



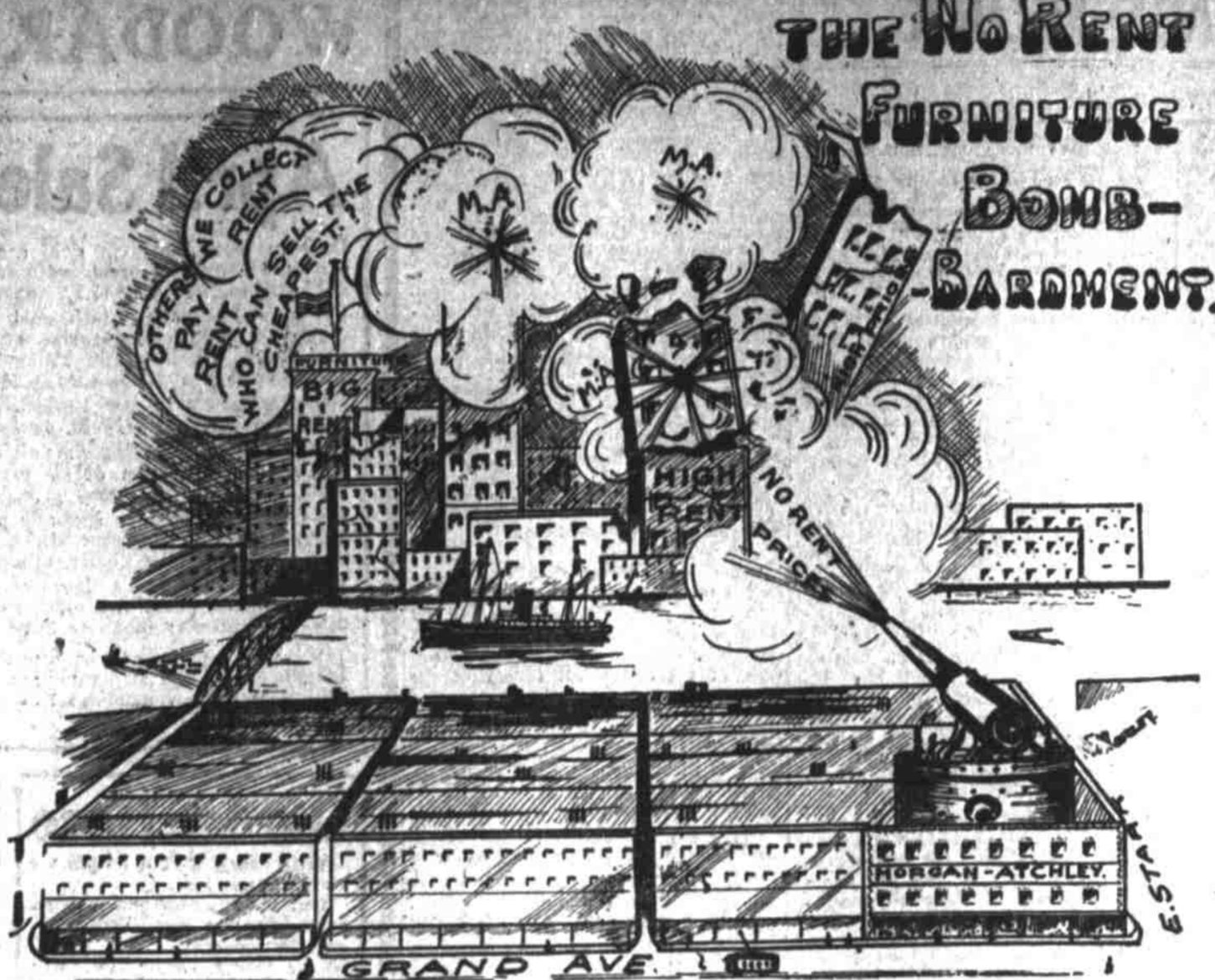
## Furniture Prices All Shot to Pieces

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

The tidal wave of prosperity which was sweeping the land when our business was planned caused us to indulge in some very rosy dreams of future business. Then we opened our NEW FURNITURE STORE in the midst of the panic, and our friends extended their sympathy.

### What Really Happened

Our No-Rent prices opened a new era in the furniture market and customers flocked to us from the beginning, and our monthly sales have exceeded our fondest hopes by thousands of dollars.



## THE NO RENT FURNITURE BOMB-BARDMENT.

## Hard on Dealers But Good on Buyers



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

AT FIRST THE EAST SIDE WAS ASTONISHED to find such a big first-class new furniture store in its midst—was so agreeably surprised to find here as high a grade of furniture as is marketed on the West Side, that

### It Woke Up the East Side

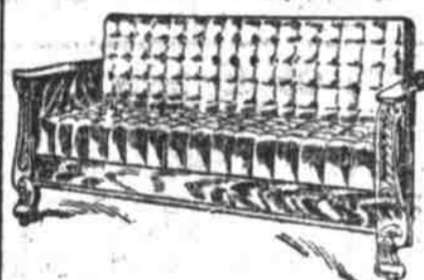
Then the West Side GOT ONTO our NO-RENT BARGAINS and began to cross the river—it was a rich find. They are as happy over our prices as a boy with a red wagon.

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

For two years PEOPLE HAVE REBELLED AGAINST FURNITURE PRICES IN PORTLAND, but have 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 the 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 of Our Own Building. Who Can Sell the Cheapest?

**Others Pay Rent. We Collect Rent On Half of Our Own Building WHO CAN SELL the CHEAPEST?**



\$25 Davenport; special... \$20.00  
\$40 Davenport; special... \$30.00  
\$50 Davenport; special... \$40.00  
\$75 Davenport; special... \$60.00  
These are upholstered in Velour and Tapestry.

