

GROWTH AND FUTURE OF THE EAST SIDE

(Continued From Preceding Page.)

we felt that if we could do an annual business amounting to \$50,000 we would be satisfied. During the first six months our business amounted to \$40,000; the following six months it was \$75,000, and for the first half of this year we sold \$95,000 worth of goods. The result of this unexpected growth is that I am now putting up a building for the Morgan-Atchley company, which will give the firm four times the floor space it now has.

This record, which has been duplicated by other east side business houses, explains the large building development now in progress in the east side business district.

There is another potent reason for putting up handsome business houses on the east side and that is the large returns that may be had in the way of rentals.

Desirable Settlers Coming.

"In our business we have a pretty good chance to pick up the character and number of new people coming to

ing up of all these holes. From a jobbing standpoint the East Side, with its railroad facilities and real estate values, is the best jobbing part of the city for all classes of business.

"The matter of bridges is also of vital importance. To speak of the construction of traffic under present conditions is merely a repetition. A subway would eliminate the trouble now experienced with bridges. Subways have been, and are successful in other cities, and should be so here. There is no reason to think that they would not be. There is no reason why a large percentage of the business should not be carried on on the East Side. Trackage facilities are better and the majority of the population is here already."

East Side Outstrips West.

"The comment is now quite often heard that the business portion of the east side of the river has grown faster the past few years than the business district on the west side," said H. W. Mitchell, manager of the Mitchell, Lewis & Co. agricultural implement establishment on the Southern Pacific tracks on East Morrison street.

"Of course it has been conceded for years," continued Mr. Mitchell, "that the residence districts of the East Side have grown faster than the residence portions of West Portland. Doubtless there are thousands of people in this city to whom a trip to the East Side of the river would prove a valuable education. I mean a trip of genuine inspection to see that the greatest per-



Business House on Grand Avenue Near East Morrison.

the east side of Portland, and believe that every business man over here has cause for congratulation," said W. Dorres of Geisler & Dorres. "The past three years has witnessed not only a wonderful growth of this side of the river but of a fine class of settlers, showing that people of means are coming to Portland to make their home among us. Of course they have to come over here, for where else can they all find the room for homes? The east side will grow as much in the next five years as it has during the past decade. We'll have colleges, theatres, more banks, bigger stores, and probably a newspaper or two. We can all make up our minds to more competition. The man who does not expect it and in fact welcome it, is almost a pessimist. This is going to be more than a city of 500,000 people, and the most of this great future metropolis of Oregon will be over on this side of the river."

Better Streets and More Bridges.

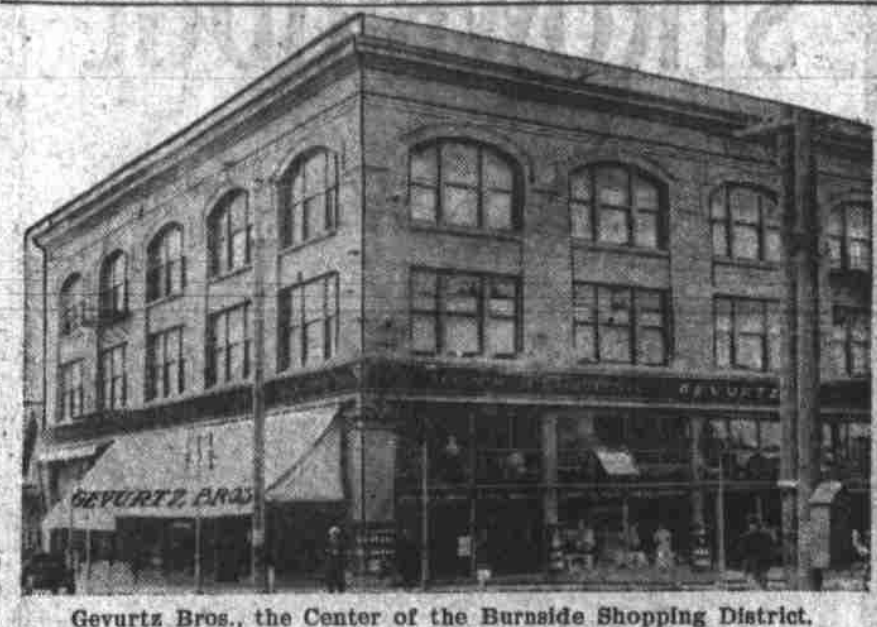
"Some of the most essential needs of the East Side," said John S. Beall, president of Beall and company, "are good hard streets, better sidewalks, brick buildings instead of shacks and the fill-

centage of new industries are located over here, to see the miles of smooth pavement that are being laid to make mental note of the number of new buildings for business purposes that are being erected this season. The heart of Greater Portland, the 500,000 Portland, the Portland of 1912, will be located a long distance from the river on the east side of the Willamette."

