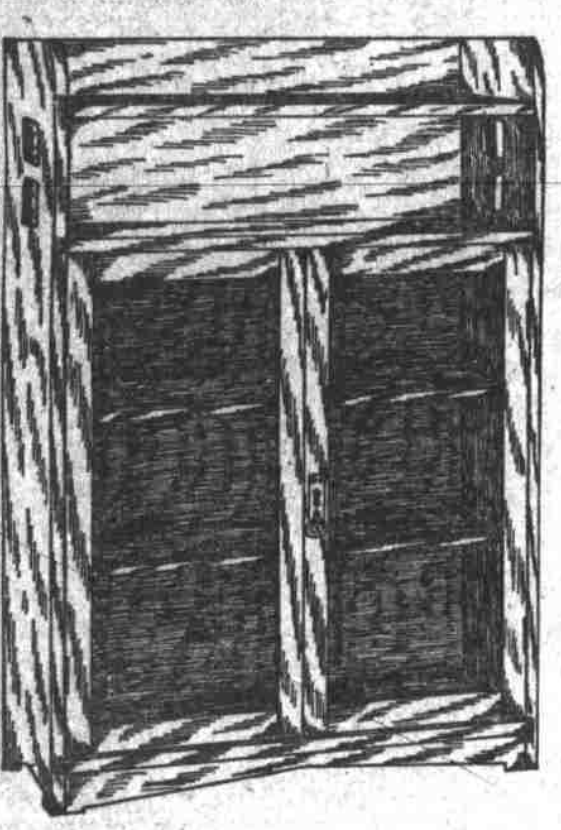




Unfortunately (for themselves as well as the public), there are business men who believe that they can best succeed by "doing" their customers—who think that the best if not the only method of making money is by extracting it from those who have made it, through sharp practice and deception rather than by serving the public on a mutually profitable basis, in such a manner that both parties to the transaction will make money. Fortunately (for himself and the public), there is another type of business man who has demonstrated to his own satisfaction that he can best succeed, can make more money, by serving the public on mutually advantageous terms. His customers are making money with him, therefore have additional capital to invest with him, and both parties to the transaction make additional profits, and the beauty of it is that nobody loses. High-class real estate men who have learned this lesson thoroughly are accumulating fortunes rapidly. This latter type of business man best measures up to our conception of success, and we did not engage in business contemplating failure, therefore you will understand that when we assert that we feel absolutely sure that we have saved the furniture-buying public over \$25,000 we are not posing as philanthropists. We have no desire to sail under false colors, nor do we consider the public silly enough to believe us should we claim to be in business solely for their good. Fortunately (for the public as well as ourselves), we entered the furniture business on a newer, a more economic footing. Others paid enormous rents, which necessarily had to be added to the cost of furniture; or, if they owned their own building, it was extremely valuable, high-priced real estate, consequently interest on the investment was equivalent to excessive rent. On the other hand, we had erected a FOUR-STORY building on the East Side, where property is so much cheaper, and had leased one half our building to others, thereby acquiring sufficient income to cover interest and taxes on the whole investment. This enabled us to sell furniture 25 per cent lower than West Side merchants could possibly sell it, and to make just as much money. The question naturally arose, Shall we give the public the benefit of this 25 per cent saving? Can we do so and make as much money as if we sold as others sell and profit by this big saving ourselves? We decided that, if we gave the buying public this benefit, we would, through increased volume of trade, make more money, and our wonderful success has demonstrated the soundness of our judgment. Thus we have made good money, while our customers have saved big money. They continue to buy from us and to send their friends. In this way our trade increases, we make more money, and more people make big savings. And these savings will increase just in the ratio that people learn that it really is true—that we actually do sell furniture much cheaper. You cannot well blame the public for being skeptical. Many think our advertising is merely hot air, but a careful investigation surprises them, and so our business grows.

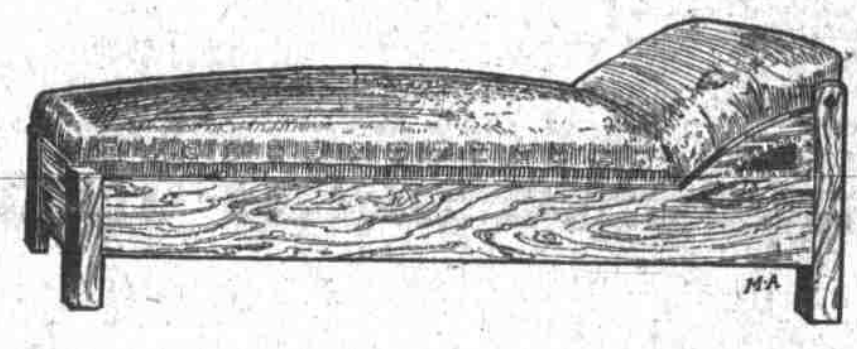
Others Pay Rent, We Collect Rent On Half Our Own Building Who Can Sell the Cheapest?



