



## "M-A's" Very Low No-Rent Prices Reduced 25% This Week on All of Best Furniture

Our first year's business expectations, although enthusiastically large, have already been exceeded by thousands of dollars. For a new firm to have accomplished such wonderful results in six months is a most remarkable achievement, all the more astonishing because we are on the East Side, many blocks from the central retail district. It surely proves that **LOW PRICES WILL BRING CUSTOMERS**, no matter where the store is located. That we established a new era in the Portland furniture market is self-evident. Fortunately, we were opportunists. The people had vainly protested against the unreasonably high prices demanded by the furniture dealers, only to see them soar higher and higher, and were ripe for revolt. No other firm was in position to become a Moses to lead them out of bondage to the Big-Price Boys, because the other big dealers were in bondage to high-rent-demanding landlords. We had erected a large four-story building, covering one fourth of a city block. One half of this building affords an income that meets interest and taxes on the whole investment. The other half gives us space for our big furniture store—space that would cost us \$1,500 a month in the central retail district; and the fact that we **CAN AND DO** sell the same furniture each month for \$1,500 less than if we were paying rent (making just as much money also) has given us the trade. We are in a class entirely by ourselves. Others can never compete with us, because

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

We feel so very grateful over our wonderful success that we will celebrate the achievement this week in a most fitting manner—in a way to demonstrate to the public our appreciation for the very large patronage given us. We can well afford to forego profit-making for one week, and do not care whether we make a dollar. **WE CAN'T HAVE ANY FIFTY PER CENT REDUCTION SALE; NONE OF OUR GOODS ARE MARKED THAT WAY, AND NOBODY IS SELLING UNDER COST. BY OBSERVING SPECIAL CUT-PRICE SALES YOU CAN SEE WHOSE REGULAR PRICES ARE THE HIGHEST. A 25 PER CENT REDUCTION ON OUR VERY LOW NO-RENT PRICES PRACTICALLY MEANS SWAPPING DOLLARS. MANY ARTICLES CANNOT BE REDUCED OVER 15 PER CENT WITHOUT GOING BELOW COST.** We will so regulate this sale as to get enough above wholesale price to pay for handling and delivering the goods. Generally speaking, however, **ALL OF THE VERY BEST GOODS WILL BE REDUCED 25 PER CENT.** Steel Ranges are excepted, the reduction being 15 per cent, and Phonographs and Records, being contract goods, cannot be reduced one penny. Window Shades only 5 per cent. With these exceptions you can buy anything marked \$45 or more at a discount of 25 per cent; goods marked from \$30 to \$45, 20 per cent discount, and from \$1 to \$30, 15 per cent discount. Terms during this sale will be spot cash or C. O. D., or goods held 30 days on deposit of one-fourth the price.



**Terms**  
During this sale are spot cash or C. O. D. Will hold 30 days on deposit of one-fourth  
  
This is not an "Odds and ends sale," or a sample sale, or a sale of defective goods, but a sale wherein the very best furniture in stock is reduced to the limit.



**MORE BEAUTIFUL THAN MAHOGANY**

We Invite Inspection of This Handsome \$400 Mahogany Dining Room Set (like cut) Which we Offer This Week at **\$300.00**

The Chairs are solid Mahogany and the other pieces represent the very highest class of workmanship in Mahogany veneering. It is an absolute fact that West Side houses would price this Dining Set regularly at \$600. We marked it \$400. To secure a 25 per cent reduction on our very low No-Rent Price gives you for \$300 a Dining Set that would ornament a \$25,000 home. Upon deposit of \$75 we will hold till your new house is completed—if within three months.



**\$75 Leather Davenport \$56.25**

This Davenport (like cut) is a handsome piece of furniture; quartered oak frame, weathered finish; a fine mission pattern, upholstered in genuine Spanish leather; west side prices of same are \$100, our No-Rent price \$75, during this sale you can have it for **\$56.25**. We have other patterns from \$50 to \$90; one-fourth off of any of these this week.