Double in Ten Years.

"The growth of the East Side during the past ten years has been almost marvelous," said Philip Gevurtz, the furniture dealer. "When we let our minds wander back over a few years and think of the sloughs which used to exist on East Morrison and Stark streets, the rank weeds and frogs which existed and had their being there, the old Stark street ferry which lumbered peacefully backward and forward, and behold now the streets filled, and soon to be paved, the magnificent bridges which now span the Willamette, we cannot but help feeling that the

(Continued on Next Page.)



Gevurtz Bros., the Center of the Burnside Shopping District.

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Studebaker vehicles in daily use in this country



On the Pacific Coast The Sales of the Studebaker Factory

Amount to over fifteen thousand vehicles annually and the quantity is increasing yearly

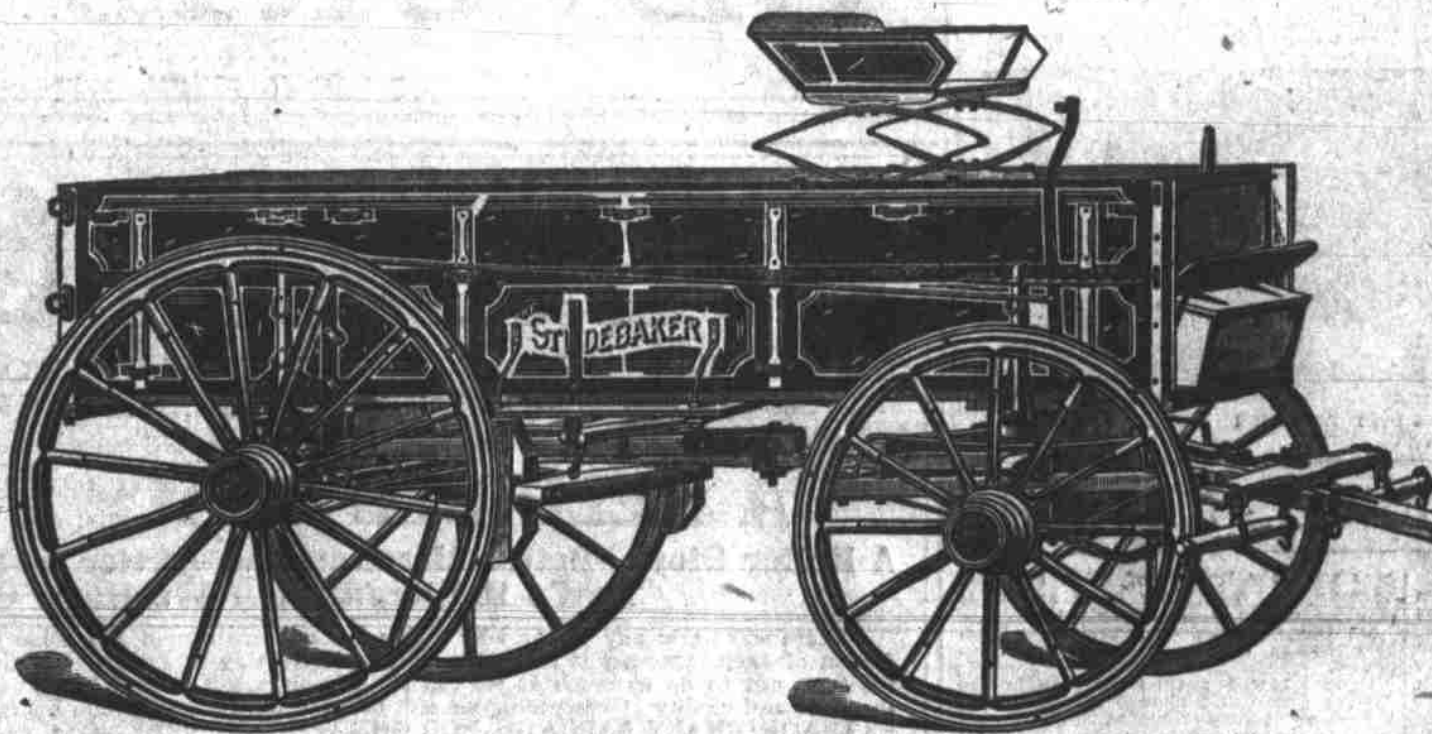
Quality Counts

Studebaker Bros. Co.

