



No line of business in any large city ever experienced such a complete revolution in the short period of one year, as has the FURNITURE BUSINESS IN PORTLAND. One year ago our big new building at Grand Avenue and East Stark street was not complete, and West Side Dealers were having everything their own way. You had the option of paying one of the Big Price Boys "much too much" for Furniture or of paying one of the others a "heap too much." This had been the situation for a long time and every home was feeling the big tax. The people protested in vain and felt helpless. They were ripe for revolt and when we opened the first first-class low-priced Furniture House Portland had had, they welcomed our advent with an unheard of enthusiasm. From the completion of our store—January 15—our business began to grow by leaps and bounds, from month to month, until now WE ARE ONE OF THE REAL BIG FURNITURE HOUSES OF PORTLAND—doing half as much business each month as we had anticipated for the whole of the first year, and more business than many large firms that have been in business 15 and 20 years. When we entered the field with Furniture marked lower than it had ever been priced in Portland, West Side dealers insisted that we would fail in a few months, but they did not then understand that WE WERE GETTING SUFFICIENT RENT FROM HALF OUR BUILDING TO PAY INTEREST AND TAXES ON THE WHOLE INVESTMENT, WHICH GIVES US—RENT FREE—STORE SPACE THAT COSTS THEM OVER \$1,000 A MONTH. When the Big Rent Boys learned this fact, the shock was so great that they have not yet recovered. They have kicked, bluffed, scratched, and bit at us repeatedly—always coming off second best, and affording us much amusement and more business. Our economic advantage puts us in a class entirely by ourselves.

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

It is fortunate for us that we were able to sell furniture so much cheaper and still make as much money as others, and it was also exceedingly fortunate for the Public. Hundreds and hundreds of homes have been furnished much more elaborately than they had dreamed of, because at OUR NO-RENT PRICES the people could afford so much better furniture than they had been buying.

We Have Actually Saved Portland Furniture Buyers \$25,000 This Year



Big Dresser and Chiffonier Specials

We have just received two carloads of Dressers and Chiffoniers, which we wish to put on sample, and need the space occupied by samples of three other lines, all of which are sold except the samples. These we will sell at cost. This large, handsome Oak Dresser will go to some fortunate buyer at **\$13.50**, the price of an imitation oak. Other Oak Dressers at **\$9.00** and **\$11.00**, and one large full quartered oak at **\$19.90** which would cost you \$30.00 at many other stores.

CHIFFONIERS

\$ 7.50 Golden Oak.....	\$5.00
\$12.00 Golden Oak.....	\$8.90
\$17.00 Golden Oak.....	\$12.75
\$19.00 Golden Oak.....	\$14.25
\$20.00 Tuna Mahogany.....	\$15.00
\$25.25 Quartered Oak.....	\$19.00



Kitchen Cabinets

\$5.50

Last week we specialized this well-known Kitchen Cabinet at **\$5.50**. Some of our friends could not get in, so we decided to sell 12 more at the same price. You will need to come early to "get in" on this extraordinary bargain.




CARPETS RUGS

Extra Special on

Room-Size Rugs

9x12 Brussels Rugs, mitered corners.....	\$7.95
9x12 all-wool Ingrain Rugs.....	\$7.95
9x12 Pro-Brussels all-wool Rugs.....	\$8.95
9x12 Kashmere Rugs; look like Body Brussels; use both sides; special.....	\$11.00
Small Velvet Rugs, 27x54 inches.....	\$1.15



We have just received a large shipment of

Morris Chairs

Bought at such a price as to give the public some rare bargains. See our window display.

\$12 and \$15

You can buy Morris Chairs that you will consider worth \$20.00 and \$25.00.

Mrs. Potts' Sad Irons at 85c Per Set

Did you ever buy a set of Mrs. Potts' Sad Irons for less than \$1.25? If so, you got a bargain; if not, you are going to enjoy that privilege. This week we will sell one set to each person—not delivered—at a special price of

85 Cents

ELECTION NOTICE

Associated Press Bulletins Giving Election Returns will be furnished East Siders Tuesday Night at Morrison and Grand Avenue by the Business Men

Big Cut in Brass Beds

The price at which we will sell you a handsome Brass Bed this week will convince you that you can well afford what you have considered too much of a luxury to buy. Brass Beds that you have priced at \$50.00 will go at **\$35.00** this week. Beds that sell regularly at \$37.50 elsewhere will go at..... **\$25.00**

OTHERS STILL CHEAPER
COME IN AND SEE THEM



MANY, MANY THANKS

We desire to thank the public most cordially for their enthusiastic and continued support. During September our sales were so very large that we hardly hoped to equal the sum in October. However, we again ran ahead of ourselves, setting another high-water mark. To say that we appreciate the confidence which the great buying public has bestowed upon us is putting it very mildly and we shall continually strive to merit same.

TELEPHONE ORDERS not taken on specials. TERMS CASH. ONLY ONE OF EACH ARTICLE to each person.

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

81-83-85 GRAND AVE. CORNER E STARK



FURNITURE CO.

Do You Know

(Extracts from a circular being distributed by the East Side Business Men's Club.)

- THAT 85 per cent of Portland's new houses are being built on the East Side?
- THAT a merchant's expense of doing business determines his selling price?
- THAT East Side Merchants, by reason of low rents and light expenses, save their customers from 15 to 25 per cent?
- THAT West Side people recognize the advantage of trading on the East Side, and that they are actually spending thousands of dollars annually on the East Side?
- THAT increasing East Side trade means larger stocks of merchandise, more civic improvements, better property values and a Greater Portland?