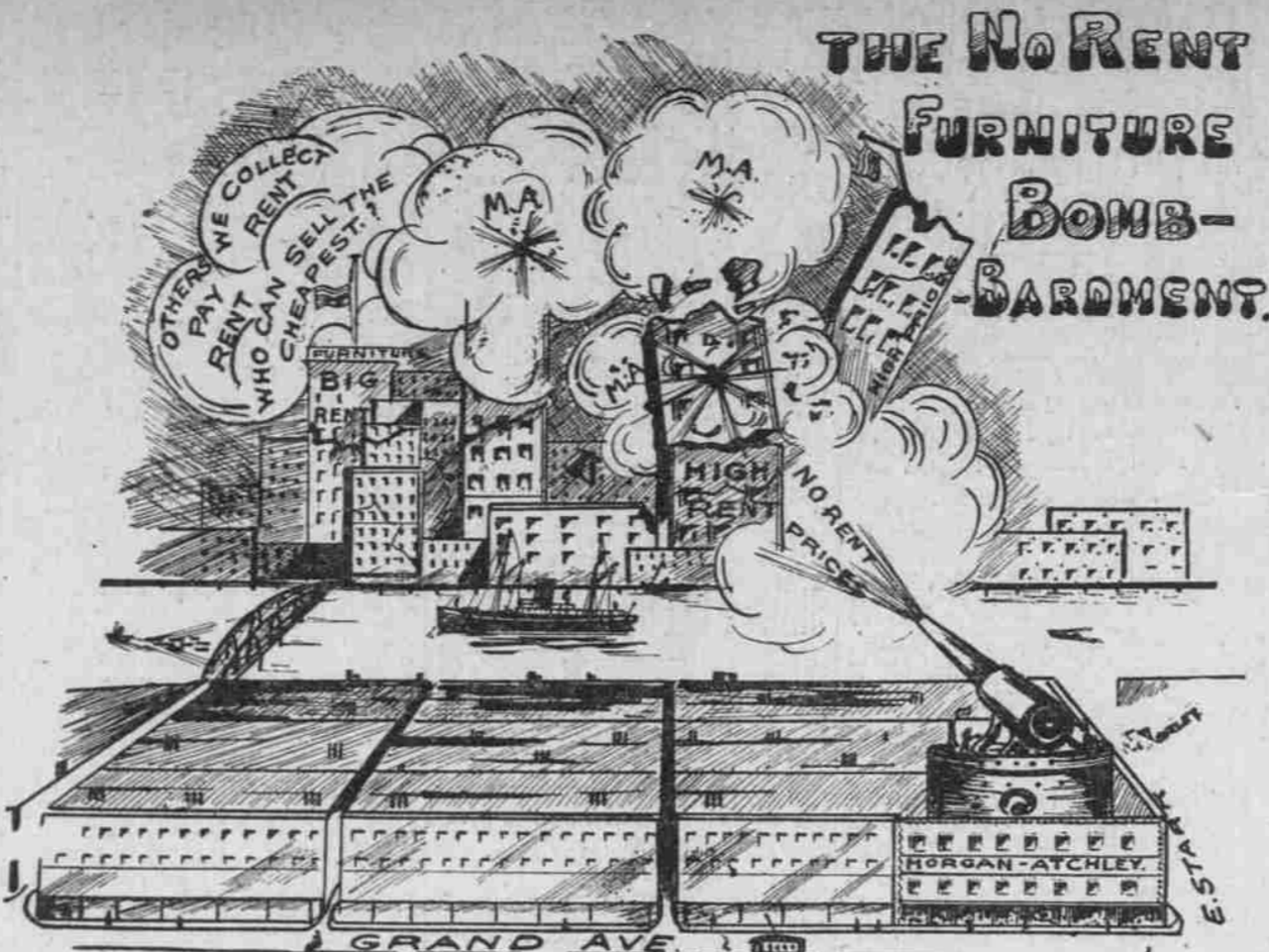




# Furniture Prices All Shot to Pieces!

**We Are Fighting the People's Battle, and the People Are Standing by Us Nobly**

Early in the year, when we opened fire on "skyscraper prices," we little dreamed that we would win such a complete victory. WE KNEW FURNITURE HAD NEVER BEEN SOLD IN PORTLAND AT SUCH A LOW FIGURE, but we knew that the people must be convinced of this fact, and the fondest hopes we then entertained are far behind our present actual realization. The business we have done exceeds our fondest expectations by thousands and tens of thousands of dollars.



# Hard on Dealers But Good on Buyers!

**We have Revolutionized Furniture Prices in Portland, and the Public Has Shown Its Appreciation**

Our business has been the ONE BIG SUCCESS OF THE YEAR. Our trade has come from all parts of the city. WEST SIDE CUSTOMERS SPEND THOUSANDS OF DOLLARS AT OUR STORE EACH MONTH. We have actually saved our customers at least \$25,000 this year, which means that hundreds of homes have been fitted up much more elaborately than they would have been had we not been in business.

# The Latest Type of Modern Artillery Smashes High-Priced Fortifications Like Egg Shells

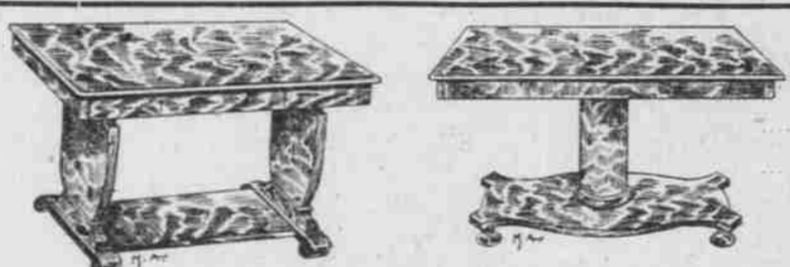
For years PEOPLE REBELLED AGAINST FURNITURE PRICES IN PORTLAND, but felt entirely helpless. It was our good fortune to solve the problem of GIVING THEM RELIEF in a mutually profitable manner. To pay big rents and undersell others was impossible; to own our store would partially solve the problem, but not entirely, as interest and taxes must be reckoned with. We