

1880

A Few Suggestive Reminders

1909

Having Set the
Pace So Long,
We Shall Keep
the Lead

GEVURTZ was First to introduce installment selling in Portland—other dealers followed.
GEVURTZ was the First furniture dealer to install a Stove Department—others followed.
GEVURTZ was First to add a Sewing Machine Department—others followed.
GEVURTZ was First to add a Watch and Jewelry Department—others followed.
GEVURTZ was First to offer Saturday Special Sales—others followed.
GEVURTZ was First to add a Clothing Department—others are preparing to follow.
GEVURTZ was First to institute a 10 per cent profit basis for the hotel and rooming house trade—others followed.
GEVURTZ will be first to inaugurate other striking innovations and price reductions in the furniture business—can others follow? We shall see!

With Initiative, Energy,
Organization and
Abundant Capital We
Expect to Win



Pay \$1 Down, \$1 a Week

Nos. 647 and 650—Ask to see these numbers. They are beautiful pieces. Note the high canopy with mirror 8x36 inches. These closets are made of quarter-sawn golden oak, 6½ feet high, 44 inches wide, bent glass doors and bent glass ends, hand-carved canopy and stanchions, large claw feet, mirrors in back, large shelves; fit to adorn a mansion; priced to sell at \$85, but two very similar samples will be closed out at only \$49

We Start the New Year With Big Special Sale of Sample China Closets, \$85 Vals. for \$49

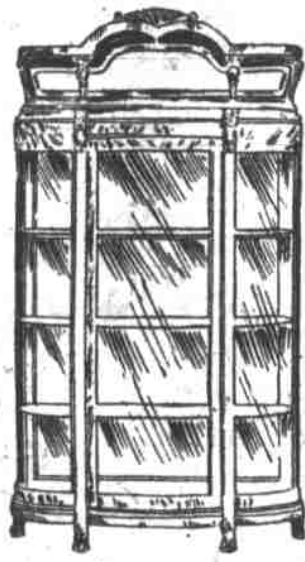
\$1.00 Down, \$1.00 a Week

Take a high grade China Closet for a Dollar. That's what this sale means. It is a tremendous bargain we offer today, consisting principally of a sample line of China Closets. Stock has been almost entirely sold out. In some of these Closets we have but a single one left and can obtain no more like them. Do you realize that this is a big snap? A chance to obtain a pick of some twenty high class pieces at less than the whole-saler's price? They are not damaged goods, but splendid stock that should bring \$65, \$75 and \$85 each. A half dozen are on display today in our First street windows. It'll be worth your while to drop around our way today and verify our high estimate of them—provided you are in the market for a high class article. The terms are so easy, too—just a dollar down, and a dollar a week.



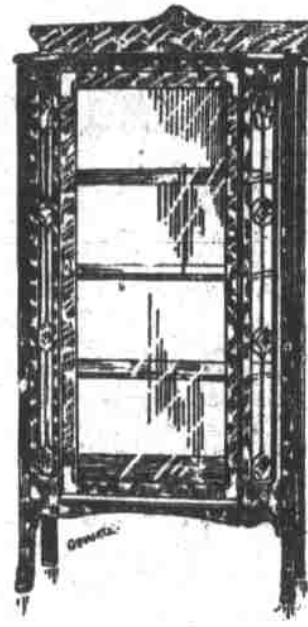
No. 210—Also a very handsome Closet in quarter-sawn oak, exhibiting beautiful quarter band-sawing; hand-carved top and claw feet; 6 feet high, 46 inches wide, topped with French plate mirror 8x36 inches in size, bent glass ends. Priced to sell originally at \$75, being the only one left, will close it out at \$49

Pay \$1.00 Down, \$1.00 a Week.



