

IT BEGINS Tomorrow Morning at 10 O'CLOCK

An Event that Many Have Been Looking Forward to With Keen Interest

THE FIRE SALE

That Comes as the Result of Damage to Our Stock by Fire, Smoke and Water on July the 26th

FIRE LOSS IS \$17,000

BLAZE IN MORGAN-ATCHLEY STORE IS CONFINED TO BASEMENTS.

Sparks From Dynamo Blended for Conflagration—Some of Damaged Goods Can Be Redeemed.

Fire, believed to have started from the sparking of a dynamo in the basement, damaged the Morgan-Atchley Furniture Company's plant, at Grand Avenue and East Stark street, to the amount of about \$17,000 last night. The loss was fully covered by insurance.

William L. Morgan, president of the company, placed the furniture loss at from \$10,000 to \$15,000. This included damage by smoke and water. The damage to the building, Mr. Morgan believed, was about \$2000.

The fire started about 6 o'clock at the mouth of the freight elevator shaft in the sub-basement. Sucking up the shaft, the blaze quickly spread to the basement, where large quantities of furniture were stored. By prompt action the fire department confined the flames to the two basements. The damage to the building, which consists of three stories and two basements, was almost entirely confined to the floors. All upholstered furniture, Mr. Morgan said, was stored on the upper floors, and he says a large percentage of damage can be repaired by re-upholstering.

When the fire first entered the building the dynamo was still running and sparking with more than ordinary vigor.

News item from The Oregonian, July 26.

Thousands of Dollars Worth of Furniture Carpets, Rugs, Linoleum, Ranges, Refrigerators Etc. To Be HURRIED OUT At Prices So Remarkably Low As to Induce Home Furnishers to Come From a Distance of Many Miles. Entire Displays Have Been Demoralized and Stock Affected. Therefore Every Article is Entered in the Sale. Nothing is Excepted.

The Greatest Sale the East Side Has Ever Known—The MORGAN-ATCHLEY FURNITURE CO.'S Outclearing of Their Fire, Smoke and Water-Damaged Stock

- No Goods Sold to Dealers
- This Is to Be a Sale for the People
- Positively No Exchanges
- Delivery at Our Earliest Convenience
- Goods Will Not Be Held for Future Delivery

After many days spent in adjusting with the insurance adjusters the loss and damage to our stock, suffered by reason of the fire which occurred here on the evening of July 26, we announce our determination and preparedness to dispose of as quickly as possible, all damaged goods and other stock directly and indirectly affected, to accomplish which we have disregarded all regular selling prices, having marked each and every article at prices of astonishing lowness. That this is to be a sale of no little magnitude will be evident to those who will be fortunate in participating in its offerings. Watch our advertising from now on if you would know the wonderful bargains that this great sale makes possible.

Don't Forget the Location—Grand Avenue and East Stark Street—All Cars Transfer to Cars Passing Here

We List Here But a Few of the Thousands of Bargains

Like Reductions Prevail Throughout Entire Stock. We Advise You to Come Soon as Possible

