

SOUTH EAST SIDE SETTLES RAPIDLY

Large District Between Lents
and River Shows Great
Population Gain.

NEW HOUSES SPRINGING UP

Planting of Crystal Springs Farm
Transforms Typographic and
Causes Movement Affecting
Many Square Miles.

Up to a few years ago the development of the South East Side was exceedingly slow, but more progress has been made in that district during the past year than during the previous five years. Planting of the Crystal Springs farm on Milwaukie street into two additions, Westmoreland and Eastmoreland, was the beginning substantially of a new era for the South East Side outside of Sellwood, which had already made good progress. But the throwing open of the big farm of several hundred acres was the opening wedge in the initial development of the territory.

About 20 homes have been built in Westmoreland since it was platted, representing an expenditure of \$150,000. The main portion of this addition has been sold out, and Eastmoreland has been improved with graded streets and concrete sidewalks. Water mains have been laid in Westmoreland and this year the streets will all be paved. The streets of Eastmoreland are also to be paved in time. Milwaukie street will be paved during the present year.

Reed Institute Will Help.

The bequest of 40 acres from the Ladd estate to the Reed Institute in Eastmoreland for the building site and campus of that institution, has already had a most marked effect on the property in the South East Side. That the actual opening of this institution will have a great effect in the vicinity in particular, and on the city in general, is believed. What such institutions accomplish for other sections will no doubt be repeated in this instance. There is a big district surrounding the 40 acres, second as the site for this institution. The natural beauty of the surroundings is a distinct asset. Toward the east is the Woodstock territory on high ground overlooking the city and the Willamette River. Many of the finest homes on the East Side have been built on the elevated grounds at Woodstock, and while the district is not grown rapidly, development along substantial lines.

A great many sales have been made the past year in Woodstock. At the end of the Woodstock car a business building has been completed at a cost of \$17,000, one of the best and most expensive in this district. Toward the south the beautiful Scroll Addition, platted by the Strowbridge farm, has proved profitable. Hundreds of the lots have been sold since the tract was platted. This tract carries the suburban Rail-Graham branch of the Portland Railway, Light & Power Company. Until a year ago there was little building south of Woodstock avenue, but a big settlement has been established for two miles.

It is now promised that the Woodstock carline will be double tracked this year. When Reed Institute has been opened, a street will no doubt be extended toward the Reed Institute. It will probably be a branch from the Woodstock carline on East Thirty-ninth street, or some other convenient street. East Thirty-ninth street has been extended nearly to the college ground and has been partly improved. It will be paved this year. East Twenty-eighth street also will be extended to the institute ground.

South East Side Big District.

The South East Side comprises a big district and takes in several thousand acres. It is estimated that south of Division street more than 65,000 people are living. A considerable portion of the territory has not yet been annexed to Portland. Beyond the Woodstock and Ivanhoe territory for a distance of four miles there has been marked development, especially along the Foster and Hilliard avenues, which extends from East Fifty-second street to the Foster road, is lined with new homes. The business district has clung to the Foster road, but settlement has extended south to Johnson Creek, a distance of two miles. The county has built some excellent macadam roads in this district, which are even better than some of the city streets. It is said on good authority that at least 95 per cent of the people in the Mount Scott district own their homes. Homes that have been built the past year are better and more expensive than those first erected. Three modern brick buildings were put up on the Foster road the past year. Besides several frame structures, the people are getting ready for free mail delivery, which has been promised them this year. The Board of Education will erect a four-room schoolhouse at the point between Arleta and Lents to take care of the overflow from these two buildings.

During the year a double track was laid on the Mount Scott line to Finland, but the growth of the territory has been so rapid that the cars are overcrowded, especially during the rush hours morning and evening.

Water Problem Serious.

The water problem in the territory east from Ivanhoe and Woodstock is serious. Cost of laying the mains without leaders will be enormous. At present the Woodstock and Woodmere plants supply the main portion of the population, but many have wells. To provide adequately for the South East Side a complete system of larger mains will be required. All the territory about the 40-acre tract to the Reed Institute must have water. The private water systems which have served the people well in the past have become inadequate, and must be replaced. East from Gray's Crossing to Lents Junction there are 8000 people still outside the city who will probably come into the city in at least two years, and this will add to the water problem. South from the present city boundary also is a large territory well settled north of Johnson Creek, which will likely be added to Portland within the next two years, and must have water. Already it is urged that the use of wells ought to cease.

Smith Tract Being Platted.

W. K. Smith is having his tract in Kenilworth surveyed, preparatory to being platted. T. H. Compton is at work on the plat. Kenilworth Park is in this tract. It lying partly on one side and partly on the other. It is to be made one of the finest residence districts in the South East Side. Streets are to be improved with hard-surface pavements. With Kenilworth Park in the tract it will be particularly desirable for residence purposes.

3rd Annual Clearance Sale

Our Vice President, S. H. Morgan, is now in the Eastern market to select goods for Spring shipment and it is necessary that we clear up all broken lines and all odds and ends. Below we list a portion—but a very small proportion—of all the goods to be cleaned out. Profit is not the question. If we can cash in our broken lines we are satisfied.

