



There Have Been Some Big Improvements in Range Construction

of late. Few know how much better results can be obtained in a modern, scientifically made stove or range. It would be MONEY IN YOUR POCKET to get rid of an old stove or range and BUY A MODERN ACORN.

Excellent Baking Quickly Done with Little Fuel in Acorn Ranges.

A LESSON IN ECONOMY



East Side Headquarters for

Victor
Talking
Machines and
Records

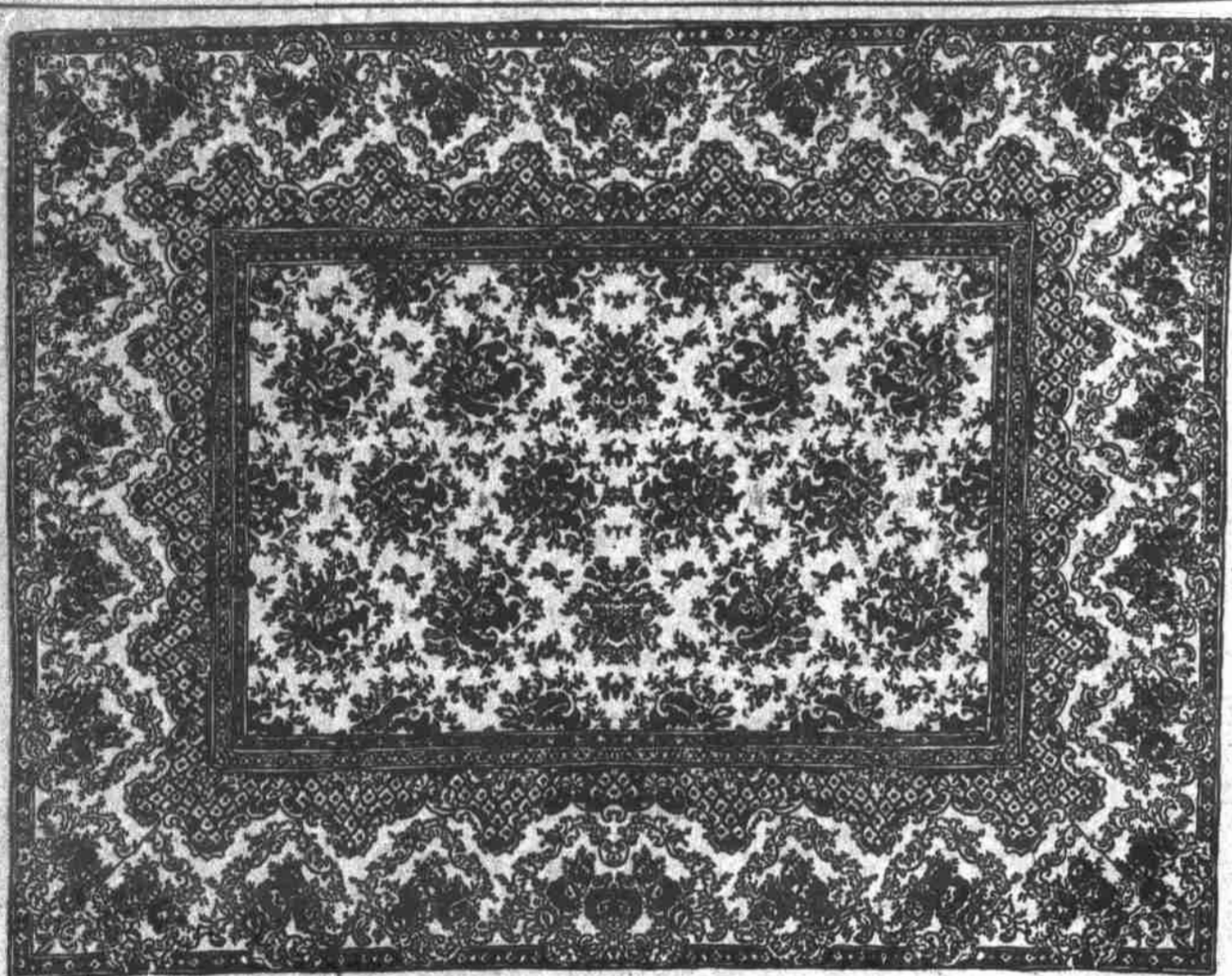
East Siders can get Records without crossing the River.



Large Eastern purchases made by our Mr. S. H. Morgan in July, at the Chicago Furniture Exposition, are arriving daily, and we have so many new lines to show that we are clearing out hundreds of articles at EXTRA SPECIAL, or DOLLAR-SWAPPING PRICES—You need never fear any of our specials, they are always absolutely bona fide. In the first place, no firm has, nor can mark its furniture so low as ours because

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

That is the reason you see no such "specials" in our ads as \$50 articles cut to \$25 or \$22.50—We are as anxious as the rest to make impressive "Special Bargains," but our regular prices are so low that they will stand no more than half the "Special Reduction" shown by others, hence the cutting business is the one and only thing in which we are unable to compete with the Big-Price Boys.



