

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

The above statement and question was the first forcible and logical reason given Portland furniture buyers why any one could undersell somebody else.

Furthermore, people knew that we would be chumps if we failed to embrace such an opportunity to build up a big business by putting our prices way down low, something we could well afford to do when we had neither rent nor interest to consider.

An investigation of our prices proved that we knew what would bring people to the East Side, and our business growth has simply been phenomenal and has attracted widespread attention.



Comedy and Tragedy

The hand that wields the paddle makes the big price boys skeddadle.

The tragic efforts of some west side furniture houses to prevent the tide from ebbing, from flowing eastward, is positively funny. Their ads indicate clearly that we are hitting hard.

One can but sympathize with the firm that has been "hollering" so, but we cannot refrain from laughing to see the attempt of another to crawl under our tent.

If we occupied our whole building and had to charge all interest and taxes to our furniture store and had to pay hundreds of dollars monthly for storage also, we would keep quiet about paying no rent and collecting rent. At the same time we appreciate the compliment, the sincere flattery of imitation.

A Terrible Blow to the Big Price Boys---The Stroke of Freedom for Furniture Buyers

When the American fleet was sinking Spanish warships off the Cuban coast the captain of the Texas said to his crew, "Don't cheer, boys, those poor devils are dying." He was happy to bring freedom to the long-suffering Cubans, but regretted the necessity of destroying his fellowman. We, too, are happy to bring freedom to furniture buyers who have felt the burdensome yoke of high prices, but we have not the heart to rejoice at the destruction of any man's business. It is but natural that our customers should cheer as the Big Price Boys Feel the Force of Our Heavy Blows, but we insist that inasmuch as high rents rob west side dealers of the opportunity of selling furniture at reasonable prices they were the first victims and were compelled to transfer the burdensome yoke to the consumer, and therefore the dealers should not be condemned. Now the new issue is this: Are you going to continue wearing this burdensome yoke? It is no longer necessary. Remember that

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

Steel Ranges at Cook-Stove Prices



Range Prices Made "M.-A." Famous

Whoever heard of big, high-grade steel ranges (6-hole, 18x20 inch oven) being sold for \$25. When we launched such prices it made dealers sit up and take notice, and incidentally say some things which we shall not print. Don't buy a range without investigating our prices.

20 Per Cent Reduction on Buffets

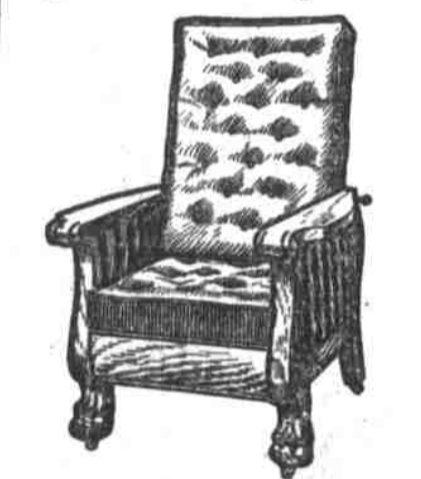


We offer 12 patterns of high-class Quartered Oak Buffets this week at a special reduction of 20 per cent from our very low No-Rent price--equivalent to a 40 per cent reduction on the West Side.



\$13.50 Oak Table \$9.00
This is a fine solid oak Michigan Table, round, weathered finish, 6-foot extension--Special this week at \$9.00.

Big Morris Chair Specials



We have 25 different styles of Morris Chairs on special sale this week and some rare bargains.

\$10.00 Morris Chair \$ 6.50
\$11.00 Morris Chair \$ 8.25
\$12.50 Morris Chair \$ 9.50
\$13.50 Morris Chair \$10.00
\$15.00 Morris Chair \$11.00
\$18.75 Morris Chair \$14.50



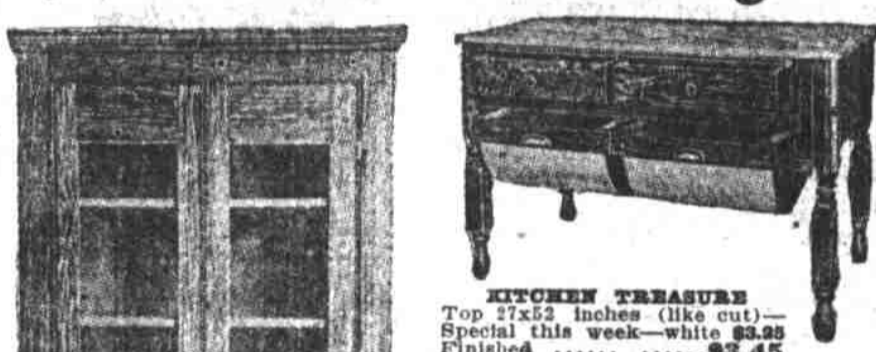
\$11.00 Silk Floss Mattress \$8.50

A pure Silk Floss Mattress is the most comfortable and sanitary mattress made. It is as soft as a feather bed, but is so tufted that you are not swallowed up in it. The sun causes it to fluff up quickly without injury. A silk floss is not cold or lifeless like a hair mattress, and is far superior to felt. If you have never slept on a Silk Floss Mattress, you have missed the real joys of peaceful slumber and rest. We offer 100 this week at the special price of \$8.50.

25c Dustpan Free

Each lady customer this week will be given a new patent Dustpan free. It has long handle and works automatically. You don't have to stoop down and tire your back. A positive luxury to any housewife. Free to customers this week.

