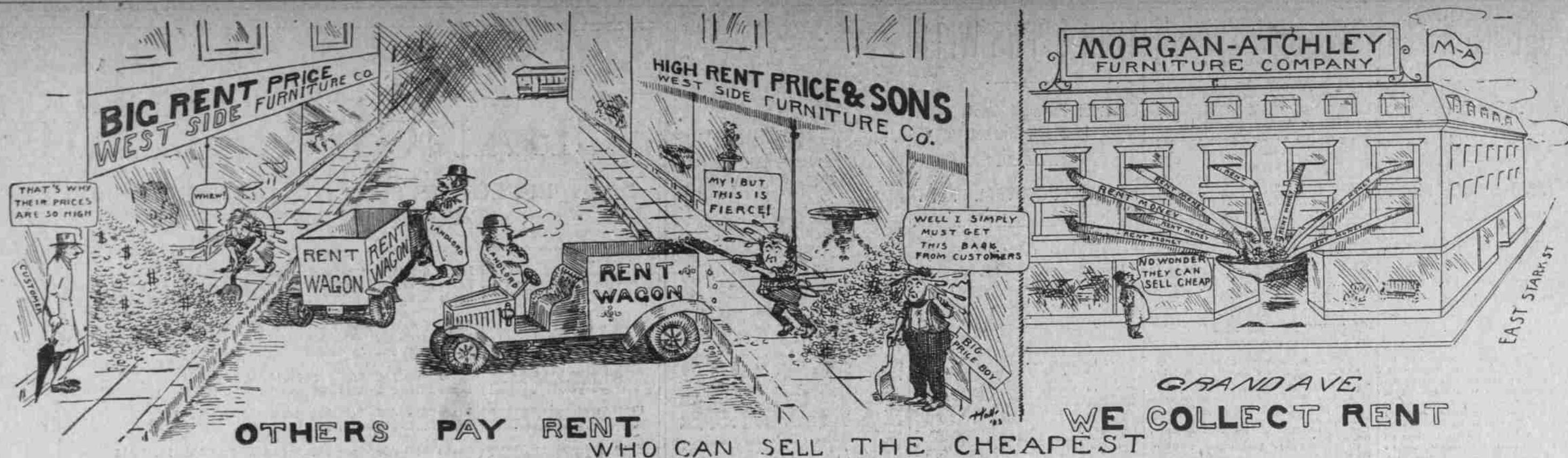




Customers' Week--All Profits this Week Go to Customers

In business only one year; located on the East Side; yet we are practically as well known as the oldest and largest Portland furniture houses, and are well up toward the top in point of monthly business done.

How do you account for all this? How could we induce people to forsake the "beaten paths" and come to the East Side to BUY FURNITURE? Why have they left honorable, responsible merchants with whom they have traded for years and bought FURNITURE in such large quantities from a new and unknown firm located one mile from the business center of the city?

Is it not reasonable to assume that our wonderful growth, our marvelous success, would have been utterly impossible had not personal investigation convinced the public that we are actually selling furniture far below West Side prices? How was it possible for us to undersell others?

Others Pay Rent, We Collect Rent ON HALF OUR OWN BUILDING Who Can Sell the Cheapest?

While we are convinced that we have saved our customers \$25,000 during the year, at the same time our customers have built up and established for us a big business; a business, the good will of which we would not sell for less than \$25,000. Moreover, by reason of the very large volume of business done, and the further fact that we avoid "rent paying," the business shows a reasonable profit for the first year, the period during which most people anticipate a loss.

Now if you were in our position would you not feel very grateful toward your customers? Wouldn't you feel like giving them most anything in reason? WE THINK SO! Then you can appreciate the motives which actuate us when

WE TURN THE STORE OVER TO OUR CUSTOMERS FOR ONE WEEK

Under the circumstances don't you think we can well afford to waive all profits for one week? To have our customers get all profits this week will afford us great pleasure, we assure you. We have no desire to make a dollar during this special sale--our first anniversary.

We have turned our stock over several times during the year, therefore all our FURNITURE is of the latest designs and most desirable patterns. Notwithstanding our very heavy December sales, our inventory, just completed, shows that we have a \$37,000.00 stock of the widest variety. The public is welcome to buy any or all of it during the week at DOLLAR-SWAPPING prices, for our MR. S. H. MORGAN IS NOW IN THE EAST BUYING FURNITURE FOR 1909. MR. MORGAN WILL SPEND FOUR OR FIVE WEEKS IN CHICAGO, GRAND RAPIDS, AND OTHER BIG FURNITURE CENTERS. So the Furniture you buy at cost will be immediately replaced. You will be benefited and we will lose nothing--since, quite naturally, our terms under such a special sale must needs be spot cash, inasmuch as to make a charge sale would be simply loaning money.

Beginning tomorrow morning, after excepting Victor Talking Machines and Records and Edison Phonographs and Records, the prices of which are fixed by the Factories and which no firm can cut without losing the Agency.

