

IMPROVEMENTS REFLECT SPIRIT OF PROGRESS

PLAN NEW THEATRE

Business Men Promoting Construction of Amusement House on Grand Avenue—If Carried Out Will Be Handsome Affair.

W. L. Morgan and associates are planning to build a modern theatre on Grand avenue. The location will be between East Morrison street and East Burnside, probably near East Stark, although Mr. Morgan and his friends are not yet fully decided as to the details of the exact location. The project is a separate one from the proposed theatre that John Cordray and another coterie of capitalists were talking of building last winter.

Mr. Morgan was interested in the plan last winter for an east side theatre as far as the specifications and architects' elevation were concerned and was willing to take stock in the corporation. As that plan fell through, Mr. Morgan and his friends who became interested over the prospects presented for a profitable venture on that side of the river have determined to put through a similar one. A great many people are satisfied that a high-class playhouse on Grand avenue would turn out to be a paying proposition.

If such an opera house is built it will be the finest and best equipped in the city if not in the whole northwest. Specifications for the new building are complete and the city are such that it would have to be up to date and absolutely fireproof with steel stage and steel apparatus with possibly steel framing. The regulations enforced in most large cities since the Iroquois disaster in Chicago compel theatre builders to erect their houses almost completely of steel.

East Stark street, the proposed location, is the coming thoroughfare of the east side in the opinion of many local east side business men. It is now only in the course of building, but by spring will be improved to the city limits, and when this is accomplished the vast territory tributary to the Base Line road in East Multnomah will be opened to the east side via East Stark street. The trade in the east side of any of the east side streets and the street connects directly with the Base Line road.

In addition the Mount Hood railway will build its terminals at the foot of East Stark street and are already paying rent for offices to be occupied by them shortly in the Morgan block at East Stark street and Grand avenue.

SIX WOULD LIKE TO BE BOARD'S SECRETARY

Applicants Numerous for Position Left Vacant by Resignation of Laber.

Six applicants have asked for the position of secretary of the Portland board of trade, vacated by the resignation of J. B. Laber, who retires to connect himself with a colonization project controlling extensive lands in eastern Oregon. A meeting of the board's executive committee will be held Friday afternoon of this week to select a new secretary and transact other business. The retirement of President Wallis Nash and Secretary Laber is almost simultaneous, but from different causes. President Nash, who was until recently one of the most active members, is at his home in East Portland, very ill from a complication of troubles. He is said to be in a condition that will prevent his resuming active business for a long time, and his friends are very anxious about his condition.

He also retired from the Cooperative Christian federation, in which he occupied the position as legal counsel and was the principal promoter and business manager, associated with Rev. H. S. Walker. The latter now has entire charge of the federation's affairs, and is working upon a plan to secure a new head for its affairs and go forward with its proposed development projects. The board of trade has selected new officers and directors who this week take charge of its work. They are: T. S. Townsend, president; A. B. Steinbach first vice-president; D. A. Patullo, second vice-president; E. Lee Page, treasurer; W. H. Gaines, assistant secretary; L. A. Greenley, official chemist; John Crawford Jr., official mineralogist. Executive committees—G. W. Allen, E. B. Colwell, George W. Cummings, John F. Daly, G. F. Johnson, Willis Fisher, T. N. Stoppentop, G. W. Taylor. J. B. Laber will continue as secretary until his successor is elected. Among the applicants for the place are M. E. Worrell, who has been editing a monthly journal under the auspices of the board, and Fred C. Muller, formerly of New Orleans, Mo. Muller was chairman of the New Orleans board of trade for some years, and recently came to Portland to locate.

MRS. LULU WERNER DIES IN LOS ANGELES

Mrs. Lulu Freeman Werner, the daughter of the late W. C. Noon, died in Los Angeles yesterday morning at 11 o'clock. Arrangements have not yet been completed for the funeral, but it may be held in Portland. Mrs. Werner is survived by her 13-year-old son, Stuart, and her husband, Frank A. Werner, who was well known in Portland, a member of an old and prominent family and lived here up to the time of her marriage to Mr. Werner four years ago. For the past two years she had been an invalid.

Increase of Army.

(United Press Special Wire.) Montevideo, Jan. 8.—While some of the newspapers of this city are advocating the increase of the army and navy, a very large percentage of prominent citizens are projecting a monster demonstration against militarization of the country. The government has resolved to convene National Guard to exercise only on Sundays.

