



**This Handsome \$15  
NAPOLEON  
BED**

**SPECIAL  
\$11.25**

Looks like a \$30 quarter-sawn oak bed — others would call it a \$20 bed.

### A LESSON IN ECONOMY

If EVERYBODY knew how much cheaper Furniture is sold by



**MORGAN - ATCHLEY**

How long could the Big-Price Boys remain in business?

### Pure Silk Floss Mattresses

Special **\$8.50**



Roll edge, art tick, 25 pounds, and far more comfortable than a feather bed. Most sanitary mattress made. Sell elsewhere from \$12 to \$15. Our regular price \$11—

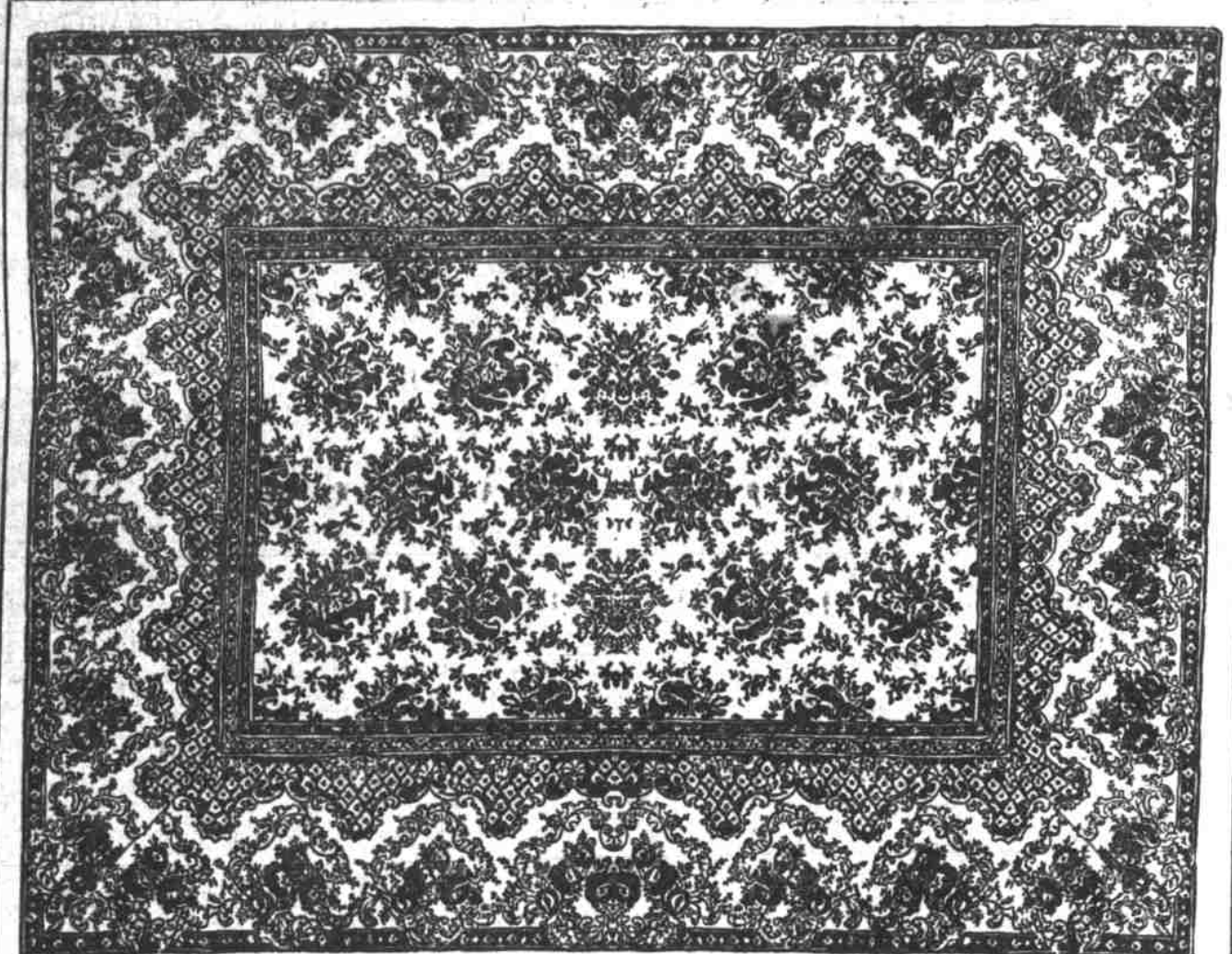
**Special This Week \$8.50**

# What Would Become of High Rent Price & Sons

WEST SIDE FURNITURE DEALERS, if everybody really knew how much cheaper we sell it on the East Side? That's a serious question. How fortunate for the Big-Price Boys (who are not greedy, but merely victims of outrageous rents) that all the people cannot be convinced of the whole truth. Constantly we are asking the question, If

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

And the people are answering the question in such vast numbers that our shipping department, despite the fact that we are regularly increasing our working force, is snowed under most of the time, and we are forced to apologize for delayed deliveries. So it's just as well that all homefurnishers don't realize just how much they could save by buying from us, for we could not handle the trade of the whole city, and people would feel pretty sore if they knew they were losing big money simply because we could not handle the trade. We know of no new business that has witnessed such phenomenal growth as has ours this year. During the first six months, notwithstanding the panic, our sales were 35 per cent more than we had expected for the whole of the year—our calculations preceding the panic, too. Then for July and August—supposedly the dullest furniture months in the year—we did half as much business as during the first six months. September is simply swamping us. What does it all mean? How are we to handle it? What does the East Side think of it? Well, we're too busy selling goods to answer questions; besides we prefer that the people themselves formulate answers. **WE OFFER THIS WEEK MANY ARTICLES AT EXTRA SPECIAL OR DOLLAR-SWAPPING PRICES.