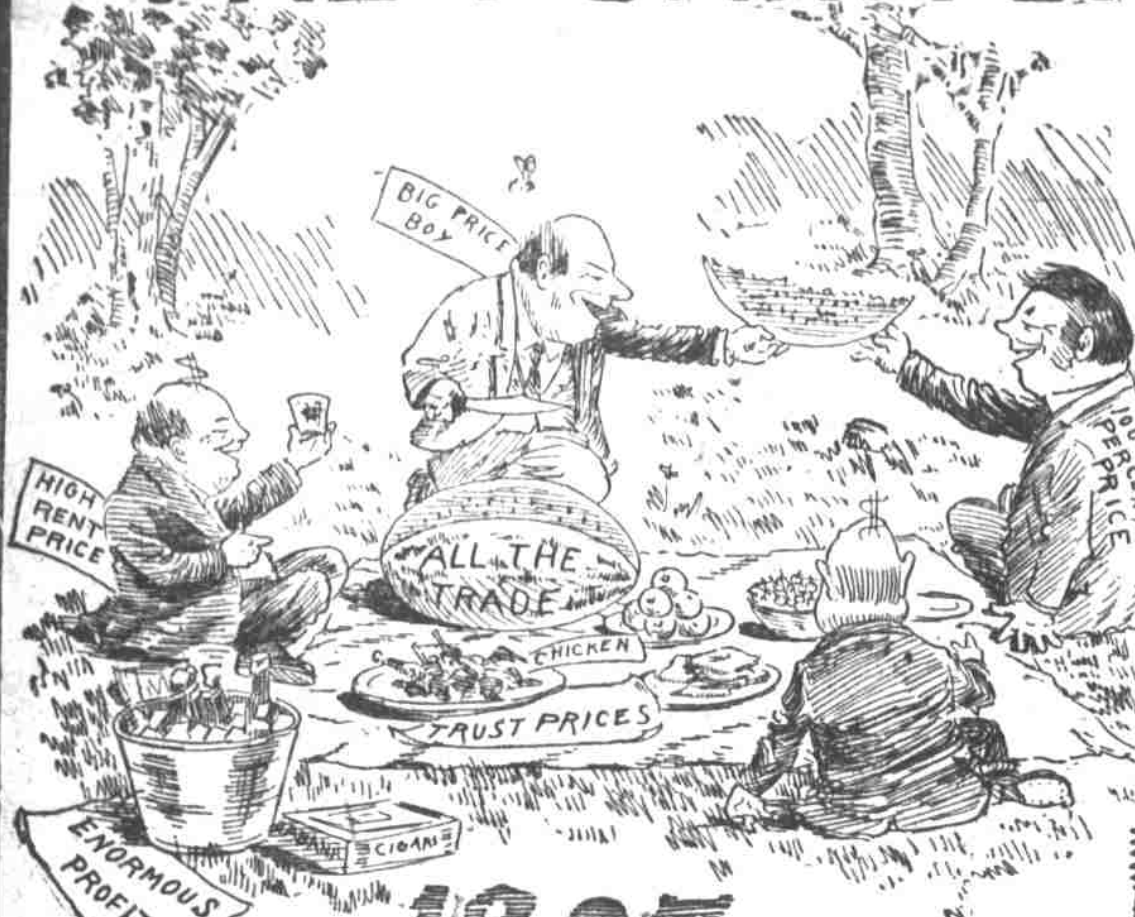


THE FURNITURE MEN'S ANNUAL PICNIC



1907



1908



Indeed and It's No Picnic the Big Price Boys Are Having This Year!