**50c Fruit Bowls 19c**  
We have 200 large Fruit Bowls that sell at 50c. They are 10 inches in diameter and beautifully decorated. Special, this week ..... 19c



**\$20 Hardwood Table \$12.50**  
Has center pedestal, claw feet, extends 6 feet. "M.-A." can save you from \$5 to \$20 on a Dining Table.

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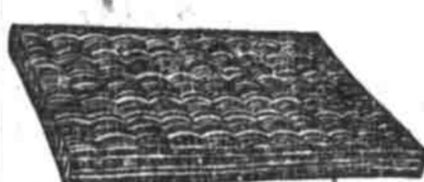
\$65—Full-Leather Turkish Rocker, "M.-A.'s" price..... \$40



**\$3.50 Go-Cart \$1.75**  
Handsome Baby Carriages and Folding Carts on special sale this week. Let "M.-A." save you \$5 on one. Then spend the \$5 on the baby.

**Say! Do You Know**  
That that fine \$600 Mahogany Dining Room Set that you were looking at over at H. I. Rentum's can be bought at "M.-A.'s" store for \$380? No? Then you had better wake up. Your heirs will be having a guardian appointed for you.

**Oh, Mama! Don't Let Him Do It!!**  
Pa is going over to the West Side to buy that \$300 Circassian Walnut Bedroom Set. Get him to give you the money, Mz, and we will get it at "M.-A.'s" for \$150 and blow in the \$150. Won't that be fun?



**\$11.00 Silk Floss Mattresses \$8.00**

Do you ever dream of those big fat comfortable feather beds that "Mother used to make?" A Silk Floss Mattress brings back "fond recollections" of childhood's "happy dreams." It is the most comfortable and sanitary Mattress made and we will sell 100 this week at the special price of..... \$8.00

## Robbery Charges Not True

Ofttimes when a customer learns how very low our FURNITURE prices are he is incensed against WEST SIDE DEALERS, and says: "I HAVE SIMPLY BEEN ROBBED; THAT'S ALL." One customer even declared she believed she could have "THEM" arrested, etc.; but

### We Always Defend Our Competitors

We seek to convince such customers that the Furniture men possess as lofty ideals as any other class of business men, and that WEST SIDE DEALERS are merely victims of conditions which necessitate charging high prices, and IF WE WERE IN THEIR POSITION WE COULD SELL NO CHEAPER THAN THEY DO. For others to attempt to sell Furniture at our prices would be the height of folly—THEY WOULD SURELY GO BROKE—and that is why it is continually asserted by competitors that we will go broke in 30 days; that

### We Are Giving Away Furniture Over Here

Of course, the difference in our prices does make it seem like giving it away—from their standpoint. But we are making as much money at our prices as others are at theirs because

## Others Pay Rent, We Collect Rent on Half Our Own Building. Who Can Sell the Cheapest?

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

81-83-85 GRAND AVE.      CORNER E. STARK

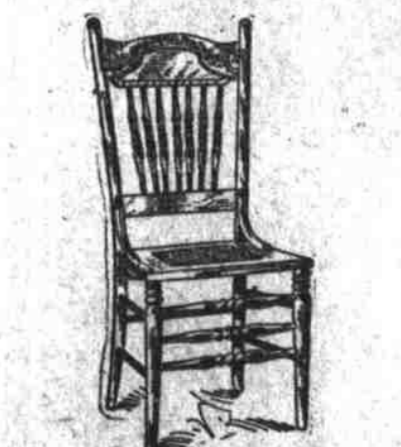
**M MORGAN & G. T. ATCHLEY A FURNITURE CO.**

**Others Pay Rent. We Collect Rent On Half of Our Own Building WHO CAN SELL the CHEAPEST?**



**\$15 Dresser \$10.75**

Royal Oak or White Maple; top of base 20x45 inches; French Bevel Mirror, 20x24 inches. Regular \$15 value; special this week... \$10.75



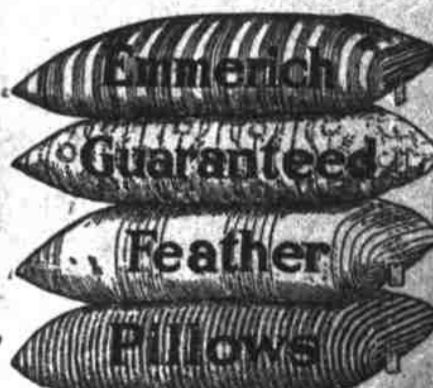
**\$1.50 Hardwood Chair \$1.00**

Golden finish Cane or Cobler seat, only 6 to a customer; at the special price of..... \$1.00



**\$21.00 and \$22.50 Sleepy Hollow Rockers Special \$13.35 and \$14.30**

THE OPPORTUNITY OF A LIFETIME.  
These Rockers (exactly like cut) are made of quarter-sawn oak, in golden and weathered finish, with handsomely carved arms and are upholstered in genuine No. 1 leather and genuine Spanish leather, and our special price of \$13.35 and \$14.30 is such an EXTRAORDINARY BARGAIN that we would like every one of our customers and friends to have one.



Every Emmerich Feather Pillow has attached the

### Emmerich Guarantee Certificate

An insurance policy guaranteeing the pillow to be filled with feathers which are thoroughly cured, cleansed, odorless, and purified. Insures the purchaser entire pillow satisfaction, or money refunded.

**Special This Week at \$2 Per Pair**

**Good Service Steel Range \$25 This Is Going Some**

Large 6-hole Steel Range, oven 18 x20, bakes perfectly and quickly, requires little fuel; reg. lar \$40 seller elsewhere. "M.-A.'s" no rent price..... \$25.00

Let "M.-A." Furnish Your Home

"M.-A." Protects the Family Income