\$12 Library Tables for... \$3.85 Solid oak, fumed golden or early English finish.	\$22.50 Mahogany Table, richly inlaid, for... \$4.95	Linoleum	Gas Ranges	\$18 China Cabinet in waxed golden oak, for... \$9.75	All Room-Size Rugs show substantial reductions.	Ranges and Cook Stoves
\$12.50 Ash Dresser in golden finish, for... \$5.00	\$3.50 solid oak Pedestal for... 78c	\$1.20 square yard Inlaid Linoleum, for... 65c	\$14 Buck's 3-burner Gas Range, for... \$8.40	\$40 fumed oak Buffet, slightly damaged, for... \$16.40	\$45 mahogany, pedestal Dining Table, Colonial design, for... \$24.50	\$12.75 Buck's Honeymoon Cook Stove, for... \$7.85
\$12.50 Princess Dresser in royal oak, for... \$3.98	700 yards Velvet Carpet, the \$1.40 yard grade, in four patterns, for... 59c	\$1.40 square yard Inlaid Linoleum, for... 75c	\$22.50 Buck's 5-burner Gas Range, for... \$16	\$25 fumed oak Dining Table, pedestal base, 6-foot extension, for... \$8.95	\$32.50 full quarter-sawn oak Dining Table, 4-ft. extension, slightly damaged, for... \$19.75	\$19 Buck's Sentinel Cook Stove, for... \$12
\$12.50 solid oak, 6-ft. extension Dining Table for... \$4.98	\$2.50 hardwood Arm Rocker for... \$1.10	\$1.50 square yard Inlaid Linoleum, for... 90c	\$35 Buck's double-oven sanitary base, platform Gas Range, 5-burner, for... \$25	\$40 Colonial Chiffonier, in Circassian Walnut, for... \$26.40	\$21 pedestal Dining Table, 6-ft. extension, of golden oak, for... \$6.45	\$35 Buck's Star Range, duplex grate, sanitary base, priced now at... \$24.65
\$8 Boston, roll-seat Arm Rocker, golden finish, for... \$4.25	\$3.50 Hall Mirror, golden oak frame, for... \$1.35	600 yards Tapestry Brussels Carpet, the \$1.25 grade, in three patterns, a yard... 49c	\$45 Buck's double-oven, sanitary base, 5-burner Gas Range, with porcelain doors, priced now for... \$32.50	\$40 heavy Library Table in fumed oak, for... \$17.50	\$10 Large royal oak Chiffonier, for... \$4.85	\$72.50 Buck's Malleable Range, with 18-in. oven, one of the finest ranges made, for... \$49.50
\$4.50 solid oak Arm Rocker for... \$1.95	\$5 mahogany finished Center Table for... \$1.25	\$1.60 square yard Inlaid Linoleum, for... 92c	\$2.00 Axminster Rugs; size 27x54 in., in mottled effects, at... 85c	\$12 Astor Refrigerators now priced at... \$7.25	\$32.50 Sideboard, quarter-sawn oak, for... \$19.60	\$42.50 Buck's Imperial polished top Range, slightly rusted, for... \$7.65
\$16 Vernis Martin, hand-decorated Table for... \$3.95	\$22.50 Desk Table, in fumed oak, cane paneled, for... \$11.50	75c square yard Printed Linoleum, for... 41c	\$9 Ladies' Writing Desk in golden oak, for... \$2.95	\$22.50 oak case Refrigerators, cork-lined, for this sale at only... \$19.50	\$55 China Cabinet of quarter-sawn, fumed oak, will be on sale at... \$11.25	Heaters
\$11 solid oak Library Desk-Table for... \$3.95	\$1.75 oak Dining Chairs for... 89c	65c square yard Printed Linoleum, for... 39c	\$16 Ladies' Desk, in mahogany, for... \$4.95	Bring in your measurements for Carpets, Linoleums, Etc.	All Damaged Bedding to Be Sold Regardless of cost.	\$12.50 M-A Special Hot Blast Heater, for... \$8.25
200 yards Matting, the 35c grade, slightly damaged by water, now at... 10c	\$3.50 fumed oak Dining Chairs, leather seats, for... \$1.68	\$35 Princess Dresser in mahogany, for... \$14.85	\$30 Combination Desk and Bookcase of quarter-sawn golden oak, for... \$9.85	\$24.50 Indiana Refrigerators for... \$15.35	\$21.50 China Cabinet of quarter-sawn golden oak, now priced at... \$13.85	\$24 M-A Special Hot Blast Heater, for... \$12.50
	\$2.50 oak Dining Chairs with solid wood seats, for... \$1.18	\$35 Princess Dresser, in quarter-sawn golden oak for... \$14.85		\$17.50 Indiana Refrigerators for... \$11.85		\$18.50 Coal and Wood mica-front Heater, for... \$12.50

Fire Sale Bargains in Crockery, Utensils and Many Other Household Articles - You Can't Afford to Miss Such Savings

Morgan-Atchley Furniture Co.