** We make no money on specials (for which reason they are sold for cash only, and only one to each person), but "special" them for the purpose of giving our regular customers extra bargains and to bring new customers to our store to investigate our very low regular no-rent prices. To miss them you will lose money.



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

**We Claim "That This Is Going Some"**

Did you ever hear of anyone 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 rugs by the Big-Price Boys. If you want a cheap rug, it is an extraordinary bargain. When we put these rugs on special sale we sold seventeen within the first hour and a half after opening our doors, and have been the fastest seller we ever put on sale.



**This Handsome Chase  
Leather  
Rocker**

Solid Oak Frame, Golden or Weathered

**Special, Only \$5**



**This Handsome \$60 Leather Davenport**

Special at **\$45**

All others reduced 15 per cent this week.



**\$2.00 Hall Hat Rack Only \$1.50**

Weathered oak, 15 by 36 inches. Has mirror 6 by 8 inches. A handsome little rack.

**SPECIAL \$1.50**



**An Extra Special FOR \$2.45**

**This Is a Solid Oak, High-back Rocker**

Rodded to make it extra strong. Thousands of these rockers have been sold at WHOLESALE FOR \$3.00. We bought a large quantity of them at a reduced price for a special and put them on sale without profit.



**This Handsome \$18 Quartered Oak Dressing Table, Special, \$13.50**



**25 Per Cent Reduction This Week on These Handsome Laclede Oak Heaters**


All Sizes

Burn coal or wood and make elegant parlor stoves.


\$5.40 Heaters, special **\$3.80**  
\$7.00 Heaters, special **\$5.25**  
\$8.75 Heaters, special **\$6.55**  
\$11.25 Heaters, special **\$8.40**  
\$13.50 Heaters, special **\$10.20**

W. L. Morgan      Geo. T. Atchley      S. H. Morgan

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



**MORGAN ATCHLEY FURNITURE CO.**



**\$10 Morris Chair**

Special **\$7.50**

Solid Oak Frame, Chase Leather Seat