WHERE SACREDNESS OF THE CROSS GOES

Dr. Foulkes Says Theatres Sandwich "Holy City" in With Cheap Street Plays.

The cross of Christ was pictured as the bridge from the depths of sin to the heights of glory and as the instrument for the carrying out of God's eternal purpose of the redemption of man, by Dr. Foulkes in his evangelistic meeting at the First Presbyterian church last night. The meetings are opened at 7:30 o'clock by a song service by a chorus of 40 voices under the direction of Professor Wilder.

The singers are the young folks of the church and friends and have improved until they are one of the attractions of the evening. Next week Fred Butler, the famous singer, who was here from Seattle last summer, will appear each evening. The women's prayer meeting will be held tomorrow at the home of Mrs. H. C. Campbell, Carter and Twentieth streets, Portland Heights.

Dr. Foulkes said in part: "A reconciling cross must be planted in the very deepest pits of men I am heart else it will neither get near enough to man nor under the load of sin that must be borne away if man is to rise to God. We preach the crucified Christ and the blood of the Saviour—the scandal of the cross it is called—and we are asked why that scandal does not cease."

"Modern thought says through the magazines that it is because the pulpit is continually harking about the sacrificed Christ while it ought to discuss the ethics of his teaching and teach the beauty and winsomeness of the gospel through a similar one. A great many people are satisfied that a high-class playhouse on Grand avenue would turn out to be a paying proposition. The gradual addition of more lights and other marks of enterprise the east side is becoming to take on a completely metropolitan air. Once the people get the habit of spending their money on the east side for amusements as well as for other things it is believed an opera house would soon draw patronage that would make it one of the most profitable in the city.

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PENNEY BROS Friday Specials

Port, Tokay, Madeira, Angelica, Sherry.

Regular-price, \$1.50 per gal.
Our Friday Price \$1.00

OUR \$4.00 GRADE OF WHISKEY, FRIDAY **\$3.50**

"QUALITY" (OUR MOTTO)

Our goods all fulfill the guarantee of the pure food law.
FREE DELIVERY
379-381 East Morrison St.
Phones: East 287; B-2425

Your Teeth



The Imperial Painless Dentists

Have opened their handsome and fully equipped dental parlors in the HEALY BLOCK, Rooms 1, 3, 5, 7, corner GRAND AVENUE AND EAST MORRISON STREET, where you are welcome. A full corps of skilled dentists. Expert work without pain, at lowest prices. A binding 10 to 15-year guarantee on all work. Lady attendant.
Travis Bros.
Phone East 202—B-2020. 451 HAWTHORNE AVE.

OUR SEVENTEENTH ANNUAL CLEARANCE SALE—EACH ONE BIGGER AND BETTER THAN THE PREVIOUS SALE

W. H. MARKELL & CO.

Leading East Side Department Store.
EAST MORRISON AND UNION AVENUE

ATTEND THE OREGON STATE POULTRY SHOW

On the East Side, East Alder and Grand Ave., 10 a. m. to 10 p. m. Best Ever Held.

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Newest, Lightest and Most Up-to-Date Department Store in This City.
EAST MORRISON, CORNER UNION AVENUE

Our Monster Clearance Sale Is Now On

Twice every year—in January and July—We hold a General Clearance Sale in all departments. We do this because it has been our fixed policy for years never to carry goods over from season to season. Each season must sell its own goods. Profit has been entirely disregarded. The main thing is to sell the goods—sell them quickly and reduce our stock as much as possible. The many bargains must be seen to be appreciated. Be sure and see our window display.

MEN'S SUITS, Worth to \$15.00 at \$7.00
An odd lot of good serviceable Suits that formerly sold from \$10 to \$15, to be closed out at.....\$7.00

YOUTH'S SUITS, \$12.00 and \$12.50 at \$8.45
Suits, for young men to 20 years, of this season's newest and best colors and styles; take your choice to \$12.50 on Friday and Saturday at.....\$8.45

BOYS' GOOD BOX CALF BLUCHER SHOES
\$2.25 values, sizes 2 1/2 to 5 1/2, at.....\$1.48
\$2.00 values, sizes 13 to 2.....\$1.33
All stylish, new, strictly solid goods.

Men's Union-Made Apron Overalls
65c and 75c grades.....49¢
Good black and brown, large apron front, suspenders.
Jackets to match.....49¢

AMAZING PRICE REDUCTIONS ON LADIES' COATS, SUITS, ETC.