Grand Avenue and East Stark Street

MABEL FERRIS TO STAGE PAGEANT IN OKLAHOMA

Former Portland Resident Engaged to Produce "Bridge of Gods" to Increase Fund for State's Exhibit at San Francisco Fair.

NEW YORK, Aug. 15.—(Special.)—A big honor has again come to a young woman who, though living in New York, still considers Portland her foster-home, for it was there that she won one of the earliest of her triumphs in the field of pageant-drama, in which she is considered one of the leaders in the United States.

The young woman is Mabel Ferris, well known as a one-time resident of Portland and sister of Otto Ferris, president of the Columbia Realty Company. She has just been commissioned to produce her great pageant-drama, "The Bridge of Gods," virtually under the auspices of the State of Oklahoma. As a matter of fact, she has been engaged by the San Francisco Fair Commission of Oklahoma to present her big open-air production so that the commission may increase the fund with which it has to work in preparing the state's exhibition at the Panama-Pacific Exposition in 1915.

Telegram is Received.

Miss Ferris, who has been living here for two years, was surprised about four weeks ago by the receipt of a telegram from Commissioner Russell, of the Oklahoma Fair Commission, asking her to start for Oklahoma City at once. His brief dispatch said that his commission had heard of her work and had decided to engage her to reproduce her pageant-drama in the principal cities of



Miss Mabel Ferris, Dramatist of Popular Drama, "The Bridge of Gods."

Oklahoma if her time was so arranged that she could accept.

When she arrived at Oklahoma's capital she found Mr. Russell and his fellow-commissioners practically had made arrangements for the presentation of "The Bridge of Gods" at Oklahoma City and Tulsa and were going ahead with the arrangements in other cities. And, anyway, they said, when Miss Ferris at first objected to such precipitate action, Oklahoma was pageant-mad and would have the pageant whether or no.

She then and there promised to return in August and superintend the rehearsals and to be prepared to remain until Oklahoma had its fill of pageantry.

She engaged Winifred Gray Gracie, a friend, to take care of the preliminary rehearsing. Mrs. Gracie is in Oklahoma City looking after the preliminary training of principals and starting the rehearsals with the great body of men and women necessary to the proper presentation of the dramatic story of Wallulah and her white missionary lover.

When Miss Ferris was making her arrangements with Commissioner Russell, in Oklahoma City, he told her that his commission had been looking about for several weeks for something in which the whole people of Oklahoma could become interested, but which at the same time would give them a chance to contribute materially to the larger fund needed for the commission's plans. He had heard of the tremendous success which her pageant-drama had achieved in Portland in 1912 and in Astoria in 1911, but had forgotten it until it was brought to his mind again by a friend who had seen the original presentation in Astoria.

The principals for the pageant will be chosen largely from the young folk of Oklahoma City, where there is a great deal of amateur talent. Hundreds have volunteered for service in the big ensemble.

AUTO MEN OPTIMISTIC

WAR TO AID RATHER THAN HURT TRADE, IS OPINION.

Frank C. Riggs, Back From Conventions at Detroit and Kenosha, Wis., Tells of Views Expressed.

"The possibility of America becoming involved in the European situation is not even being considered and the predominant note in business circles is one of optimism, as far as one could learn in discussion with some 500 other business men from all sections of the country," said Frank C. Riggs, president of the Frank C. Riggs Company, automobile agents, on his return from the East yesterday.

Mr. Riggs went back to attend the conventions held at the Packard and Jeffery factories at Detroit and Kenosha, Wis. The main matter discussed was the possible and probable effects of the war upon the automobile industry in particular and upon commerce in general.

