

GIGANTIC
\$100,000

GEVURTZ

FORCED TO
MOVE SALE

Checkmated by the landlord

CONRAD P. OLSON
 ATTORNEY AT LAW
 1000 COMMERCIAL BUILDING
 PORTLAND, OREGON January 31st, 1912.

TO T. Gevurtz and Sons, a corporation, Isaac Gevurtz, and Phillip Gevurtz:-

YOU AND EACH OF YOU are hereby notified that Joseph A. Stronbridge estate company, an Oregon corporation, has entered into a written lease with J. Fudelman of Portland, Oregon, to those certain premises situate, lying, and being in the City of Portland, Multnomah County, and State of Oregon, belonging to the said Joseph A. Stronbridge Estate Company, and more particularly bounded and described as follows, to wit:-

Lot 4, Block 14, City of Portland, with a certain brick and stone building on the same known as 175-176 First Street; and Lots 5 and 6, Block 14, City of Portland, with a three story brick and stone building on the same known as Nos. 227-228-229-230 and 231 Yamhill Street, and No. 160-170 and 172 Second Street; and a certain two story brick building on 227 Yamhill Street and located on part of Lot 4, Block 14, City of Portland, said buildings and basements and cellars connect with the same."

Said lease commences on the beginning of the 15th day of June, 1912, and

YOU AND EACH OF YOU, are hereby notified to vacate and quit said premises before described on or before the beginning of the 15th day of June, 1912.

J. Fudelman
atc. J. Fudelman



Read This Letter--
It Tells The Story

The Biggest Furniture Event, by All Means, Ever Inaugurated in the History of Western America--Every Item of Merchandise in our \$100,000 Stock to Be Sold at the Greatest Price Reductions Ever Known in the Pacific Northwest--Sale Begins Tomorrow Morning 8 o'Clock



These Facts Will Amaze You
But They Are True

Note the
Flight of the
Arrow--
on the Move

OUT OF THE OLD INTO THE NEW

CERTAIN SALE DAYS
 During this marvelous sale, we will, from time to time, set aside certain days for certain lines of merchandise. At other times we will make startling reductions on cash sale goods. There will be days for the women, days for men and boys and others, and for the children. While these days will feature special lines, it will be remembered that our **ENTIRE STOCK IS ON SPECIAL SALE ALL THE TIME.** There will not be a minute while we are selling out that you will not be confronted with such **VALUES AS YOU HAVE NEVER KNOWN BEFORE.**

The Greatest Merchandise Event Ever Known in Portland Begins Tomorrow Morning

This mammoth sale will include every article in our \$100,000 stock. From the smallest pin to the largest piece of furniture, everything will be sacrificed. Those who are familiar with our store will know what this means. To those who do not know, we suggest that they carry an enormous stock of the following goods. Post yourself on what you need and take advantage of **THE BIGGEST SELLING OUT SALE THAT PORTLAND HAS EVER KNOWN!**

