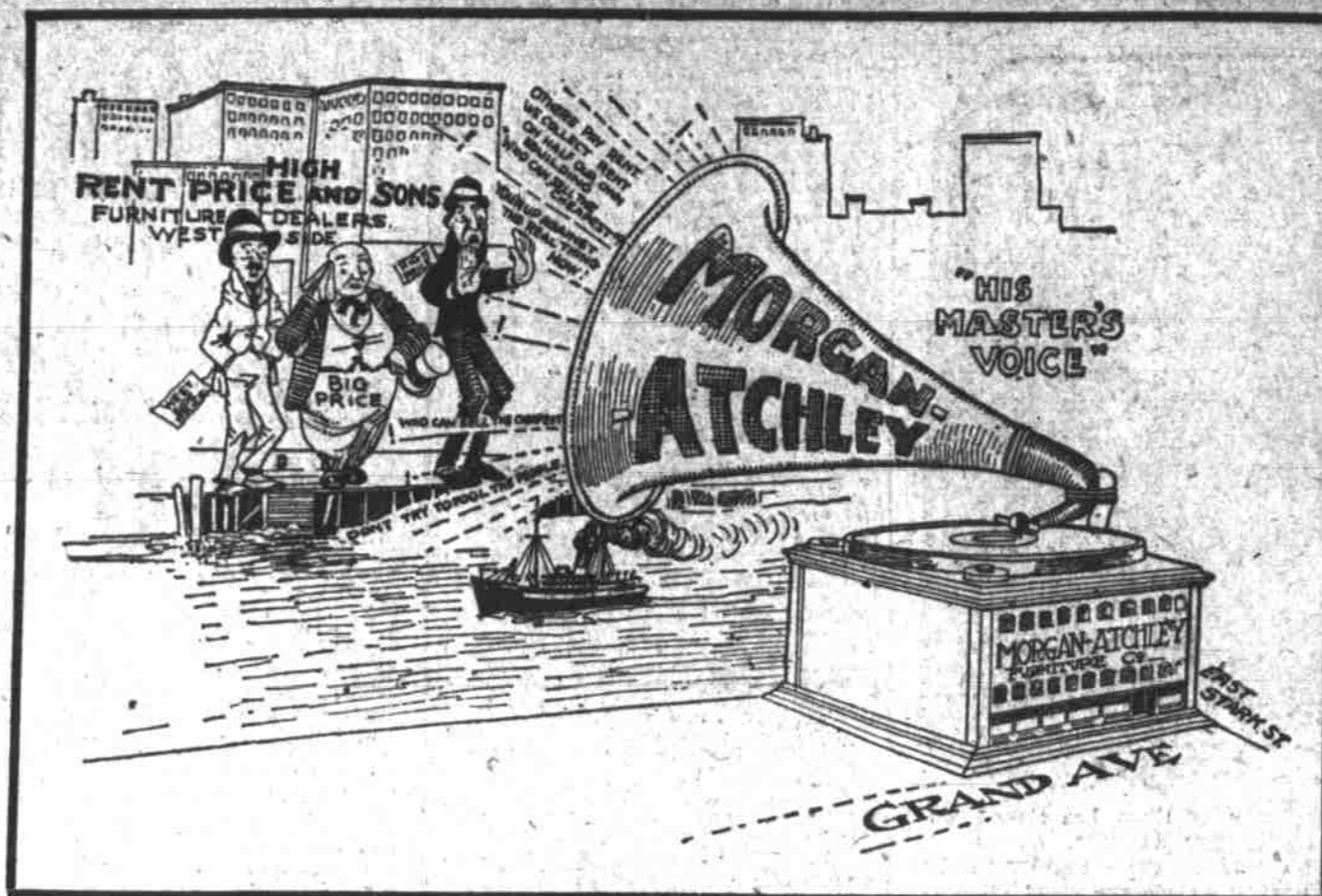


A Sad, Gloomy Message to Furniture Dealers

High Price & Sons

Are victims of exacting conditions—not greed. **BIG RENT** is their misfortune, not their fault, and they **SHOULD NOT BE COMDEMNED**. They would sell cheaper if expenses permitted it, but you should neither ask nor expect them to meet **OUR NO-RENT PRICES**—it would bankrupt them. West Side dealers must continue selling at a high figure and depend upon those for customers who are indifferent to prices—who care not for money—or those who have not yet learned that **WE HAVE REVOLUTIONIZED FURNITURE PRICES IN PORTLAND**.