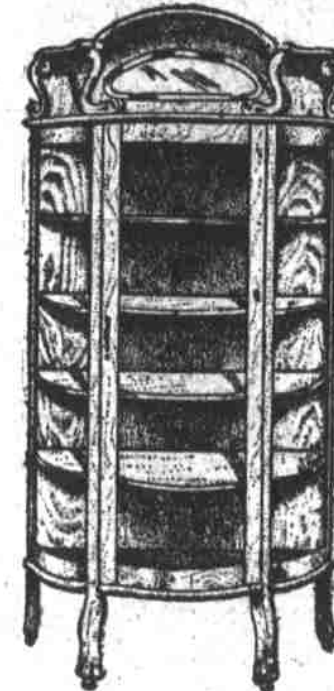
No. 450—Made of the finest selected eastern oak, quarter-sawn and perfectly constructed in every detail; top graced by French plate glass 7x34 inches in size, bent glass ends; 6½ feet high, 48 inches wide; large shelves backed by mirror. A closet that has always sold at \$65, but going at the uniform price of \$49

\$1.00 Down, \$1.00 a Week.



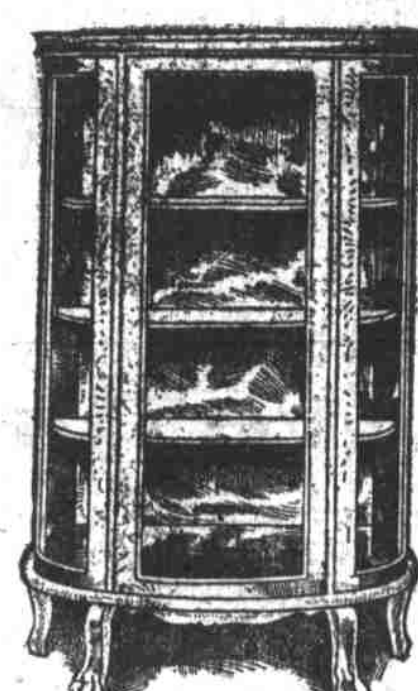
No. 235—A very artistic closet of solid oak in the Early English finish. The cut partially illustrates the beauty of the quarter-sawn oak stock, but cannot exhibit the effect of the art glass in the ends. This closet is 5½ feet high, 38 inches wide. A \$60 value, selling for \$49

Pay \$1.00 Down, \$1.00 a Week.



No. 648—Another large Golden Oak Closet, in finest quarter-sawn stock; 6½ feet high, 47 inches wide; canopy top, with French plate mirror, also mirrors back of 2 top shelves; bent glass ends and doors; carved top, canopy and feet. The cut does not do justice to the article itself. Worth \$75, selling for \$49

\$1.00 Down, \$1.00 a Week.



No. 270—Another Solid Oak Closet in the Early English finish; 6 feet high, 46 inches wide; bent glass ends, claw feet, simple in design, dignified in appearance; finish is particularly good in this closet. Worth \$65, but is last of the line and therefore listed to go at \$49

Pay \$1.00 Down, \$1.00 a Week.

Best Heating Stoves

With All the Pipe Needed Free



The "Prize" burns wood, has a heavy gray iron lining within the steel body, cast iron top and bottom, and is warranted for five years. Prices \$11, \$13, \$15.

Pay \$1 Down, \$1 a Week

The "Novel" burns either wood or coal, handsome nickel trimmings. Prices from \$10 up, and will be sold on the same easy terms.

There are other styles also, and all are guaranteed by the manufacturer.

The Great "Gevurtz" All Steel Range

Warranted for Fifteen Years.

QUICKEST BAKING RANGE BUILT

Satisfaction Guaranteed.

Sold on \$1.00 a Week Payments.

\$1 Down, 50c a Week



\$60
Sewing
Machines
\$25

This machine made in the best possible manner and by one of the foremost manufacturers in America, and guaranteed by him as well as by ourselves for 10 years' good service.

Solid dust proof case, 5 drawer, high arm head, improvement such as automatic bobbin winder, self-threading shuttle and tension release; a practically noiseless machine and ball-bearing; also a complete set of self-adjusting attachments in velvet lined case, book of instructions and 10-year guarantee with each machine.

Country orders solicited. Machines shipped to any part of the state on easy payments. Write for full description and particulars.

