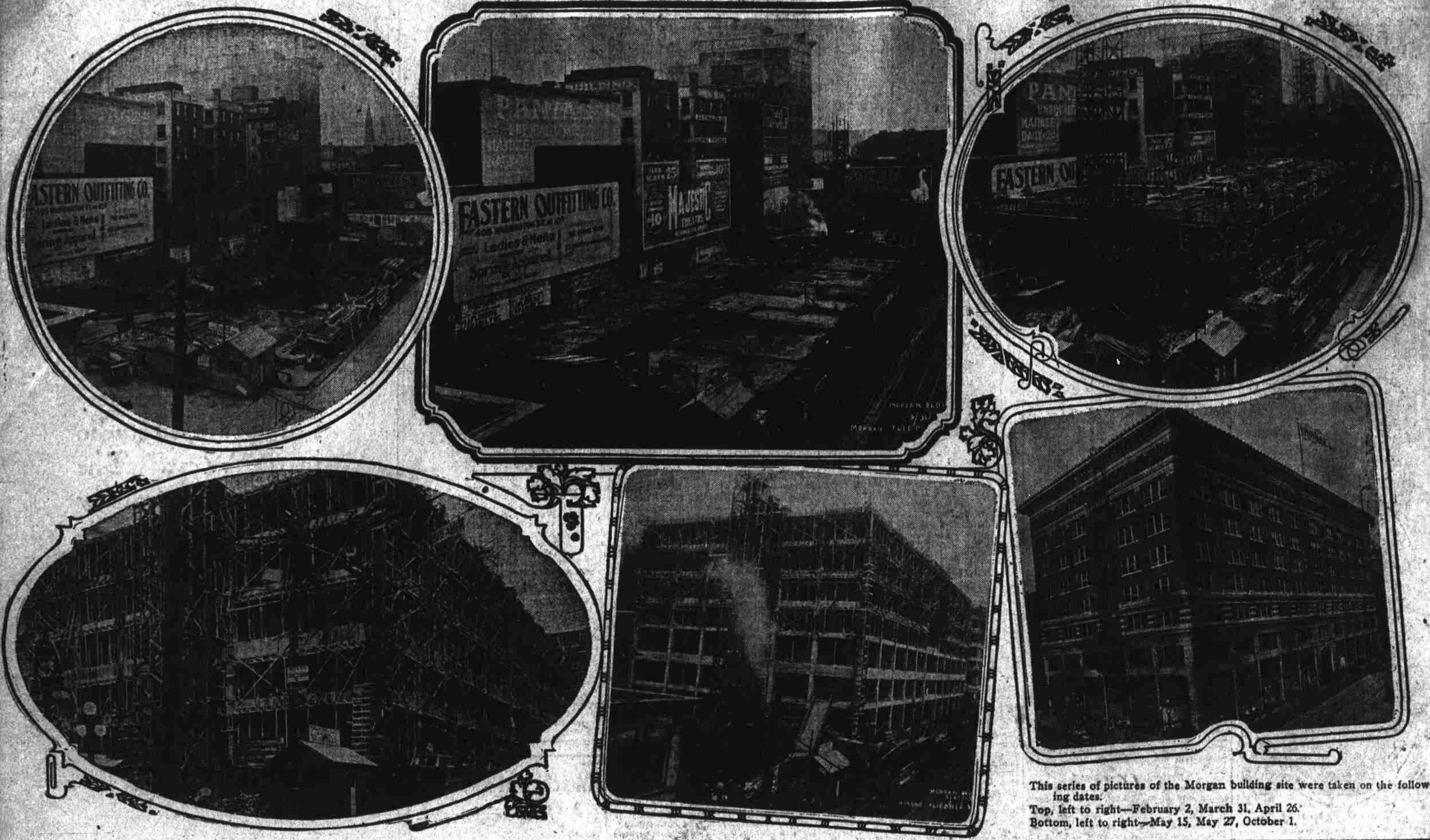


PICTURE PROGRESS OF MORGAN BUILDING CONSTRUCTION



This series of pictures of the Morgan building site were taken on the following dates:
 Top, left to right—February 2, March 31, April 26.
 Bottom, left to right—May 15, May 27, October 1.



A LONG service to a loyal and appreciative clientele has brought its reward—a step forward to a wider and a better service.

A new store—a new stock; greater power to serve the community in which we live; the realization of an ideal—the goal of a lifetime of endeavor!

A store where price shall be measured only by intrinsic worth—a store where the buyer of modest means is equally welcomed with the man of wealth—a store where he can find the article he wants at the price he can afford to pay; these have been the greatest factors in the advancement of this store—principles that shall be maintained with fidelity now and throughout the years to come.

This, in brief, is the story of the old; it shall be the story of the new—the store to which we now welcome you—the Store Beautiful, the Store Magnificent!

Wednesday
 October Eight
Opening Day

2:00 to 9:00 P. M.

You Are
 Invited

Surely this is the heart of Portland, where the resplendent windows look out upon two great thoroughfares which cross each other here—yet each leads up from that great artery, the river, and each stretches away to the emerald hills beyond.

You will find in this great store much to admire—much to desire. Nature, the wonderful alchemist, has dropped from her lap a wealth of precious stones and fine metals and the sea has given up her pearls—her couch of coral. Craftsmen in many lands have fashioned metal into many a quaint conceit for use or for adornment; diamond and pearl have been polished until they flash and glow in iridescent beauty! Everywhere the eyes rest upon the beautiful and always the Beautiful smiles back in silent appreciation.

With heartfelt cordiality—with a sincere desire to serve rightly, we invite you to this store—**your store and our store.**

Silversmiths
 Stationers.

Jewelers
 Diamond Merchants

Aronson's

At the Corner of Washington and Broadway