This cut is the exact pattern of one of our **Extra Special Bargains**. This week in the Bookcase Department. It is in quartered oak, weathered, and the Big Price Boys would call it a \$35 case. Our regular price is \$27. It is on special sale this week at 25 per cent reduction. **\$20.00**

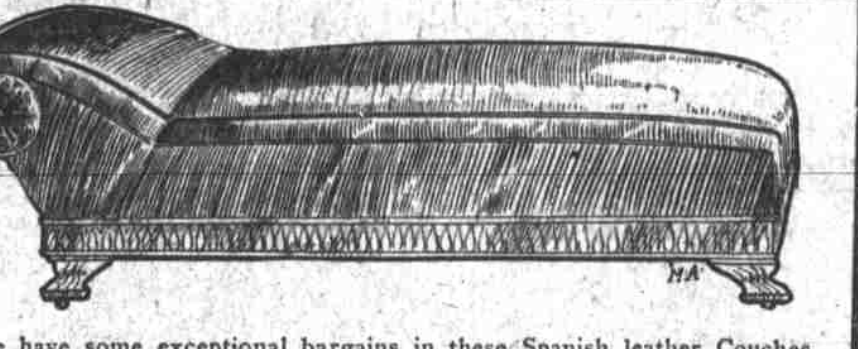
A VICTOR you should own, by all means. We can't sell it to you one cent cheaper than you can buy it elsewhere, because the factory sets the price, but if you are furnishing your home we can save you enough money to buy a Victor.

Handsome Brass Beds, \$20. Guaranteed not to tarnish for 10 years. Why pay the Big Price Boys \$20 and \$25 for an Iron Bed when M. A. will sell you a handsome Brass Bed, with a 10 year guarantee, for \$20?



This is a strongly constructed chase or imitation leather Couch, good oil-tempered springs; special..... **\$12.50**

Have You Seen Our Leather Couch Display?



We have some exceptional bargains in these Spanish leather Couches, loose cushions, quartered oak frames; special prices this week, **\$48.00** for \$36.00 to

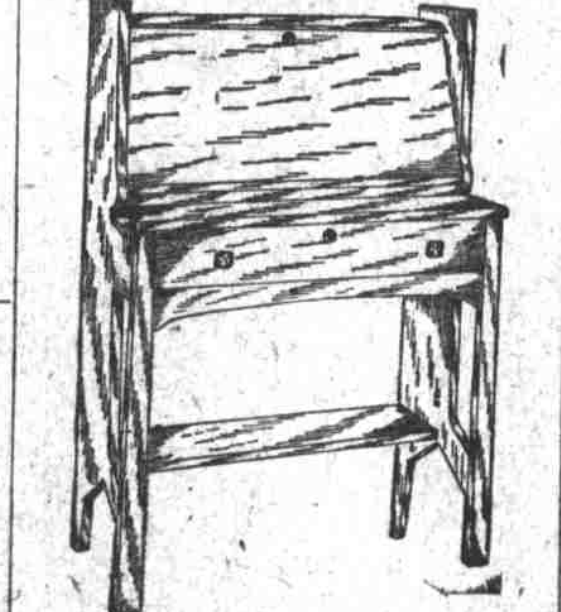


Those desiring a neat, inexpensive Round Dining Table

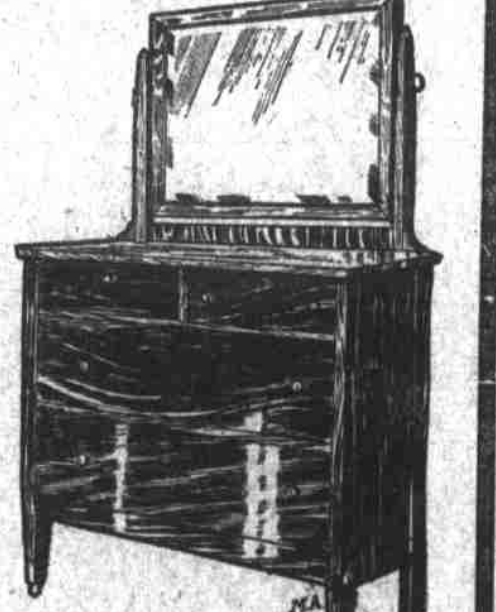
Will find it in this one; Table just like cut, 44-inch top, extends to 6 feet; finish resembles quartered oak..... **\$9.50**