Brussels Rugs, Like Cut, 9x12 Special at **\$7.95**

We Claim "That This Is Going Some"

Did you ever hear of any one selling big, room-size or 9x12 Brussels Rugs at \$7.95? We never did. But people have long ceased to wonder at our Bargains. They know we can do what would be impossible for other dealers. The above cut is an exact reproduction of one of these patterns in a floral design. We have others in oriental patterns—six different designs altogether. They are mill-made rugs, with mitred corners, and would be called \$15.00 rugs by the Big-Price Boys. If you want a cheap rug, it is an extraordinary bargain. If you want a better one, you will find

All Other Rugs Reduced 15 per cent this week, so we can surely please you, and give you an extra bargain

STORE CLOSED MONDAY -- LABOR DAY

All Rockers Reduced From 15 to 25 Per Cent This Week

Our great specialty is Rockers, and we sell them by the hundreds. We carry one of the largest assortments in the city. These cuts illustrate some of our extra special bargains this week. No more than one of these will be sold to one person, and will be delivered at our convenience.



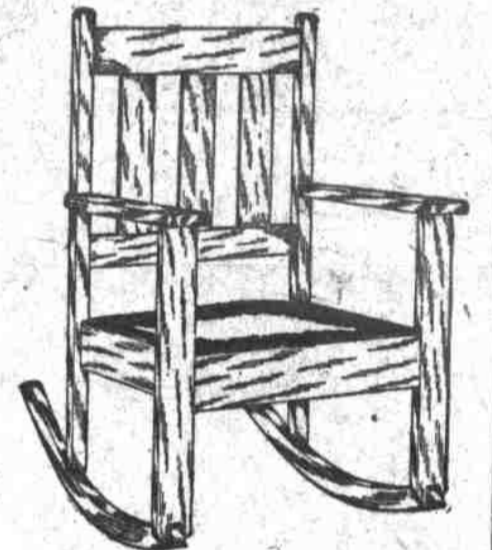
Extra Special
\$2.45

This solid oak, high-back Rocker, rodged to make it extra strong, will cost you only

\$2.45 This Week

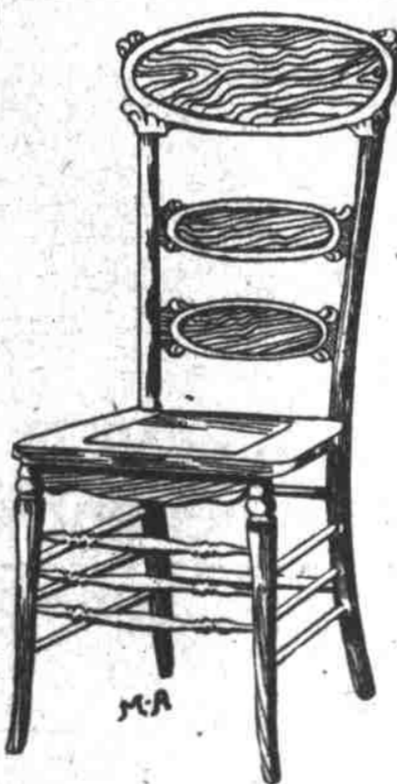
We won't state its value. We want to see how many people really know Rocker values.

This Handsome
**Chase
Leather
Rocker**



solid oak frame, golden or weathered,

Special Only \$5.00



FREE!

This handsome oak, cane-seat Bedroom Chair will be given

Free This Week

to those who buy the rocker shown, at \$3.60—its regular price.

We have not marked the rocker up one cent above our regular selling price, either—in fact, hundreds of these rockers have been sold by others at \$4.

For Only
\$3.60



(The regular price of this quartered-oak Bedroom Rocker). We will include the straight chair to match

Absolutely Free!

This \$15.00 Napoleon Bed

Special This Week

\$11.25



The Big-Price Boys would call this a \$20 Bed. Like cut, and is a beauty. Quarter-sawed oak finish and very stylish. They won't last long at this special low price of, only... **\$11.25**

W. L. Morgan

Geo. T. Atchley

S. H. Morgan

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

M MORGAN ATCHLEY A FURNITURE CO

\$14.00 Oak
**Princess
Dresser**

Special This Week

\$10.50

Has large 17x35-inch mirror, and is made of solid oak, quarter-sawed finish. No one marks goods so low as we do, and this special is a 25 per cent reduction and a big bargain.

