

# The Greater Morgan-Atchley Furniture Co.

Two years ago we opened a little furniture store on the East Side with a \$10,000 stock. Our extraordinary success is considered one of the most wonderful achievements in the commercial history of Portland, for we not only now have a trade equal to the oldest and best firms, but we have one of the very largest furniture stores in the city. In fact, we have the most modern and the prettiest store, since occupying our large new building. To properly care for our very extensive and growing business, we have just incorporated for \$250,000, and have engaged three department heads, who also are stockholders, and who we consider to be just as able business men as those who have achieved such wonderful results in building up the business. We therefore have the strongest working organization in the furniture

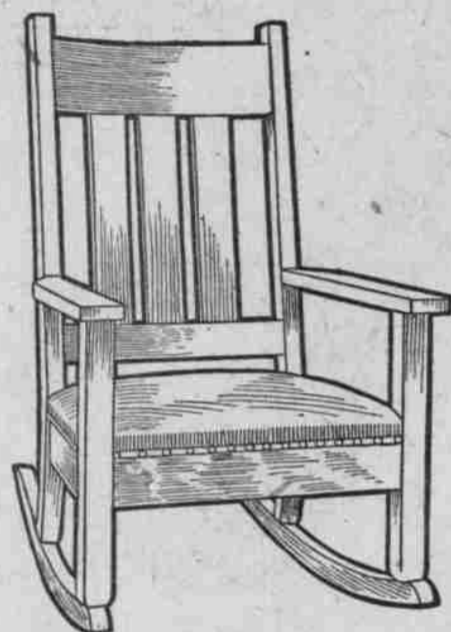
line on the Pacific Coast, and are in position to render the best service to the people. Although we have a four-story and double-basement building, covering a quarter block, yet our annual interest and tax account is considerably less than the rentals paid by firms in the Central West Side business district for 50-foot frontages—one floor. Had we bought an expensive West Side quarter block, costing from \$350,000 to \$400,000, our annual interest and tax account would have been \$25,000 to \$30,000 greater than it now is; therefore we can sell the same quantity of furniture during the year for that much less and still make just as much money. To celebrate the beginning of the GREATER MORGAN-ATCHLEY FURNITURE COMPANY, we will have

## One of the Greatest Sales in Our History

Owing to the fact that we had a big removal sale before occupying our new building we have scarcely anything in stock except the very latest and newest furniture, and in order

to give the public a large variety of extra special bargains we have been compelled to select goods that have just arrived from the East within the last 30 days.

### Big Rocker Bargains



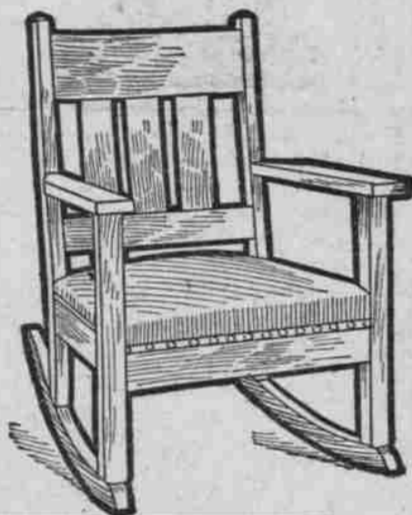
This Full Quartered Oak High-Back Rocker, upholstered in genuine No. 1 Spanish leather, while they last, at the special price, ea.

**\$7.50**

We have 125 Full Quartered Oak Rockers, exactly like cut, upholstered in genuine No. 1 Spanish leather, special at

**\$6.00**

Both rockers named are of such quality as you are accustomed to paying \$12 to \$15 for.