**\$55 Turkish Rocker \$41.25**

This handsome Turkish Rocker, upholstered in genuine No. 1 black leather; sold by the Big-Rent Price boys for \$70, our No-Rent price is \$55; this week it will cost you only **\$41.25**—A rare bargain.

It requires a vivid imagination to conceive a more beautiful Bed-Room Set than this. No home can be so elegantly furnished that it would be considered cheap. West Side houses would not think of pricing such an outfit at less than \$325. Our No-Rent Price, \$218.50. One-fourth off this week gives you this elegant Circassian Walnut Bed-Room Set for only \$163.50—little more than Quartered Oak. Will hold till your new house is completed on deposit of \$50—if within three months.

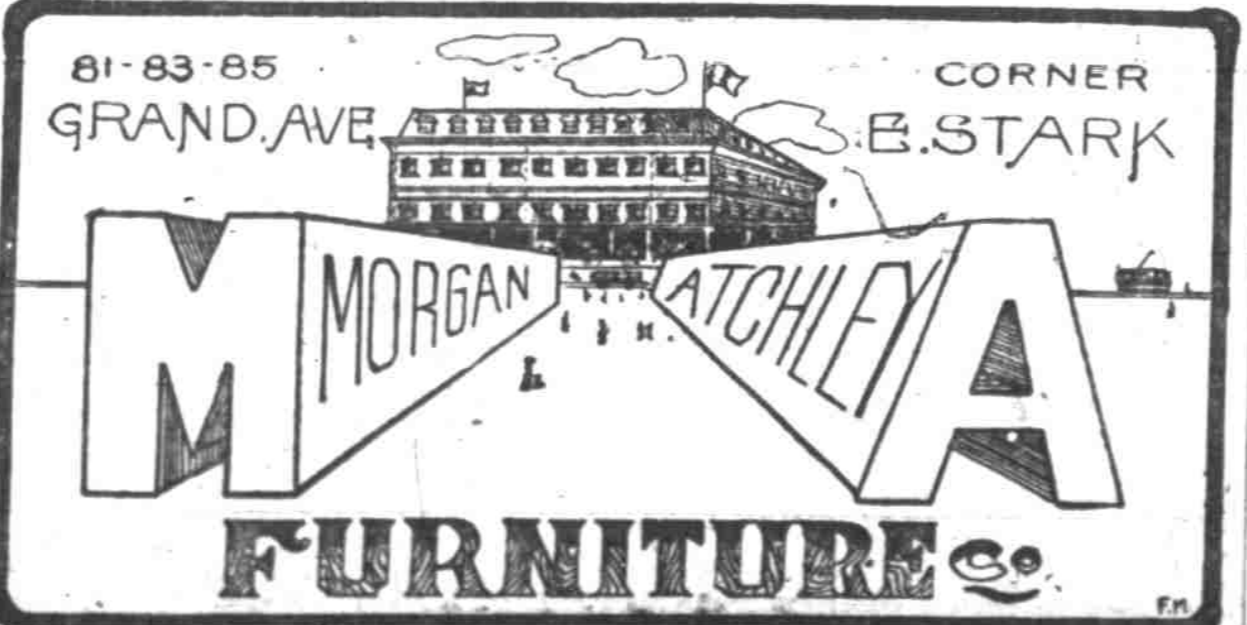


**\$41.50 Dresser \$31.15**

Big Price Boys would ask \$50 for this fine large Quartered Oak Dresser. Our No-Rent Price is only **\$41.50** and **\$31.15** Gets it this week. We have many others, all reduced from 15 to 25 per cent.

### 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



The celebration of the Fourth, or Declaration of Independence is over. The celebration of the Declaration of Independence or freedom from the Big Price Boys is on this week. It is a big Fourth Reduction Sale. You are invited to profit by our profit-sharing sale—a sale to celebrate our wonderful success.

**\$63.75 Buffet at \$47.80**

This large handsome quartered oak Buffet (like cut) is in the weathered finish and of best eastern manufacture; the Big-Rent Price Boys would never think of marking it less than \$85; our regular No-Rent price is \$63.75; this week it will cost you only **\$47.80**. We have a large variety of weathered oak Buffets; reductions on all of them from 15 to 25 per cent.