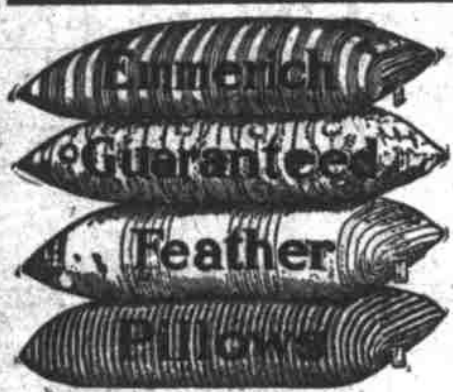


A Hopeful, Joyous Message to Furniture Buyers

And the way our **BUSINESS HAS DOUBLED AND TREBLED**, requiring us to continually increase our working forces, while others were reducing theirs, proves that our message was immediately heard and that the public has shown its gratitude for being liberated from the bondage of the high prices. No new furniture house in Portland's history ever met with the wonderful, immediate success that has crowned our efforts—and for the reason that no one has been so fortunately situated, from an economic standpoint. **WE HAD THE REAL MESSAGE. WE DELIVERED THE REAL GOODS. SUCCESS WAS INEVITABLE.**

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

After erecting a large four-story building on the east side and occupying one half with a **FIRST-CLASS FURNITURE STORE**, and after renting the other half for enough to cover interest and taxes on the entire investment, we put the above pertinent and pointed question squarely to the people. They had been accustomed to hearing merchants put up a "big holler" and make assertions, so we wanted **THEM** to answer our question. Their answer was quick, decisive and correct. Their exultation at finding high-grade furniture cheaper than shoddy, inferior goods elsewhere was equalled only by the **CONSTERNATION OF WEST SIDE DEALERS**—at the big loss of trade.



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 \$3.50 a Pair. This special is such a pillow as has cost you \$6.00 elsewhere. We also offer at \$2.25 a pair the finest pillow ever sold for less than \$3.00.

Combination Writing Desk



The Combination Writing Desk solves the room-saving problem. Besides to have your books and writing desk together is so convenient. We have some handsome quartered oak combination desks on special sale this week **\$13.75**

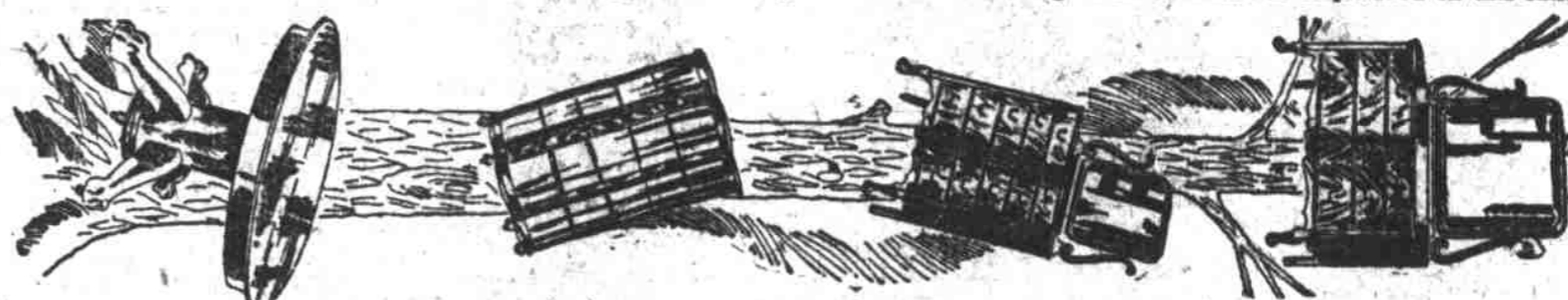
Steel Ranges at Cook Stove Prices



Our No-Rent Prices on Steel Ranges have made Dealers Hot. They have said we had to give away goods to get customers. Of course, from their standpoint it seemed like giving them away. Who ever heard of any other house selling a large 6-hole Steel Range (exactly like cut), 15x20 inch oven, at \$25 as we have been doing. Others ask \$40, "M-A's" price **\$25**

High-Class Furniture Now Within Reach of All

As furniture soared higher and higher in Portland the people had to gradually lower their standard of house furnishings. We put the ax to the high price tree and brought it down. At our no rent prices slender purses can afford as high class furniture as is pictured on this fallen tree.



Special Bargains in Tables, Buffets, Dressers and Chiffoniers

We have so much new furniture arriving that we are badly crowded and must clear out large quantities this week. \$16 will buy a fine large quartered oak Dresser; \$10.75 takes a large royal oak or white maple Dresser; fine quartered oak Chiffoniers at \$16.75; 12 styles of fine Buffets at 20 per cent reduction.



What can be more beautiful in your home than an elegant Parlor Set? At our no-rent prices you can secure one 25 per cent lower than you figured on; besides we have a special sale on parlor furniture this week, 20 per cent below our regular price and you can secure three handsome pieces for **\$14**. Others in proportion.