purchased one-fourth of a city block on the East Side, where business property is cheaper, and erected a large four-story building. We occupy one-half of this building; the income from the other half covers interest, taxes, etc. It puts us IN A CLASS ENTIRELY BY OURSELVES. We can make legitimate profits at prices that would put others out of business—because

## OTHERS PAY RENT, WE COLLECT RENT ON HALF OUR OWN BUILDING WHO CAN SELL THE CHEAPEST?

When the above picture was printed, early in the year, the Big Price Boys were just waking up to the fact that we were an important factor in the furniture market, and every effort has been made to discredit us, but the people were too "knowing" to be fooled. The Big Price Boys naturally try to prove that their prices are low; but the public knows they must pay big rents, which the customer must assume. The Big Price Boys also constantly convict themselves by selling at double the cost of furniture—by advertising "specials" at half price. Now, WE NEVER MARK GOODS HIGH ENOUGH TO PERMIT MORE THAN A 25 PER CENT "SPECIAL" REDUCTION—hence people have learned this is the place for all regular trade—all complete outfits—we have been swamped with business



**Big Snaps in Library Tables**



These cuts illustrate three patterns of Library Tables that we have placed on special sale at \$8.00 each—there are others. When you see them you can hardly believe your eyes. If you know ANYTHING AT ALL about values—even a "LITTLE, WEE, TINY BIT"—you will want to pinch yourself to see if you are dreaming. They are well finished, and tops are 26x42 inches and 28x46 inches.