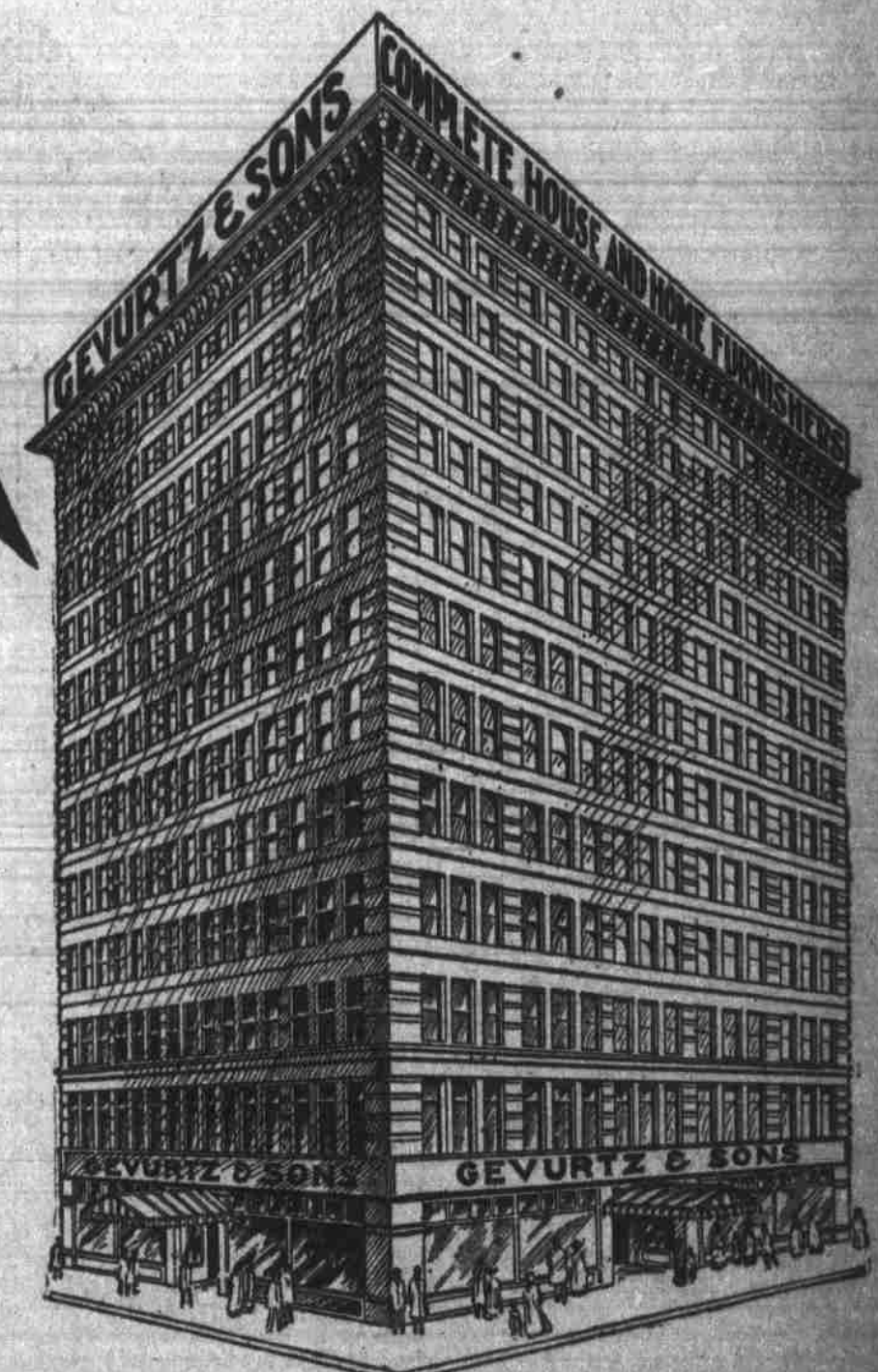
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|----------------|-------------------|------------------|--------------------|-----------------|------------|---------------|------------------|-----------------|-------------------|
| BRASS BEDS | CHINA CLOSETS | KITCHEN CABINETS | CURTAIN STRETCHERS | RANGES | DAVENPORTS | BUFFETS | KITCHEN TABLES | SIDEBOARDS | LADIES' UNDERWEAR |
| IRON BEDS | CRIBS | CARPETS | GLASSWARE | STOVES | COUCHES | COSTUMERS | LIBRARY TABLES | LADIES' DRESSES | LADIES' SUITS |
| PARLOR SETS | DINING CHAIRS | LINOLEUM | CHIFFONIERS | HEATERS | DRAPERIES | REFRIGERATORS | BED SPRINGS | MEN'S OVERCOATS | LADIES' WAISTS |
| PARLOR CHAIRS | CHILDREN'S CHAIRS | MIRRORS | WRITING DESKS | GAS RANGES | BEDDING | PLATE RACKS | KITCHEN UTENSILS | MEN'S CLOTHING | LADIES' COATS |
| ARM ROCKERS | COTTAGE CHAIRS | GO-CARTS | OFFICE DESKS | SEWING MACHINES | MATTRESSES | DINING TABLES | PORTIERES | LADIES' FURS | WATCHES |
| SEWING ROCKERS | MUSIC CABINETS | CURTAINS | SILVERWARE | | | CENTER TABLES | COUCH COVERS | LADIES' HATS | JEWELRY |