\$18 to \$25 Coats at \$12.45

Absolutely this season's very newest and best styles are all included. Choice coats in best colors, all well tailored and perfect fitting.

\$10 to \$12 Coats at \$6.45

Dressy, up-to-date coats in plain or fancy colors. This season's styles are all included in this price.

All Furs at Half Price

ON FRIDAY AND SATURDAY
No matter what Fur you select you can buy any piece on Friday and Saturday at just half price.

Ladies \$8 Raincoats, \$4.35

New, stylish and serviceable Raincoats. Our best \$7.50 and \$8.00 Coats this season, are now reduced to \$4.35 each.

EXCEPTIONAL VALUES IN MUSLIN UNDERWEAR

A splendid new lot of handsome new Muslin Wear. Splendidly made and trimmed and at about one-third off.

Best Quality Shetland Floss Yarn, 85c Box, 12 Sks.

The best Shetland Floss Yarns; sell regularly at not less than \$1.20.

Best 10c Outing Flannel 6 1/2

In a wonderful variety of colors and patterns; all new, fresh and choice.

\$1.25 Bed Spreads at 89c

Bleached honey-combed Bed Spreads, full double bed size; extra heavy \$1.25 grade at.....89¢

\$2.00 Lace Curtains, \$1.37

A rare bargain. Lace Curtains 3 1/2 yards long by 54 inches wide; handsome new patterns.

50c and 60c All-Wool French Flannels, 25c Yd.

Choice patterns in blue, pink, lavender and red; very desirable for waists and house garments.

SHOP AROUND. THEN COME HERE. WE SAVE YOU MONEY AT THE BUSY CORNER

OUR MOTTO: TO SELL SO YOU CAN SELL OR SAVE

E. L. Cooper & Co.

The Leading East Side Merchants

Wholesale and Retail Dealers in Hay, Grain, Mill Feed, etc. Owning and operating

THE LARGEST AND MOST UP-TO-DATE FEED ESTABLISHMENTS

of its kind on the Coast. We solicit dealers' trade. You can get anything you want at any time, delivered promptly, by calling us up. Special prices to Customers close in.

124-126-128-130 UNION AVENUE

Both Phones:—East 1517; B-1517.

The Ross Co.

Another Commercial Institution Just Opened in the

LOW RENT DISTRICT ON THE EAST SIDE

A Complete, Well-Selected Stock of

Tools and Builders' Hardware

On account of our very low rent, with an up-to-date and well-appointed establishment we can and do sell goods at greatly reduced prices. This is the first strictly modern and up-to-date hardware store ever opened on the East Side.

CUT PRICES IN HARDWARE

THE ROSS CO.

Near Cor. East Stark 87 Grand Avenue

FIR CORDWOOD

FIRST GRADE SECOND GRADE
Long.....\$6.00 Long.....\$5.50
Sawed.....\$6.50 Sawed.....\$6.00

Travis Bros.

Phone East 202—B-2020. 451 HAWTHORNE AVE.

Lower Clearance Prices

Than Any Other Firm Can Give

Because Our Rents Are LESS

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We save \$800 a Month on Rent Alone—NEARLY \$10,000 A YEAR—Isn't that at least one good reason why we can sell lower?

ELEGANT ROCKERS



Some Rocker Specials
\$34.00 Rocker ..\$20.00
\$30.00 Rocker ..\$18.00
\$20.00 Rocker ..\$13.50

These are only a few of a quantity of bargains in leather seat and leather back Rockers, proving more conclusively than ever that Calef Bros.' lower prices are less than any other firm can sell for.

A Question Worth Your Consideration

The west side dealers pay for rent and advertising \$2,500 to \$4,000 for a store covering one fourth block. We pay \$150 to \$175 per month. In any business the profits must be sufficient to cover the expenses of the business. The customers of any store pay the rent of that store. When you buy

Don't Pay Twice As Much As You Should

HALL TREE SPECIALS



\$16.75 Hall Trees at.....\$12.75
\$28.00 Hall Trees at.....\$19.75
\$32.00 Hall Trees at.....\$23.00
\$34.00 Hall Trees at.....\$24.00
\$45.00 Hall Trees at.....\$31.00

360-370 E. Morrison Street



360-370 E. Morrison Street

"An Out of the High - Rent District" Store.

With "Out of the High - Rent District" Prices.