### How It All Comes About

Through a misunderstanding an Eastern factory shipped us different tables from those ordered, and in the adjustment we were given a large special discount. So, in putting them on special sale without profit, we are actually selling Library Tables at less than the regular factory price. A BIG SNAP AT \$8.00.



**\$15.75—Sleepy Hollow Rocker, quarter-sawn oak frame, best No. 1 leather seat and back; most comfortable rocker made, special...\$15.75**



**CARPETS AND RUGS**

### Special!

Oriental patterns in all-wool three-ply Carpet, 27c a yard—sewed, laid and lined. Regular \$1.00 per yard. Something entirely new, all wool and a yard wide.

- 9x12 Ingrains, all wool Rugs ..... \$7.50
- 9x12 Pro-Brussels Rugs ..... \$8.00
- 9x12 Ten Wire Tapestry Rugs ..... \$15.00
- 9x12 Smith Axminster Rugs ..... \$22.50

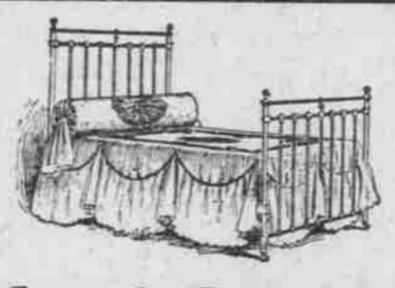


## 25 Per Ct. Reduction On All Odd Chifferoniers

- This \$13.25 plain Oak, special at ..... \$10.00
- \$20.00 Tuna Mahogany, special at ..... \$15.00
- No. 148—Large \$25.25 quarter-sawn oak ..... \$19.00
- No. 152—Large \$25.00 quarter-sawn oak ..... \$18.75
- No. 137—Beautiful \$26.50 Mahogany ..... \$20.00



No. 415—Genuine oak Dresser, best workmanship, mirror 14x24. Special ..... \$10.00



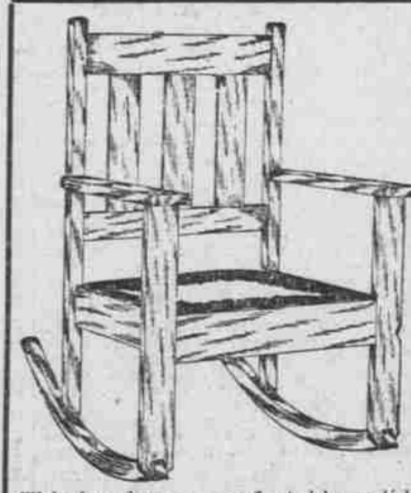
### Sample Bed Sale

- We have a number of enameled Iron Bed samples where the stock is exhausted. These we will sell at Dollar Swapping Prices—25 per cent reduction:
- No. 972—\$ 7.90, special... \$5.90
  - No. 460—\$ 8.00, special... \$6.00
  - No. 107—\$10.50, special... \$7.85
  - No. 926—\$11.00, special... \$8.25
  - No. 614—\$11.25, special... \$8.50
  - No. 659—\$12.60, special... \$9.40
  - No. 461—\$20.00, special... \$15.00



### Big Buffet Bargains

- \$35.00 quartered oak Buffet ..... \$26.25
- \$45.00 quartered oak Buffet ..... \$33.75
- \$46.00 quartered oak Buffet ..... \$34.75
- \$52.50 quartered oak Buffet ..... \$39.50



This handsome, comfortable, solid oak Rocker, Chase leather seat, will cost you

**Only \$4.00 For This Week**



### Big Bargains in Turkish Rockers

Genuine leather, full springs. Special ..... \$10.00



### Specials on Parlor Furniture

We have the highest class of Parlor Goods ever shown on the East Side. Do you know that on this kind of furniture the average dealer makes his big profit? We mark it the same as other goods, and will save you from \$5 to \$25 on a Parlor Set or high-grade Settee.

