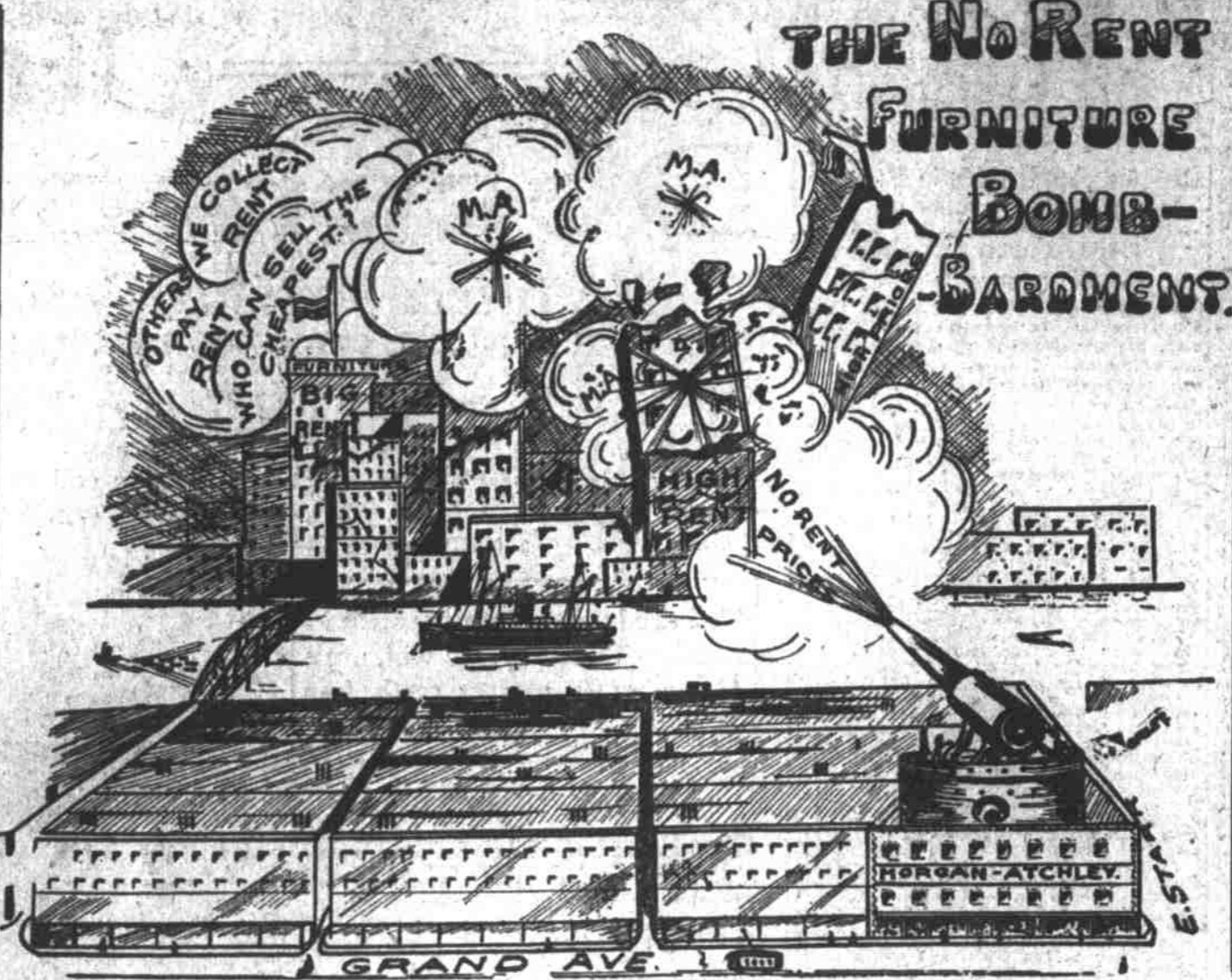




Furniture Prices All Shot to Pieces!