Our Business Increased About \$100,000 Last Year

Our annual sales have reached such proportions that most everybody knows that we are now right up close to the top of the Biggest Portland Furniture houses. This is going some. Quite a healthy infant. Does any one think for a moment that within 3 years we could have passed most of the old-time furniture houses except our prices were materially less. To do the same business on the West Side would cost us \$25,000 more each year. So we can make a good margin of profit while

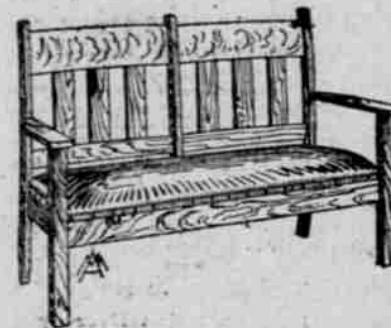
EACH CUSTOMER SHARES THE \$25,000

Our Annual Savings in Interest and Taxes Because We Built on the East Side Where Business Property is so Very Reasonable.



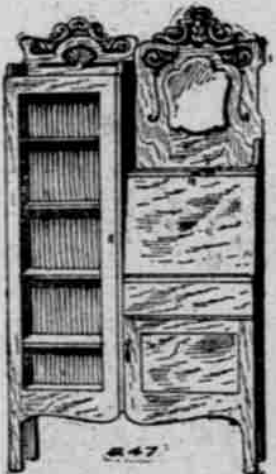
Big Reductions On Rockers During Clearance Sale

- \$28.00 No. 320, Golden Oak, black leather seat and back \$20
- \$22.50 No. 820, Golden Oak, Spanish leather seat and back \$17
- \$18.50 No. 310, Golden Oak, black leather seat and back \$14
- \$20.00 No. 4465, Golden Oak, black leather seat \$15
- \$18.50 No. 305, Golden Oak, black leather seat \$14
- \$16.00 No. 179, Waxed Oak, brown Spanish leather seat \$12
- \$18.00 No. 99, Waxed Oak, green Spanish leather seat, back \$14
- \$18.00 No. 99, Golden Oak, black leather seat and back \$14
- \$17.00 No. 306, Golden Oak, black leather seat \$13
- \$16.00 No. 288, Golden Oak, black leather seat and back \$12
- \$25.00 No. 2981, Fumed Oak, brown Spanish leather seat, bk \$15
- \$22.50 No. 01, Early English, brown Spanish leather seat, bk \$14
- \$20.00 No. 2951, Fumed Oak, brown Spanish leather seat, bk \$12



This Solid Oak Leather Seat Settee \$12

- \$22.50 Early English Quart'd Oak Settee, brown Spanish leather seat and back \$15
- \$22.50 Early English Quartered Oak Settee, brown Spanish leather seat, slatted back \$15
- \$16.50 Early English Quartered Oak Settee, brown Spanish leather seat and back \$12
- \$21.00 Waxed Oak, quarter-sawn Settees, green Spanish leather seat and back \$14
- \$16.50 Waxed Oak, quarter-sawn Settee, green Spanish leather seat, slatted back \$12
- \$24.00 No. 904, Early Eng. Chair, brown Span. leather seat \$15
- \$17.50 No. 908, Early Eng. Chair, brown Span. leather seat \$12
- \$24.00 No. 806, Fumed Oak high back Chair, brown Spanish leather seat and back \$14



Extraordinary Reduction On Combination Book Cases

- No. 233, reduced from \$32.00 to \$20.00
 - No. 219 reduced from \$35.00 to \$22.00
 - No. 330 reduced from \$38.50 to \$25.00
 - No. 246 reduced from \$40.00 to \$26.00
- These are all made from select quarter-sawn Oak, Early English finish.

Fine Beds at the Price of Cheap Ones

- \$52.00 Iron Bed with genuine mahogany veneer, No. 221 1/2 \$30.00
- \$52.00 Iron Bed with quartered golden oak veneer, No. 221 1/2 \$30.00
- \$28.00 Iron Bed, paneled, chillless, continuous post, latest pattern \$18.00
- \$26.00 Iron Bed, paneled, chillless, No. 534, continuous post \$16.00
- \$18.50 Iron Bed, 2-inch continuous post, chillless, No. 963, large fillers \$12.00
- \$17.50 Iron Bed, 2-inch continuous post, chillless, No. 987, large fillers \$12.00
- \$28.50 Black Iron Bed, brass caps on posts, matches weathered oak furniture \$18.00

Axminster Rugs \$17.00

These are 9x12. Regular price \$24 and \$25.

\$37.50 Wiltons at \$25.00

Just have 2 of these left and wish to clear rack.

Miter Rugs at \$1.00

Made from carpet cuttings—about one yard square.

Lace Curtains 25c Pair

We have 19 pairs of White Lace Curtains, 2 1/2 yards long and 28 inches wide, to be closed out at 25c a pair.