Really, we didn't start out to clean them up so quickly and so completely as we have done. We thought only of giving the public furniture at reasonable prices, and had no idea that so many people would be convinced of THE TRUTH OF OUR GENUINE VERY LOW NO-RENT BARGAIN PRICES. We knew the public had been fooled so much on fake advertising that many people would read our ads and say, "Oh, hot air!" but we overestimated the number of skeptics. Of course, we knew that if the people only took the trouble to investigate our prices it would be "all off" with the Big Price Boys, but we had no idea so many would do so. Why, even July, when trade is supposed to be dull, will be one of the biggest months we've had—in fact, so large that we have had to increase our force of salesmen. But, say—do you realize what a storm we have precipitated? Have you any idea of the extent of the anger we have aroused in the Big Price Boys? Do you know how sore they are on us? However, if it angers the Big Price Boys to have us furnish your home at reasonable prices, if it enrages them to have us stand between the public and a "hold-up," IF IT MAKES THEM "BOIL OVER" WHEN WE POINT OUT THAT A 50 PER CENT REDUCTION ON A SPECIAL SALE CONVICTS THEM OF SELLING REGULARLY AT 100 PER CENT PROFIT, then we say that we are to be congratulated for the enemies we have made, and the Big Price Boys can "take that and smoke it in their old cob pipes." No other new firm ever before jumped in and in six months established one of the very largest businesses in the city; but, of course, no other firm was ever in the position to give the extraordinarily low prices we have given, because

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

Now for a general clean up of samples and odd pieces before our August inventory, and to make room for our big fall stock—large purchases made by our Mr. S. H. Morgan who has just returned from the eastern market. *During this Clean Up Sale you will secure some rare bargains, but no 50 per cent reductions, mind you, because we never mark goods high enough to permit such cuts. If we did we could not honestly advertise as a low priced firm.* However, excepting Phonographs, Records and Shades

Everything Will Be Reduced from 15 to 25% This Week



Library Table
This handsome Full Quarter-Sawed Oak Library Table, in the weathered finish, like cut, is on special sale this week at **\$5.00**
You Can't Afford to Miss It.

Rockers Reduced From 15 to 25 Per Cent

Last week we put on sale 167 varieties of rockers. We sold a large number, but still have a very large selection and can please you at small cost. Rockers require a lot of room, and we must reduce our stock to about 57 varieties.



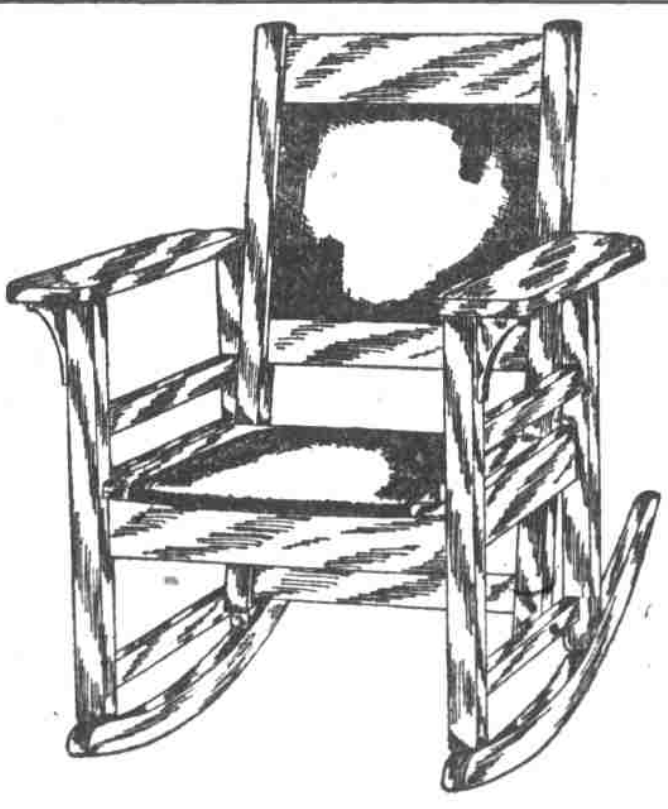
This Rocker \$2.45

A specimen bargain; we won't mention its value, we want to see how many people recognize a big bargain. It is solid oak, wooden seat and rodded; is an extra strong rocker. The Big Price Boys would call it a \$6 rocker, but it isn't—we'll be frank, we never ask \$6 for it, although others do. However, we will sell only one to each person, and deliver it at our convenience.