We Are Fighting the People's Battle, and the People Are Standing By Us Nobly

Early in the year, when we opened fire on "skyscraper prices," we little dreamed that we would win such a complete victory. WE KNEW FURNITURE HAD NEVER BEEN SOLD IN PORTLAND AT SUCH A LOW FIGURE, but we knew that the people must be convinced of this fact, and the fondest hopes we then entertained are far behind our present actual realization. The business we have done exceeds our fondest expectations by thousands and tens of thousands of dollars.



THE NO RENT FURNITURE BOMB-BARDMENT.



Hard On Dealers but Good On Buyers!

We Have Revolutionized Furniture Prices in Portland, and the Public Has Shown Its Appreciation

Our business has been the ONE BIG SUCCESS OF THE YEAR. Our trade has come from all parts of the city. WEST SIDE CUSTOMERS SPEND THOUSANDS OF DOLLARS AT OUR STORE EACH MONTH. We have actually saved our customers at least \$25,000 this year, which means that hundreds of homes have been fitted up much more elaborately than they would have had we not been in business.

The Latest Type of Modern Artillery Smashes High-Priced Fortifications Like Egg Shells

For years PEOPLE REBELLED AGAINST FURNITURE PRICES IN PORTLAND, but felt entirely helpless. It was our good fortune to solve the problem of GIVING THEM RELIEF in a mutually profitable manner. To pay big rents and undersell others was impossible; to own our store would partially solve the problem, but not entirely, as interest and taxes must be reckoned with. We purchased one fourth of a city block on the East Side, where business property is cheaper, and erected a large four story building. We occupy one half of this building; the income from the other half covers interest, taxes, etc. It puts us IN A CLASS ENTIRELY BY OURSELVES. We can make legitimate profits at prices that would put others out of business — because

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

When the above picture was printed, early in the year, the Big Price Boys were just waking up to the fact that we were an important factor in the furniture market, and every effort has been made to discredit us, but the people were too "knowing" to be fooled. The Big Price Boys naturally try to prove that their prices are low; but the public knows they must pay big rents, which the customer must assume. The Big Price Boys also constantly convict themselves of selling at double the cost of furniture—by advertising "specials" at half price. Now, WE NEVER MARK GOODS HIGH ENOUGH TO PERMIT MORE THAN A TWENTY-FIVE PER CENT "SPECIAL" REDUCTION—hence people have learned that this is the place for all regular trade—for all complete outfits—and we have simply been swamped with business.



Big Snaps in Library Tables



These cuts illustrate three patterns of Library Tables that we have placed on special sale at \$8.00 each—there are others. When you see them you can hardly believe your eyes. If you know ANYTHING AT ALL about values—even a "LITTLE, WEE, TINY BIT"—you will want to pinch yourself to see if you are dreaming. They are well finished, and tops are 26x42 inches and 28x46 inches.

How It All Comes About

Through a misunderstanding an eastern factory shipped us different tables from those ordered, and in the adjustment we were given a large special discount. So, in putting them on special sale without profit, we are actually selling Library Tables at less than the regular factory price. A BIG SNAP AT \$8.00.



\$15.75—Sleepy Hollow Rocker, quarter-sawed oak frame, best No. 1 leather seat and back; most comfortable rocker made; special \$15.75



Special!

Oriental patterns in All Wool Three Ply Carpet, 75¢ a yard—sewed, laid and lined. Regular \$1.00 per yard. Something entirely new, all wool and a yard wide.