- \$2.75 Ecru Lace Curtains, clearance price \$1.95
- \$3.50 Ecru Lace Curtains, clearance price \$2.75
- \$8.50 Ecru Lace Curtains, clearance price \$5.00

Nickel Shaving Outfit

French plate mirror, nickel-plated brackets, adjustable extension brackets; can be arranged to any position to get light where wanted. Priced low at \$6, but for clearance sale it goes at \$4.00

Reed Work Baskets 1/3 Off

Would delight any woman; on stand at correct height for either sitting or standing; round shelf, neatly covered. Priced from \$5.75 to \$10. Reduced ONE-THIRD

Child's Morris Chairs Reduced 25%

Quartered oak, fumed finish, genuine leather, loose cushions, well made and equally as good in proportion as a \$35 chair for grown-ups. Price \$10. Clearance price \$7.50

Electric and Gas Reading Lamps

Metal base, colored art glass shades, suitable for any home; regularly priced from \$6 to \$20. Reduced 25 PER CENT

Genuine Hand-Painted Austrian China and Parisian Art Glass Reduced 25 Per Cent

We have a large assortment just imported. Includes practically everything in a regular Dinner Set, and many others. All reduced 25 PER CENT

Good Old Scotch Mottoes

With mission-oak frames, attractive for dens and living-rooms. Regularly priced \$2.50 and \$3. Choice at \$1.90

Child's Sleepy Hollow Rocker

Upholstered in imitation leather, both black and brown; large enough for boy or girl of 10 and small enough for a child of 4. Reduced from \$5.25 to \$4.00



69-75 Grand Ave. Cor. E. Stark Street
MORGAN & ACHELEYA
FURNITURE CO.

Some of Very Finest Buffets and China Closets Reduced 1-3



- \$22.50 Golden Oak Buffet, No. 916 \$17
- \$21.00 No. 300, Golden Oak China Closet \$16
- \$18.50 Ash Buffet, No. 817 \$14
- \$18.00 No. 125, Golden Oak China Closet \$14
- \$52.50 Select Quartered Oak Buffet, No. 3069, fumed finish \$35
- \$32.50 Early English Buffet, No. 26, quartered oak \$20
- \$80.00 Large, select Quartered Oak Buffet, No. 274, fumed fin. \$50
- \$36.00 Early Eng. China Closet, No. 251, leaded glass front \$27
- \$45.00 Early English China Closet, No. 616 \$32
- \$65.00 Beautiful fumed Oak China Closet, quartered sawed \$40
- \$90.00 Large, select Quarter Sawn China Closet, No. 3204 \$60

This Quartered Oak Dining Table With Claw Feet

\$14



- \$15.00 No. 413 1/2, Early English, 5-leg, Solid Oak Table, 44-inch, 6 feet extension \$11
- \$20.00 No. 528 C, Early English Oak Table, Pedestal, Claw Feet, 8 feet extension, 45-inch top \$15
- \$20.00 No. 528 C, Waxed Oak Table, Pedestal, Claw Feet, 8 feet extension, 45-inch top \$15
- \$20.00 No. 529 C, Pedestal, Early English, 6-ft. extension 45-in top \$15
- \$20.00 No. 529 C, Pedestal, Waxed Oak, 8-ft. extension, 45-in top \$15
- \$20.00 No. 529 C, Pedestal, Golden Oak, 8-ft. extension, 45-in. top \$15
- \$18.50 No. 121 1/2, Early English Oak Table, Pedestal, Claw Feet, 6-ft. extension \$13

Some Extra Bargains In Chairs by the Set



- \$17.00 Set of Early English, No. 156 \$13
- \$37.50 Set of Early Eng., No. 808, box seat, Span. leather \$26
- \$40.00 Set of Early Eng., No. 1098, Box Seat, Span. leather \$28
- \$60.00 Set of Early English, No. 732, Box Seat, Rush Seat \$40
- \$72.50 Set of Golden Oak, No. 149, box seat, Spanish leather \$50

Big Reduction in Dressers

- \$20 Mission Dresser, No. 701, good sized mirror \$15
- \$18 Princess Dresser, No. 262, mahogany finish, mirror 18x32 \$14
- \$18 Princess Dresser, No. 264, mahogany finish, mirror \$14
- \$18 Ash Dresser, No. 729, mirror 24x30 \$14
- \$20 quartered oak Chiffonier, No. 1542, golden finish \$15
- \$50.00 No. 278, large quartered oak Princess Dresser, pattern glass, 24x30 inches \$35
- \$47.50 quartered oak Dresser, No. 5146, landscape mirror, 28x34 \$26
- \$50 quartered oak Princess Dresser, No. 822, mirror 24x40 \$26
- \$45 quartered oak Chiffonier, No. 842, landscape mirror 28x16 \$26
- \$60 quartered oak Princess Dresser, No. 377A, pattern glass 24x42 \$39

Dressing Tables

- \$16 golden oak Dres'g Table \$12
- \$22.50 mahog. Dres'g Tables \$17
- \$18 golden oak Dres'g Table \$14
- \$20.00 mahog. Dres'g Tables \$15