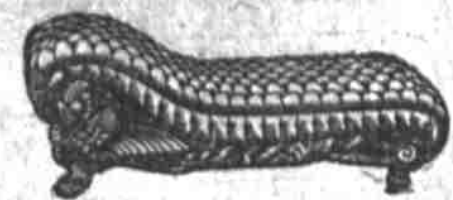


**HANDSOME CHASE LEATHER COUCH \$12.50**



You would be surprised to know how many of your friends have paid the Big Price Boys \$20 for these Couches. They have spring edge and smooth surface (not tufted like shown in cut) and will not catch dust.

**SPECIAL THIS WEEK AT \$12.50**

**A LESSON IN ECONOMY**



**Acorn Stoves and Ranges**

Over a million in use. America's oldest make. The standard for 78 years. Best Cast and Steel Range made. Costs more, but lasts twice as long and saves fuel enough to pay for itself.



**Buy Only an Acorn**

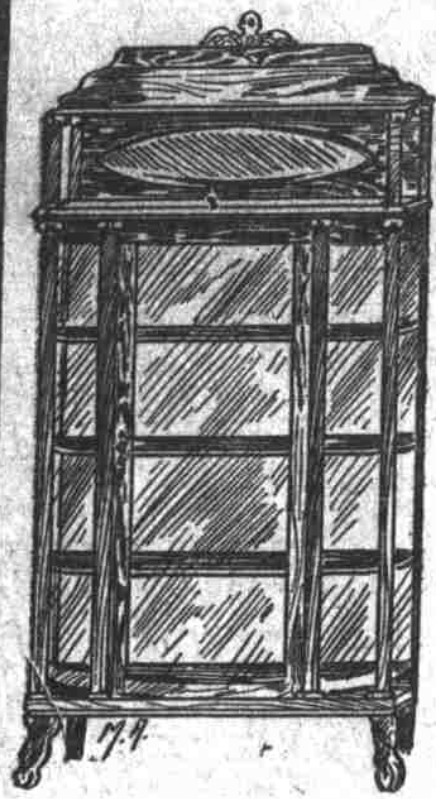
**\$25,000 SAVED PORTLAND FURNITURE BUYERS THROUGH NO-RENT PRICES, \$25,000**

Yes, \$25,000! It's a large sum of money, yet at the end of this year the people of Portland—those who have bought furniture—will actually be richer, by not less than \$25,000, because of the fact that we opened a large, first class furniture store on the East Side at the beginning of the year, and have been selling furniture at prices which no one imagined it could be sold, at prices which no firm could sell that pays rent. Rents from one-half of our large new four-story building, covering one-fourth of a city block, pays interest and taxes on the whole investment, leaving us, rent free, space which on the West Side would cost us over \$1000 a month. It put us in a class entirely by ourselves. Others cannot possibly meet our prices because

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

It was particularly fortunate for the people of Portland that we were able to develop an economical plan by which we could sell them furniture from 20 to 40 per cent lower than others, and also a most fortunate stroke for us. Our business is growing by leaps and bounds. September ran 35 per cent ahead of our best previous Months Sales, and for the year we will do four times the business anticipated.

**Do You Think Anything But Actual, Bona Fide Low Prices Would Have Brought the People to the East Side to a New and Unknown Firm to Buy Their Furniture?**

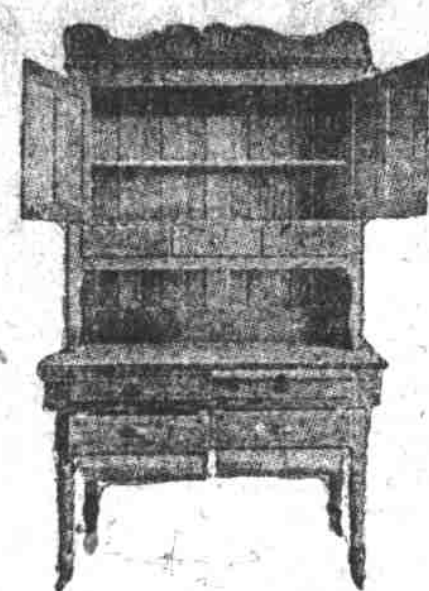


**This Handsome \$35.00 China Closet Special \$27.00**

Full quartered oak, Colonial style, would be an ornament to any dining-room. Big Price Boys would price it at \$45. Our regular No Rent Price is \$35.00.

**SPECIAL \$27.00**

**Big Special Sale on Kitchen Furniture This Week**



**Cabinet \$6.50**

**These Specials for This Week Only**

No phone orders taken. Deliver at convenience. TERMS CASH at these prices.



**Kitchen Table with Drawer \$1.30**



**Treasure \$3.25**



**Drop Leaf Table \$1.75 Finished \$2.00**



**25 Per Cent Off This Week on the Celebrated Hoosier Cabinet Running from \$25.00 to \$37.50**

**Stearns & Foster Mattress — Sixty (60) Nights' Free Trial**

Did you ever hear of such an offer? Sleep on it 60 nights, romp on it with the children, put it to any test you will. At the end of 60 days, we will take it back again and return your money immediately, if your satisfaction is not complete. Just notify us that the mattress has been a disappointment and without question, quibble or argument, the mattress will be taken away and your money returned at once.

**These Mattresses Are Made of Purest Springy Cotton and by the Wonderful Web Process**

Special machinery crosses and re-crosses the filling cotton fibers into a continuous web. Forty of these buoyant webs laid one upon another make a layer, and nine of these layers make a Stearns & Foster Mattress. To make such a mattress except by their special machinery would be absolutely impossible. Did you notice their two-page ad in the Saturday Evening Post October 3?

**PRICES \$10.50 \$13.50 \$16.00**

**You're Not Selfish**



You merely forget that your wife misses the musicals and concerts that you use to take her to.

**A Victor**

Will bring to your own home the world's greatest singers and musicians. If you live on the East Side buy from us.

W. L. MORGAN.

GEO. T. ATCHLEY.

S. H. MORGAN.

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

**M MORGAN ATCHLEY A FURNITURE CO**

**HALL HAT RACK AND UMBRELLA STAND**

**Special \$1.20**

Stands 5 feet 6 inches high and is just the thing you need for the office or home during the rainy season.

**A Great Bargain Special \$1.20**

TELEPHONE ORDERS NOT TAKEN ON SPECIALS—TERMS CASH OR C. O. D.—ONLY ONE OF EACH ARTICLE TO ONE PERSON.