"There were in all at least 500 dealers or their representatives present at these two conventions," said Mr. Riggs. "Their impressions seem to be optimistic to a degree and they are of the opinion that the war will be a benefit rather than a detriment to business. They think that there is no chance at all of England losing command of the sea, and they figure that only in such an eventuality could America become involved."

"While in Chicago I saw D. O. Lively, who was very optimistic over the situation with regard to the Panama Pacific Exposition.

"People who would have gone to

STREET WORK IS KILLED

Oregon City Taxpayers Satisfied With Pavement 22 Years Old.

OREGON CITY, Aug. 15.—(Special.)—The proposed improvement of Main street with a bitulithic surface was killed tonight when a remonstrance signed by 44 property owners was presented to the Council.

The street now is almost impassable in places. Within the past few months automobiles have been broken while going over the ruts and holes. The present surface has been down 22 years. An ordinance passed in 1912 put a life on the street which prohibits any improvement at the expense of the general fund of the city.

Five Thugs Suspects Sentenced.

Five men declared by the police to be notorious yeggmen, were arrested yesterday morning by Detectives Snow, Coleman and Golt, and charged with vagrancy. Municipal Judge Stevenson sentenced each to serve 30 days on the rockpile. The prisoners are James Hallan, Richard Jordan, James Kennedy, Joe Hawley and George Hayes.

Wealthy Roseburg Man Dies.

ROSEBURG, Or., Aug. 15.—(Special.)—John Alken, aged 60 years, died here today after an illness of nine weeks. Mr. Alken was a native of Douglas County and was reputed to be one of Roseburg's wealthiest men. He is survived by his wife. He was a member of the K. of P. lodge.

LOGGING IS EXTENSIVE

HILL COMPANY ADDS MEN AND EQUIPMENT AT BUNKER.

John F. Loughran, of Chehalis, Will Operate Shingle Mill With Capacity of 150,000 Daily.

CHEHALIS, Wash., Aug. 15.—(Special.)—W. J. Redmond, recently from Oak Point, on the Columbia River, has assumed the position of general manager of the Bunker Logging Company at this place, succeeding H. Syverson, who was transferred recently to Oak Point.

The Hill Logging Company, headed by Captain Hill, of Portland, is just beginning the most extensive operations since it was organized. Four new donkeys and considerable rolling stock were sent to Bunker Station, 10 miles west of this city, where the company is to log in the extensive holdings in the Bunker Creek and Deep Creek sections. The first log shipments since the camp was started were made this week, 15 carloads going to Tacoma mills. Within a short time it is expected to more than double this output.

About half the first and second grade logs that will be yarded will be shipped to Grays Harbor sawmills and half to Tacoma. The Hill Logging Company is just completing a big sawmill near Bunker, where it is proposed to cut the third-grade logs.

Near the sawmill that is being finished John F. Loughran, of Chehalis, will erect a 150,000-capacity shingle mill that will replace the one that was destroyed by fire Tuesday of this week

RED MEN ARE TO GATHER

Great Council of State to Begin Sessions Here Tuesday.

Red Men of the State of Oregon will smoke the pipe of peace Tuesday, when the Great Council of the state will begin its two-day sessions in the Tyrone room of the Hotel Benson. All preparations have been made and a large attendance is expected.

A general session at 10 o'clock Tuesday morning will open the convention. In the evening it is planned to christen the new council chamber of Lelu Tribe No. 62 of Portland, at 2514 Morrison street, with an entertainment. The raising of chiefs, or election of officers, will be held Wednesday morning, and the sessions will conclude with a big banquet at the hotel that evening.

Genesee Schools Open Soon.

GENESEE, Idaho, Aug. 15.—(Special.)—The local public and high schools open September 7. Three new teachers have been employed and the School Board has ordered equipment and tools for the manual training room, which Superintendent Hoy will have charge. The grouse season opens here September 1 and local hunters are preparing for it. There are plenty of birds in evidence here this summer.