W. L. MORGAN GEO. T. ATCHLEY S. H. MORGAN

81-85 GRAND AVE. CORNER E. STARK

**FURNITURE**

**15 To 25 Per Cent Reduction**

**Leather Couch Sale**

\$15.00 Chase Leather Couches, special \$11.25. On high-grade A-No. 1 genuine black Leather Couches our prices are, from 15 to 30 per cent lower than the Big Price Boys!

### AWAIT DEATH'S COMING

**Paris Doctor Displays Rare Courage During and After Operation.**

PARIS, Nov. 28.—(Special.)—A remarkable story of stoicism comes from Auch, the hero being Dr. Lauron, who was operated on for gangrene, and expressed a wish to see his amputated arm so that he might judge of his condition. Dr. Lauron had attended a patient suffering from a phlegmon. While performing an operation he pricked himself. He promptly resorted to disinfectants, but in spite of his care his arm became gangrened. The doctor's colleagues were called in for consultation. They informed him that an operation could not be avoided. Dr. Lauron ordered them to operate at once. He refused to be put under an anesthetic and bore the operation with rare courage. When it came to an end he saw the doctors were hiding the amputated limb. He called them and begged to be allowed to see it. "As I am interested in the operation," he said, "I will give my opinion." The amputated arm was shown to him. He examined the flesh attentively, and then remained silent for a moment. Finally he informed his colleagues that he had no illusion about his fate. A feeble smile overspread his face. "I shall await the end," he said calmly. "It will not be long coming."

### DOGS COMMIT SUICIDE

**So Gravely Concludes Flammarion, After Scientific Observation.**

PARIS, Nov. 28.—(Special.)—M. Camille Flammarion has been discussing the question whether it is really possible for dogs to commit suicide, like human beings, and concludes in the affirmative. His remarks were occasioned by the alleged suicide of a Saint Bernard dog, who threw himself under a motor-bus in the Place Saint Sulpice recently, an hour after his mistress died, as was mentioned at the time. He argues that the dog may be assumed to have known as well as a human being that a motor-bus could crush him to death, and when he got in front of its wheels he probably did so as the quickest way to end his grief at his mistress' demise. He relates another story, which he says, came under his own notice, of a dog who threw himself into a river and deliberately held his head under the water until he was drowned because his master, who did not wish to keep him any more, had driven him away from his home. From these and many other incidents which he recalls, he concludes that the stories of dogs having committed suicide are not so incredible as they may seem at first sight, and he adds that they may even have borrowed the instinct from man.

### FEW FRENCH WOMEN VOTE

**Only 24 Out of Thousand Take Advantage of Opportunity.**

PARIS, Nov. 28.—(Special.)—Votes for women is apparently not what French women ask for. During the last few months, for the first time, women, as well as men, employed in trade and business, had, by a new law, a vote for the election of "Conseils de Prud'hommes," which are special commercial courts. The ballots closed on October 31 last. The returns show that only 24 per

### 1000 women availed themselves of their new privilege. Moreover, this small minority consists entirely of female clerks employed in one or two large banks, whose names in every case had been put down on the voters' lists by their employers themselves. Not one single woman engaged in trade had taken the trouble even to enter her name in the registers. The same thing has happened before in a similar case, that of the election of Judges of the Tribunal of Commerce, for which women established in business have the vote. The matter is an important one, as all trade disputes are decided by that tribunal. Yet, up to date, exactly eight women have put their names down on the registers out

of the thousands who are principals or partners in businesses of their own in France, where there are probably more trade and industrial undertakings in feminine hands than are to be found in any other country. Perhaps that is why they present a sublime indifference toward the suffrage. Having so much of the business of the country in their own hands, or in their husbands', which for a Frenchman is, as a rule, exactly the same thing, they have the substance, and they as yet look upon the suffrage as the shadow. A. D. S. Cold and Grippe Cure 25c, at Eysell's, 265 Morrison—4th and 5th. Buy your Xmas gifts now; save 25 per cent at Metzger's.