### Carpet Remnants at Cost and Below

#### Oriental and Conventional Designs

20 yards Velvet...\$18.85	8 yds. Axminster...\$6.95
22 yards Velvet...\$18.95	7 yds. Body Brussels...\$8.50
12 yards Velvet...\$10.80	17 yards Tapestry Brussels...\$13.50
10 yards Velvet...\$ 8.35	10e per yard extra for sewing, laying and lining.
9 yd. Velvet Stair \$10.35	
5 yds. Velvet Stair \$5.65	

### Officers and Department Heads of the Greater Morgan-Atchley Furniture Co.



**W. L. MORGAN**  
President, one of Portland's prominent business men.



**GEO. T. ATCHLEY,**  
Secretary-treasurer, advertising manager.



**S. H. MORGAN**  
Vice-president, buyer and general manager.

#### NEW DEPARTMENT HEADS



**F. D. NICHOLS**  
Assistant secretary, our new credit man and office manager, has filled many responsible positions as auditor, secretary and treasurer of different corporations.



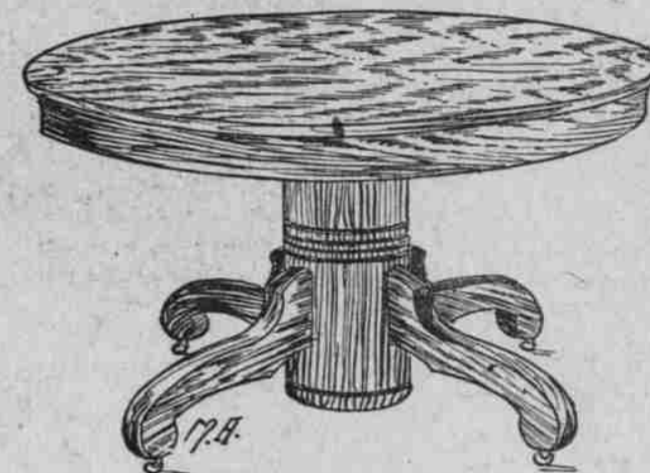
**N. C. PIKE,**  
Manager of our Furniture Department, was for six years the successful proprietor of the leading furniture store in Sheridan, Wyoming.



**FRANK V. SMITH**  
Manager of our Carpet and Drapery Department, was with Tull & Gibbs for four years, and for the past year has been on the road for one of the big carpet mills.

The strongest working organization in the Portland furniture field. All are stockholders.

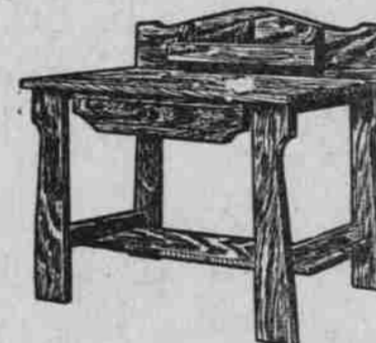
### Dining Tables



We have a number of extra special bargains in Dining Tables that could not be classified before filing copy for this ad.

#### Flat-Top Oak Desk Special for

**\$3.50**



This Oak Desk...\$3.50

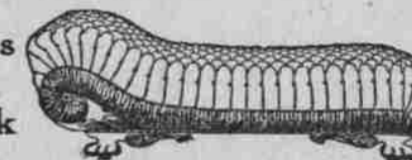
#### Quartered Oak Ladies' Writing Desk



Special \$5.00

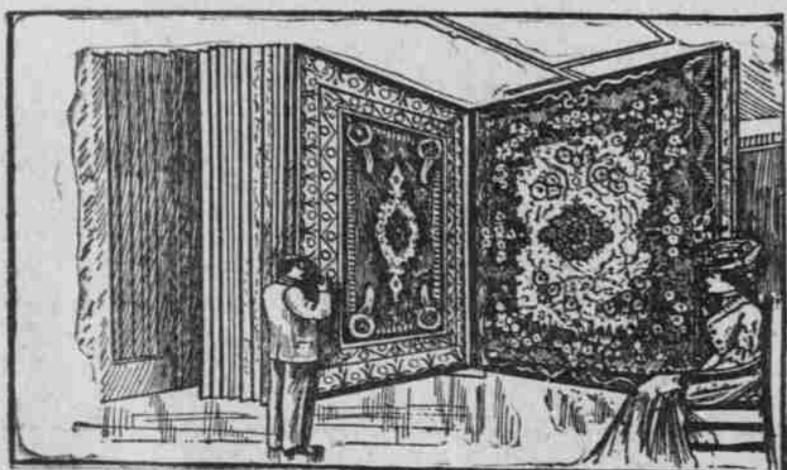
This is a remarkable bargain. See them.