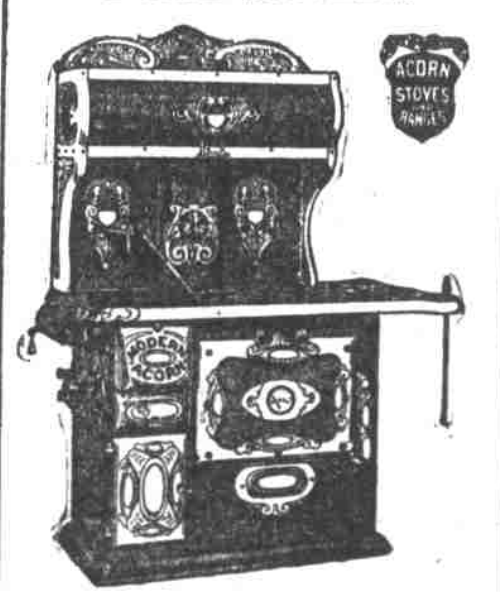
Do You Know Rocker Values? We'll See

Big Mission Rocker \$8.25

This is an elegant Weathered Oak Rocker, upholstered in genuine brown Spanish leather. The Big Price Boys would call it a \$14.00 rocker. We sell it at \$11.00. This week it will cost you only **\$8.25**



ACORN RANGES--The GREAT FUEL SAVERS



\$16.00
Full quarter-sawed oak, best eastern manufacture; this handsome Dresser (like cut) would cost you over \$20 elsewhere; this week it will cost you only **\$16.00**

Dressers

Reduced From 15 to 25 Per Cent This Week

- Equals a 50 per cent reduction by the Big Price Boys.
- \$8.00 fir Dresser, special... **\$6.50**
 - \$9.00 fir Dresser, special... **\$7.00**
 - \$10.00 royal oak Dresser... **\$7.75**
 - \$12.50 genuine oak Dresser... **\$9.50**
 - \$12.50 maple Dresser... **\$9.50**
 - \$13.50 royal oak Dresser... **\$10.00**
 - \$18.00 oak Dresser, spl... **\$15.00**
 - \$19.00 quarter-sawed oak Dresser, special... **\$16.00**
 - \$25.00 quarter-sawed oak Dresser, special... **\$21.00**
 - \$30.00 birdseye maple Dresser, special... **\$25.00**
 - \$41.50 quartered oak Dresser, special... **\$33.00**
 - \$55.00 quartered oak Dresser, special... **\$45.00**

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 B. STARK

MORGAN ATCHLEY FURNITURE CO.

We have secured one of the oldest and best lines of Steel Ranges made in America—the celebrated ACORN, which has stood the test of 75 years. To make a better range than the ACORN is impossible.

Acorn Ranges Bake Well!

To use every possible unit of heat, to carry the smoke out freely with an ordinary chimney, to distribute the heat evenly over all the oven surfaces, the ACORN Sheet Flue is carefully proportioned to the oven and to the fire box. Heavy asbestos board lines the flues, and by preventing waste of heat through the walls of the range concentrates the strength of the fire on the oven, so that, besides baking excellently,

Acorn Ranges Bake Quickly?

The ACORN Hot-Blast Fire Box insures the greatest possible fuel economy and is found exclusively in ACORN Steel and Cast Ranges. No fuel is wasted in fire box. No heat is wasted in flues. ACORNS are the great fuel-savers. In three years there are 1,095 days. An ACORN Range, saving 5 cents' worth of fuel a day,

Will Pay for Itself in Three Years!

All Stoves and Ranges Reduced 15 and 20 Per Cent This Week.