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

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



This beautiful Quartered Oak LADY'S WRITING DESK only **\$12.50 THIS WEEK**



THIS HANDSOME COLONIAL DRESSER. In mahogany finish, has a very large mirror, is a beautiful, large dresser. **\$27.00**

TELLS OF OLD OREGON DAYS

John Watts, Pioneer of Linnton, Comments on Portland's Growth.

John Watts has found his chief diversion in life betting on presidential elections since the second election of U. S. Grant. Until recently he has been making his home at Linnton, eight miles from Portland. Now, feeling that old age is creeping upon him, he has transferred his residence to the Imperial hotel, and expects to remain there the rest of his life. Mr. Watts won \$200 on the election of Taff, but lost \$100 on the election of Chamberlain as governor of Oregon. He declares that this latter experience is the only time he has ever made a mistake in his pre-election estimates. "There were three homes here, and we furnished all of them. I first came to this country," he said last night while relating some of his experiences. "My father left Maine in 1844. He first went to Missouri, and there he heard of that wonderful mile-square donation which was ready for every man in Oregon. He didn't know a thing about the country. He had no idea whether it was mountain or plain, but the thought of getting a square mile of land appealed to him so

TEA AT BIG DOWN TOWN HOTEL PROVES A POPULAR INNOVATION

The Hotel Portland tea room, which at all hours from but 4 to 6 in the afternoon is the Portland grill, is one of the most popular places in town these days. Since the management made it over for the exclusive benefit of fashionable matrons and maids who like their cup of tea at 5 o'clock to brace them against the long wait for a fashionable late dinner, the place has grown more popular than ever before. Matrons carry go over there for a delightful little luncheon and others who have been shopping find a restful interval among the pretty surroundings of the room. The grill room, which always offered a cheerful picture with its deep crimson panels and its white and gold furnishings, has been renovated and made more attractive than before. The chandeliers and wall lamps are wound about with cherry blossoms and wisteria. Showers of ferns fall from large jardinières. Beautiful bowls of flowers have displaced the stiffer palms. An air of daintiness and grace pervades the place. From 4 to 6 a special 5 o'clock tea menu, with light sandwiches, French pastry and ices is served. The menu cards are attractively done in dainty colors. M. B. Palacios conducts a Spanish string orchestra during these hours, and good Italian and Spanish music is heard. The place has become a pleasant resort for a restful chat and every day several dozen women find their way in and scatter here and there occasionally are men who like their afternoon tea as well as anyone else. This special tea service is being extensively featured by the management and a number of matrons have found this a simple and charming way to entertain their friends.

TRAVELING MEN'S DAY JUNE 12

Portland Knights of Grip Will Go to Seattle Fair in a Body. Traveling Men's day at the Alaska-Yukon-Pacific exposition is to be Saturday, June 12, and the Knights of the grip of the northwest are planning to make it one of the biggest days of the fair. A special train of 10 or 12 Pullmans is being arranged for by the local order of the Travelers Protective Association, on which every traveling man in the city of Portland, whether a member of the order or not, will be invited to go to the fair. The special will leave here at 11 p. m. Friday, June 11, and will reach Seattle early the next morning. The cars will be kept made up and open during the stay at Seattle and will be used as hotels for the members of the party. After a stay or two days at the fair the train will leave Seattle Sunday night, arriving here early Monday morning. That the excursion is open to every traveling man in Portland is the news which the officers of the T. P. A. want to impress upon the public. They are planning to make it the biggest thing of the year and at the first quarterly meeting of the division in the convention hall of the Commercial club next Saturday evening intend to make the

NEW OFFICE International Correspondence School

SCRANTON, PA. Rooms 206-207 Marquam Bldg. Phone Main 1026 Open Evenings

Fine Pianos for Rent

PIANO TUNING, POLISHING, SHIPPING AND MOVING. Just now Ellers Piano House is in a specially favorable position to furnish fine pianos for rent. For an evening, a week or by the month. A few cents a day will place a good piano in your parlor now. Why not have music in the home? We also repair, polish, tune, move and ship pianos at very reasonable rates. See Ellers Piano House, 313 Washington street, Both phones. Foster & Kleiser, Signs.