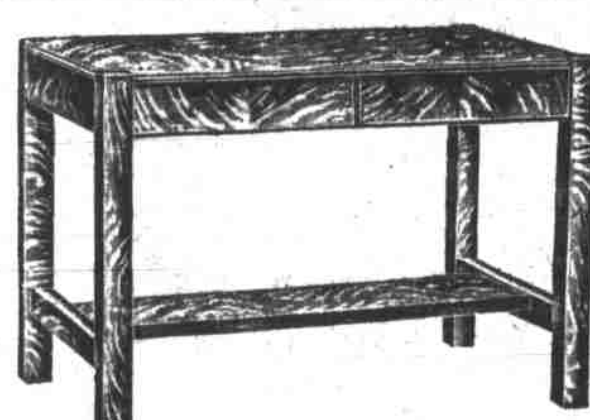
Watches and Jewelry

Are carried by us expressly to meet the demands of the installment trade, yet the cash buyer will find it profitable to purchase here. Our prices are lower than the high rent exclusive jeweler. You wear the article while you pay a \$1.00 a week, after making a small cash payment. You are welcome to credit.



"Gevurtz Sells Good Furniture Awfully Cheap."

Everybody is saying that. Did you ever stop to reason why—Gevurtz, with strong and abundant competition, is able to furnish nearly three-fourths of all the large hotels and rooming houses, and all Portland's theatres? It is in knowing how and where to buy and in securing the very lowest freight rates—sometimes shipping by train loads, never less than carloads. Your home furnished on easy payments.



No. 108—This weathered oak table is a sample of our price reductions in all our table stock. It is 48x28 inches in size, has shelf like cut, is made of the finest material and comes from one of the best Grand Rapids factories. The regular price of this handsome table is \$30. Special sale price \$22

Lamps Reduced One Third

Crockery Department, Basement.

The lamp buying season is now over and rather than carry a large stock over till next fall we shall endeavor to force sales by sweeping price reductions. You can well afford a new parlor lamp under our prices. Fine, large decorated globes, At burners, best brass and nickel work. Also hanging lamps. Inspect the values:

\$15.00 Parlor Lamps.....	\$10.00
\$12.00 Parlor Lamps.....	\$8.00
\$9.00 Parlor Lamps.....	\$6.00
\$7.50 Parlor Lamps.....	\$5.00
\$6.00 Parlor Lamps.....	\$4.00
\$4.00 Parlor Lamps.....	\$2.75



Special Sale Mitred Rugs



ONLY ONE TO A CUSTOMER
Carpet Department, Second Floor.
We are offering one hundred Mitred Rugs for Monday's selling—while they last—that will surely be appreciated by the lucky ones. These rugs are made up of border remnants and many of them measure one and a half yards square. High grade carpets are used—Bigelow, Axminster, Wiltons, Body Brussels, etc.; values to \$2.50 per yard. We could easily obtain \$1.50 to \$2.00 for them, but we put them out at the cost of making, each..... **75c**
Come early Monday morning for best choice. We cannot undertake to supply the demand in such sales as this.

"Sturgis" Folding Go-Carts

With Hoods,
Fold Like Cut,
Fine Steel Construction,
Nickel Trimmings.



\$10 — \$1 Down
— \$1 a Week

These are new arrivals—came in Thursday. Covered with best Boston leather; light and durable. Just what you want when traveling on the street cars. Also new "Tourist" Coats.

Clothing on Credit

You do not need all cash to purchase your new suit here. You are welcome to credit.

We guarantee perfect fit and wearing qualities of our garments. We aim to carry only the best obtainable goods for the money, and make our prices as reasonable as possible—a little lower usually than the exclusive clothier.

You should step in and inspect these new Fall Suits of ours, made after the very latest New York models, and exhibiting the highest class workmanship to be found in ready-to-wear apparel. Hand-made collars, hand-worked buttonholes, hand-shaped reinforced lapels, padded shoulders—in fact, they fit the average human form to perfection.

Make a Small Cash Deposit Then Only \$1 a Week

The Newest and Best Clothes Productions Assembled Here

Midwinter and advanced spring styles are arriving daily.

If you are looking for something really NEW and GOOD—up-to-date and classy—you should see our new Suits for ladies—youth and old.

We show our NEWEST advanced goods as well as the current or passing styles. We sell you just what you want. Big cut in prices on Fall Suits—we meet competition wherever found.

Remember, "your credit is good" here. Select your Suit, Cloak, Skirt or Waist and pay a little weekly or monthly.

GEVURTZ

First and Yamhill & SONS Second and Yamhill