EVERYTHING IN THE STORE WILL BE REDUCED 25% FOR ONE WEEK, JANUARY 4-5-6-7-8-9

Those who have not investigated our prices, and who have been accustomed to reading "special half-price sales" and "50-per-cent-reduction sales" advertised by others (who pay rent) could scarcely be blamed should they conclude that our 25-per-cent-reduction sale sounds tame--in view of what we have just said. However, to such we want to say, MOST EMPHATICALLY, that had we so priced our Furniture that it would stand a 50-per-cent special reduction at any time or for any purpose, our doors would have been closed months ago for want of trade. Surely people would not have forsaken the "100-per-cent-Price Boys" on the West side to come over here and pay an unknown firm a 100-per-cent profit. While, no doubt, many think on special sales others give bigger bargains than we do, because others (who pay rent) cut 50 per cent--which for us is impossible--at the same time

WE ARE PROUD OF THE FACT THAT OUR PRICES WILL NOT STAND A REDUCTION EXCEEDING 25%

because the family which wishes to furnish a home--not merely to buy some article at a special sale price--will quite naturally patronize the House where Furniture is regularly priced the lowest. Besides, if we with our low expenses (for even a portion of what others pay for rent will give us a big profit), should mark our goods so high they would stand a 40 or 50 per cent cut on special sale, we could not in our ads conscientiously claim low, reasonable regular prices.

We invite you to our store, even though you do not wish to buy anything. Everything is marked in plain figures, as our goods have always been, and the same price too, mind you, for even if we were so dishonest as to desire to fake the public by marking our Furniture up for this sale, we could not afford to do so; we have too much at stake, and dishonesty is awfully expensive. Should the clerks all be busy, go through the house and make any selection you may wish and it will cost you just three-fourths of the regular or marked price. Terms cash during this sale.



With a 25 per cent reduction on Ranges already 25 per cent lower than the same grade of ranges on the West Side, what is there to prevent you from buying one of the very best Acorn Steel Ranges this week?

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



Why not adorn your dining-room with such an elegant table as this?

You can well afford it under our 25 per cent reduction sale this week



SUNDAY WILL NOT COME

Evangelist's Itinerary Will Not Permit of Portland Visit.

It now seems unlikely that Billy Sunday, the noted evangelist, now holding revival meetings in Spokane, will be able to come to Portland at the conclusion of his Spokane engagement, although a strong effort has been made to induce him to come here. His advance agent, Albert P. Gill, accompanied by Mrs. Gill, arrived in Portland yesterday and the two were taken about the city by Assistant Secretary Moore, of the Y. M. C. A. Sec-

retary Stone, of the Y. M. C. A., entertained Mr. and Mrs. Gill at luncheon in the Commercial Club.

Mr. Gill, who left last night on his way to San Francisco, said yesterday that he believed Mr. Sunday's engagements would not permit him to visit Portland for some time to come. Billy Sunday left the baseball field several years ago. At that time he refused an offer of \$2000 a year, to continue in that game. Instead, he accepted a subordinate position in Y. M. C. A. work, and it is said has made many thousands of converts. Mr. Sunday does not confine himself to one denomination, but lends his efforts to all churches. His meetings in Spokane have been most suc-

cessful, scores of people being turned away from the hall.

Troutdale Has Commercial Club.

TROUTDALE, Or., Jan. 2--(Special).--The business men of this place met Wednesday of this week and organized a Commercial Club to promote the up-building of the place. Following officers were elected: President, F. E. Darlow; vice-president, Dan Richardson; secretary, Morris McDermott; treasurer, C. B. Larson.

Rummage Sale. See page advertisement, Page 3, Section 1. Tull & Gibbs.

TO EXPEDITE JETTY WORK

New Trestles Will Be Provided for Dumping Rocks.

FORT STEVENS, Or., Jan. 2--(Special).--Many improvements are contemplated in connection with the jetty work. Probably the most important will be a new section of track to replace old track. This will shorten the hauling distance materially, through the elimination of many curves and tend to increase the facility and speed with which the rock can be handled. Extensive plans are projected

to provide for the increased output of flat cars, necessitating the building of new shops and the renovation of the old.

Between Battery Russell and the P. F. Towers a gravel train, engaged in improvement work, was recently derailed and badly damaged, but the crew escaped serious injury.

All outside work on the jetty ceased December 31 until some time in the early Spring, when weather conditions are more favorable.

JOSEPH WILL SHIP WOOL

Business Men Bid for Trade by Erecting Co-operative Warehouse.

JOSEPH, Or., Jan. 2--(Special).--The organization of the Joseph Warehouse corporation was effected here Thursday evening. The capital stock subscribed is over \$4000 and over \$2000 of this sum was represented in person at the meeting. Citizens and business men of Joseph are the stockholders, it being the intention to have but the one warehouse here, all of the people co-operating in this effort to accommodate the shippers and

woolgrowers without the expenditure of a dollar by those interests.

The construction of a large warehouse will start immediately and will be completed and a wool baler installed in time to accommodate this season's wool clip. At this meeting written agreements representing over half the wool clip of Walla Walla County were read, signing the wool to Joseph, which will mean much to this co-operative warehouse run by Joseph citizens.

The officers elected were: Wade Siler, president; E. T. Schluer, vice-president; A. Wurzweller, secretary; W. D. McCully, treasurer, and Edward Berland, J. H. Thompson, George Houser and L. E. Caviness, with the president, directors.