#### Leather Couches Reduced 15 to 25% This Week



These are regularly priced from \$40 to \$100.

## Red Hot Rug Specials



25 9x12 Axminsters, just received, newest designs, tans and browns, varied patterns. Some firms would call them \$32.50. Special, while they last, only.....	<b>\$16.95</b>
12 9x12 Axminsters, other than above, special, each, only.....	<b>\$18.75</b>
12 9x12 American Orientals, value \$32.50, special, each.....	<b>\$24.40</b>
10 9x14 American Orientals, value \$40.00, special, each.....	<b>\$27.50</b>

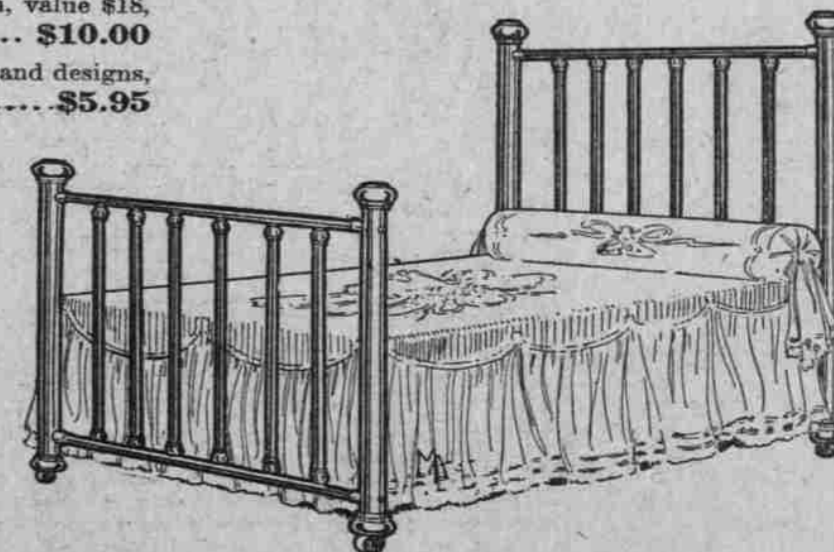
129x12 Seamless Tapestry Brussels, value \$12.00, special, each.....	<b>\$8.00</b>
8 9x12 Sanitary Rugs, val. \$8.00, special, ea.....	<b>\$5.95</b>
1 6x9 Superior Axminster, tan floral, value \$18.00, special.....	<b>\$12.95</b>
1 6x9 Superior Axminster, scroll design, value \$18, special.....	<b>\$10.00</b>
4 4x6 American Orientals, varied colors and designs, value \$8.00, special, each.....	<b>\$5.95</b>

Net cash at above prices.

### Dining Chair Specials

We have several hundred Hardwood Dining Chairs, different patterns, special sale...\$1.00

### Brass Beds Special \$11.75



Almost exactly like cut. Other Brass Beds reduced from 15 to 25 per cent this week. Our principal reason for these big extra Brass Bed specials is for the purpose of showing the people our big new Brass Bed room. There is nothing like it in Portland.



### 10-Wire Tapestry Brussels

12 yards.....	<b>\$9.35</b>	16 yards.....	<b>\$12.50</b>
8 yards.....	<b>\$6.65</b>	10 yards.....	<b>\$ 7.90</b>

Ten cents extra per yard for sewing, lining and laying.

Our Own [New] Building

89-75 Grand Ave.

Cor. E. Stark Street

**M MORGAN ATCHLEY A FURNITURE CO.**