Special Kitchen Furniture Bargains

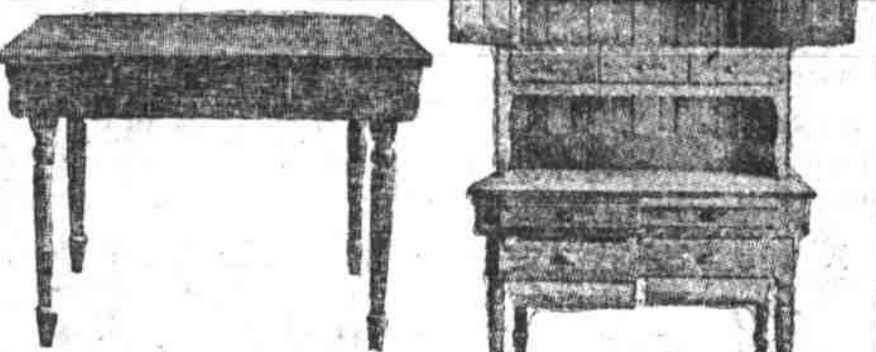


KITCHEN TREASURE
Top 27x52 inches (like cut)--Special this week--white \$3.95
Finished \$3.45



Drop Leaf Table, 42x45 inches
--Special this week--white at \$2.00
Finished \$2.25

Large Kitchen Safe, 5 feet 8 inches high--Special this week at \$4.75



Kitchen Table 27x45 inches, with drawer (like cut)--Special this week at \$1.50
Without drawer \$1.30

Kitchen Cabinets (like cut) and otherwise--Special this week at \$6.75



JUNE BRIDES

Listen to "M.-A.'s" Advice

How about your new home after the ceremony which will make you the happiest girl in Portland? Has your fiance yet arranged to furnish up a flat or cottage where you will be all alone, where you can entertain your friends and enjoy your own home? If he has not closed the deal for furnishing your new home it is extremely fortunate that you noticed our ad. No matter whether it is \$200 or \$400 or \$1,000 that is to be put into your house furnishings you want the very best furniture that the money will buy. Now, a man has little time to look around and price furniture; then again a man has a way of going into a store and buying a good piece of goods without questioning the price--without looking around--and he may pay two prices for it. Take "M.-A.'s" advice and do plenty of looking around before you become a June bride, and if our prices are not the lowest take "M.-A.'s" advice again and don't buy here. That's good, sound, advice, ain't it?

Remember--when on furniture buying bent that we can sell cheapest because we collect rent

CARPET SALE

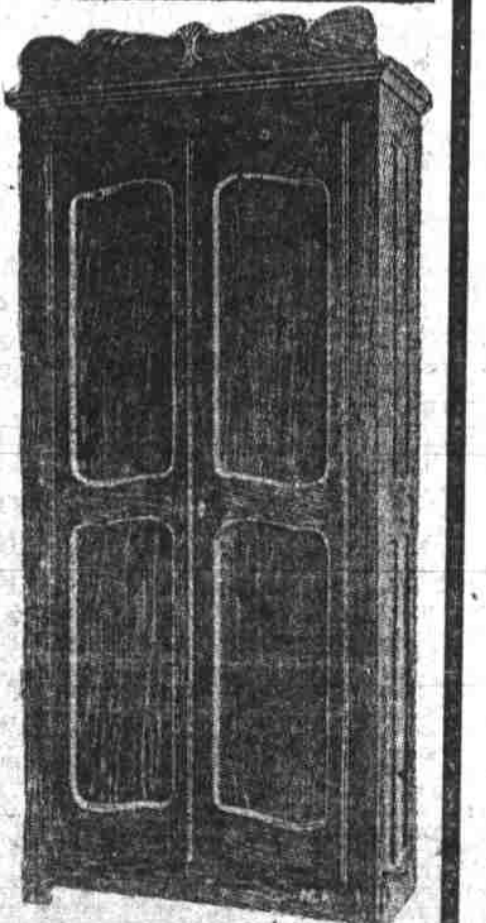
Those accustomed to buying their Carpets from the high-rent-price boys over town--will be astonished at our prices. A saving of from 15c to 25c per yard on Carpet means a great deal in furnishing a house.

Royal Oak Dresser \$10.75



LOOK OUT
We have one large, beautiful room filled with Dressers and Chiffoniers, as fine a display as shown in Portland.

SPECIAL THIS WEEK
Royal Oak Dressers \$10.75
Quartered Oak Dressers \$18.00
Royal Oak Chiffoniers \$12.75
Quartered Oak Chiffoniers \$16.00



This handsome Wardrobe (like cut) stands 6 1/2 feet high and is 38 inches wide; it sets in from \$8.50 to \$11.50, according to the locality--"M.-A.'s" special price this week is \$6.75



Jewel Refrigerators

SAVE ICE BILLS
Special this week at **\$10.00**

Great Spec'l on Victor Talking Machines and Edison Phonographs



No home is "COMPLETELY" furnished without a VICTOR or EDISON. Hence "M.-A." IS THE ONLY "COMPLETE" HOME FURNISHER IN PORTLAND. We will place one of these World Famous instruments in your home this week WITHOUT THE PAYMENT OF ONE DOLLAR. It will cost you only \$1.00 per week, and NO INTEREST; you will also get it at the cash price. You will merely take and pay for 6 records. We will also waive the weekly payment so long as you take 6 records weekly. This gives you an opportunity to stock up with a fine collection of music.

Let "M.-A." Furnish Your Home

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



"M.-A." Protects the Family Income