Not a single thing is reserved in this sale. Previous prices will have no bearing on the prices to be quoted in this sale. No competition will be acknowledged throughout this great clean-up, for there can be no possible competition, except between those who buy in such tremendous quantities as we do. As none buy as we do, competition is out of the question. **THIS IS THE GREATEST HOUSEHOLD BUYING OPPORTUNITY OF YOUR ENTIRE LIFETIME. TAKE ADVANTAGE OF THE EXTRAORDINARILY LOW PRICES WE ARE OFFERING AND COME HERE EARLY.**

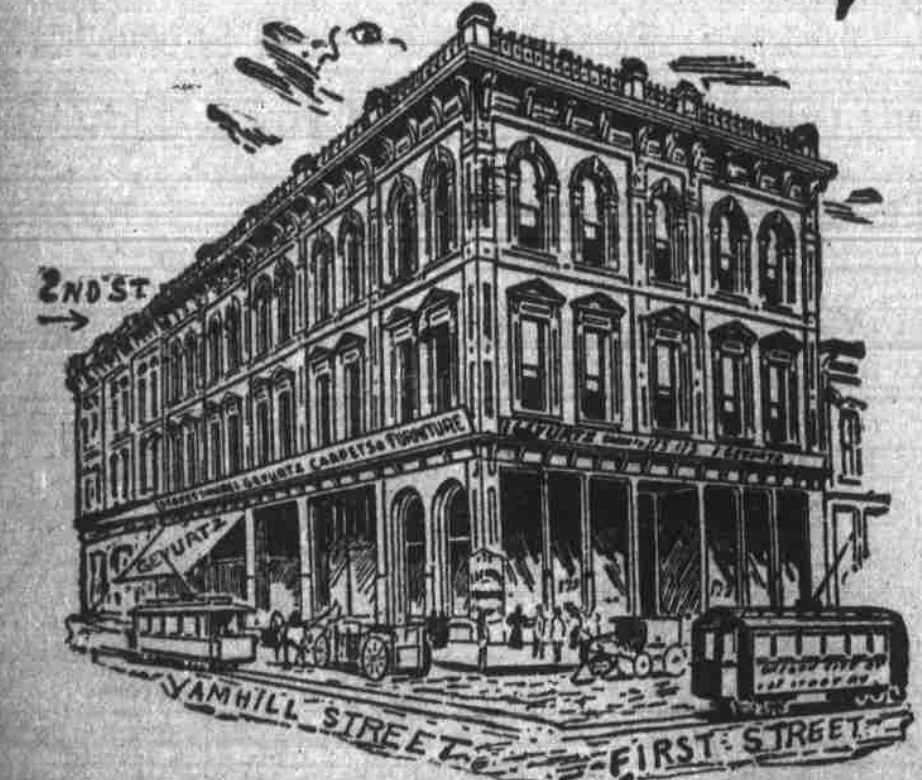
REMEMBER This sale is unique. It enforces upon us the unpleasant necessity of **GOING OUT OF BUSINESS.** It compels us to **SELL OUT.** It embarrasses us, one of the oldest, biggest and best known firms on this coast; to be known as the plaything of an inconsiderate tenant. We will make the best of it.



REMEMBER We have not courted the opportunity of foisting a sale upon the public at this time of the year. We are victims of the relentless, persistent, everlasting progress of Portland. While an unscrupulous landlord is our first cause of selling, we recognize a bigger and better future before us.



In this building, when completed, between Alder and Morrison streets, on Fifth, we expect to conduct the largest general merchandise business on this coast. Here will be 12 SOLID FLOORS OF FURNITURE AND OTHER GOODS. This will become a tremendous institution of selling and buying capacity, approached by none in Western America. For the time being, however, **WE WILL BE COMPLETELY OUT OF BUSINESS.**



In this building we have established the largest furniture business of the Pacific coast. We have occupied this place for a number of years, and we are now forced to leave it under circumstances which force the liquidation of all the stock we carry. Reserve the purchase of any furniture you may need until you call upon us for the last time in the old place, **FIRST, SECOND AND YAMHILL STREETS.**