Reed Rocker

Reed Rockers and Porch Furniture are now seasonable, and we have a fine assortment on sale this week. You will save money by seeing them.

Street Cars and Shoppers

Street cars have always crossed the street before stopping, and east siders have always crossed the river before shopping, but a new order of things has changed all this. Street cars now stop on the near side and east siders shop on the east side—all of which is better.

Regarding Furniture Cuts

It is not possible to have at hand at all times cuts exactly like the piece of furniture advertised, besides we may special 25 different patterns of an article but can use only one cut. Hence cuts are not to be considered exact reproductions unless so specified.

Pay No More Rent

Hundreds of new homes are being completed and must be furnished. If one of these is yours you are congratulating yourself that rents soon will cease. But the question is, when furnishing your new home, are you going to contribute to high-rent collecting landlords by purchasing furniture from one of his victims? Our no-rent prices will save you at least **\$100.00**.



\$65.00 full leather Turkish Rocker (like cut), "M-A's" price \$50.00—special this week **\$40.00**

Big Morris Chair Specials



We have 35 different styles of Morris Chairs on special sale this week. It is one of the neatest selections ever displayed in Portland. \$10.00 Morris Chair at **\$6.50**. These range in value from \$10 to \$25 and you will save 25 per cent by buying this week.



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

Golden finish, cane or cobbler seat, only \$ to a customer; at the special price of **\$1.00**

Teddy Bear Baby Buggy

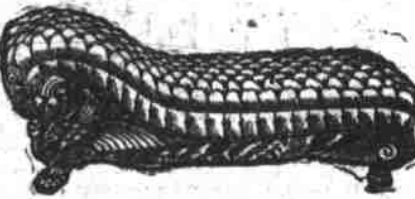


Beautiful babies should have beautiful buggies for beautiful sunny days, but you don't have to pay the "Beautiful" West Side price for one. "M-A's" no-rent prices are 35 per cent lower, and we will discount these 20 per cent this week.

Carpet and Rug Specials



Our selection of Carpets and Rugs has attracted much attention and the public has never been offered such Carpet Bargains.



Genuine Leather Couch, tufted, quartered oak frame; sells at \$40—"M-A's" price this week **\$27.50**

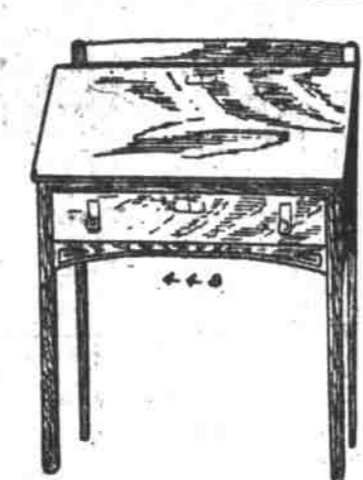


Our Big Rocker Sale

Has Attracted Wide-Spread Attention

'And the number of Rockers sold has astonished us. We have put hundreds of homes at ease. Did you get one? Our rocker prices have been the talk of the town. Our new spring stock contains some of the handsomest patterns ever brought to the coast and at such reasonable prices.

Ladies' Desk



We have the finest line of Ladies' Writing Desks ever shown on the east side, and equalled by few on the west side. These run from \$8 to \$45, and west side dealers must get from \$10 to \$60 for them.

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

Great Special on Victor Talking Machines and Edison Phonographs

This Week



"HIS MASTER'S VOICE"



The Victor and Edison are undoubtedly the world's greatest musical instruments, each standing at the head of its class in a disc and a cylinder machine. People pay as much as \$150 for a Piano Player—then grind out the music, instrumental music only, and still feel satisfied. You can secure Good Victors or Edisons from \$25 to \$50 and bring to your home the world's greatest artists in every line. You can hear a military band, an orchestra, a violin, a flute, a cornet, a banjo or any other instrument. You can listen to sacred, comic or sentimental songs; can hear a quartet, a tenor, a baritone or a contralto, can have music to cheer, soothe or entertain. Above all, a Victor or Edison is a musical education for your family. A three-year-old baby will soon learn to recognize and name the instrumental piece being played. It entertains and keeps your children at home. No home is complete without a Victor or Edison. This week you can place a machine in your home without paying one dollar on it. We will sell it at \$1 per week, and as cheaply as others sell for cash. We will charge you no interest. You will merely pay for the records taken, not less than \$1.00. Each week that you buy 6 more records we will waive the \$1 payment on the machine until you have a good assortment of music.

"M-A" Protects the Family Income

Let "M-A" Furnish Your Home