- 9x12 Ingrain Rugs, all wool.....\$7.50
- 9x12 Pro-Brussels Rugs.....\$8.00
- 9x12 Ten Wire Tapestry Rugs.....\$15.00
- 9x12 Smith Axminster Rugs.....\$22.50

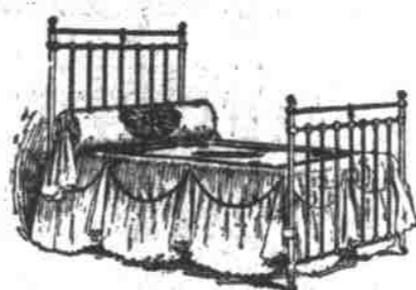


25 Per Ct. Reduction on All Odd Chiffoiers

- This \$13.25 Plain Oak, special at\$10.00
- \$20.00 Tuna Mahogany, special at\$15.00
- No. 148—Large \$25.25 Quarter Sawed Oak\$19.00
- No. 152—Large \$25.00 Quarter Sawed Oak\$18.75
- No. 137 — Beautiful \$26.50 Mahogany\$20.00



No. 415—Genuine Oak Dresser, best workmanship, mirror 14x24. Special\$10.00



Sample Bed Sale

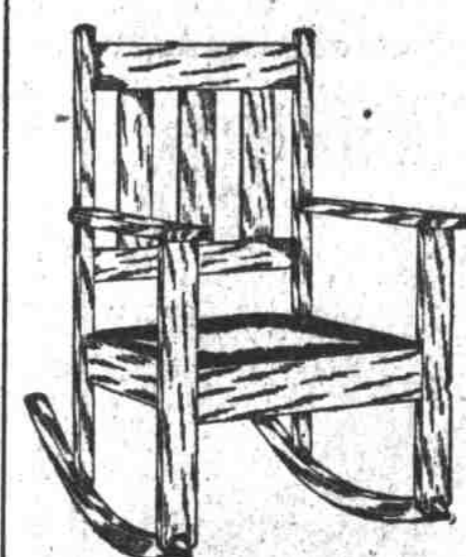
We have a number of Enameled Iron Bed samples where the stock is exhausted. These we will sell at Dollar Swapping Prices—25 per cent reduction.

- No. 972—\$7.90, special...\$5.90
- No. 460—\$8.00, special...\$6.00
- No. 107—\$10.50, special...\$7.85
- No. 926—\$11.00, special...\$8.25
- No. 614—\$11.25, special...\$8.50
- No. 659—\$12.60, special...\$9.40
- No. 461—\$20.00, special...\$15.00



Big Buffet Bargains

- \$35.00 Quartered Oak Buffet...\$26.25
- \$45.00 Quartered Oak Buffet...\$33.75
- \$46.00 Quartered Oak Buffet...\$34.75
- \$52.50 Quartered Oak Buffet...\$39.50



This handsome, comfortable, Solid Oak Rocker, Chase leather seat, will cost you

Only \$4.00 for This Week



Big Bargains in Turkish Rockers

Genuine leather, full springs. Special \$20.00



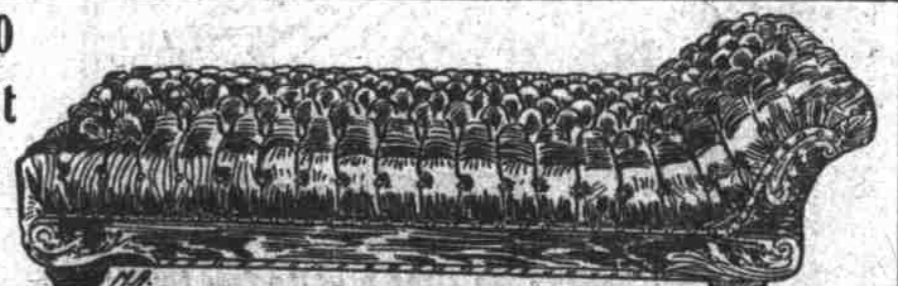
Parlor Furniture Specials

We have the highest class of Parlor Goods ever shown on the East Side. Do you know that on this kind of furniture the average dealer makes his big profit? We mark it the same as other goods, and will save you from \$5 to \$25 on a Parlor Set or High Grade Settee.

W. L. MORGAN GEO. T. ATCHLEY S. H. MORGAN



15 to 30 Per Cent Reductions



Leather Couch Sale

\$15.00 Chase Leather Couches, special \$11.25. On High Grade A-No. 1 Genuine Black Leather Couches our prices are from 15 to 30 per cent lower than the Big Price Boys.