tables \$2.75

For the reader's quiet nook, for books, magazines or papers, for the parlor nook or any other place where smart tables are used.

Mahogany finished, shaped shelf below the 24x24 inch top, and gracefully formed legs, making an unusually pretty piece.

Specially Priced at \$2.75



Fine Solid Oak Buffets at Only \$18.95

NO. 179—This solid oak Buffet, well made, handsomely finished, with grand big plate glass mirror. It has carved claw feet, fancy French legs, paneled ends, neat carvings on mirror frame, top drawer lined for silverware, closets on either side, large drawer at bottom, finished in handsome golden oak, with brass trimmings and casters. A \$29.00 value.



A Steel Range for Dinner Set for Her

Your wife will appreciate a steel range for Christmas, especially if she is now forced to "peg along" with a castiron cookstove.

Make her heart glad by ordering the celebrated "PENINSULAR" Steel Range. Total cost will only be \$45 and you may pay for it on easy terms—\$1.00 a week.

We are "throwing in" a handsome 50-piece dinner set with all range orders received before Christmas. Better look into this.



An Excellent Gift for the Man

This article is the true type of the higher grade of the genuine Morris Chair. It is constructed throughout of selected quarter-sawn oak, showing all the natural flakes in the wood, and is polished to a mirror-like brilliancy.

The frame is exceptionally massive, having broad shaped arms, heavy hand carved posts, with claw feet, and hand carved cross-pieces.

The spring seat is built upon a guaranteed construction of oil tempered springs fastened to steel supports. The cushions are reversible and come in assorted patterns of figured velours. Chair has cast brass rod attachment and back can be adjusted to five different positions. Worth \$15, special this week, only..... **\$12**



Combination Cases, \$22

This Would Make Very Suitable Gift for "Her"

No. 201—Combination Bookcase and Writing Desk, just like the picture, in golden oak, fitted with pigeonholes, bevel mirror, etc. The greatest bargain ever offered in Portland in this line; regular \$25.00 values, Big East Side Store price only..... **\$22**

\$1 Down—\$1 a Week



Remember You Can Save Money

In buying from us. Our prices are most moderate on high class goods, and our constant endeavor in all departments to give you the largest measure possible for every one of your dollars you spend with us. Our "pay a little at a time" plan is for all who may desire its privileges.

Big Eastside Store

Corner E. Burnside GEVURTZ BROS. And Union Avenue.

Fancy Rock'rs for Christmas

We have just placed on show a superb line of fancy golden oak and mahogany rockers, ordered especially for the holiday trade.

For gift-giving you want something a little superior to the general run of rocker models, provided always that you are able to secure such at a moderate demand upon your purse.

We Have the Very Thing for About \$5