330 to 336 East Morrison Street, Portland, Or.

The old reliable **Studebaker** Wagon and Buggy were the pioneers in Oregon, thirty years ago. There are more of them in use in this state than any other ten makes combined. Compare prices of the **Studebaker Standard Vehicles** with those of inferior quality, then decide

Two New Models in Dump Wagons at Interesting Prices



Harness Robes Whips

We Are Making Special Prices on Heavy Wagons to Reduce Overstock of Large Sizes

ALL GOODS MARKED IN PLAIN FIGURES LIBERAL CREDIT EXTENDED

GEISLER & DORRES

Up-to-Date Furniture and Carpet House, 386 East Morrison, Just Below Grand Avenue

STORE OPEN TILL 6:30 EVERY NIGHT SATURDAY TILL 10 P. M.

Refrigerators, Gas Ranges, Rockers, Carpets and Rugs



Mohawk Refrigerator

Come to us and get a bargain in a first-class Refrigerator. Rather than to carry them over, we will sell this splendid article at and below cost:

Regular price \$45.00, spec. \$31.50
Regular price \$38.75, spec. \$27.50
Regular price \$32.00, spec. \$15.00
Regular price \$16.50, spec. \$11.00
Regular price \$12.50, spec. \$8.50

Quick Meal Gas Ranges

Are known the world over. This is one of the many different patterns we carry in stock. We will sell them this week at these prices: 16-inch, elevated oven,

Regular \$33.50
Special \$27.50

18-inch, Quick Meal, one oven and broiler, regular \$26.50,

Special \$21.50

Larger sizes also reduced. Set up and connected free of charge.



We have an infinite variety of very tempting, restful

Chairs and Turkish Rockers

Our space is limited, and to make room for Fall goods prices are cut to suit your purse.

Genuine A1 black leather Turk Rocker, regular \$50.00 and \$55.00, special at \$34.50

A1 Spanish leather Morris Chair, regular \$28.50, special \$19.75

Rockers in genuine leather, either golden oak or mission at ONE-THIRD OFF.

Some Odd Specials This Week

All pure cotton Mattresses, fine-art tick, all colors, regular \$9.00, now \$5.75

Go-Carts

Our entire stock for less than cost. From 25 to 50 different patterns in

Iron Beds

ranging in prices from \$12.50 to \$25.00, special for \$8.50

Big bargain in

Chatham Kitchen Cabinets

Regular \$37.50, special \$19.00



Axminster and Velvet Carpets and Rugs

Before the arrival of our Fall stock we will close them all at prices that will look good to you.

Columbia Axminster Carpets, regular \$1.50, special \$1.05

Sanford Wilton Velvets, regular \$1.45, special .95¢

Sewed, lined and laid.

9x12 Axminster Rugs, regular \$30, special \$18.50
36x72 Velvet Rugs, regular \$4.00, special \$2.75
27x48 Velvet Rugs, regular \$2.25, special \$1.25



If your house is well built, don't spoil it with poor hardware. Call and see our assortment of finishing hardware, in solid brass and bronze.



Our stock of the famous Bass Huster Stains, Varnishes and Shellacs is quite complete and the best quality possible for skilled labor to produce. Large samples on display at our sample room.

FURNACES — We have an excellent line of furnaces which we sell and install at the true value.

CUPBOARD DOORS AND SASH — We own our own cabinet factory and can give you prompt delivery in high class inside wood trim.

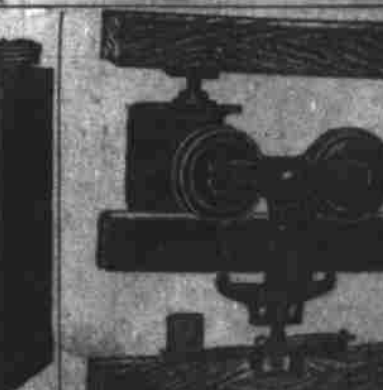
BARGAINS — We have a 5 room bungalow at East 12th and Going for \$2500. A remodeled house at 1220 East 12th north for \$1400, and two houses for rent at 760 and 782 Cleveland ave. Ring us up.



A Real Watch

with a perfect ALARM, not a clock. This watch is positively worth \$12 and offered for

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