

EAST SIDE TRADE BUILDING WEEK GREAT SUCCESS

Merchants Pleased With Interest Patrons Show in Window Displays; Stores Crowded Day and Night.

Trade building week on the east side, a festival of music, beautifully dressed windows and other attractive features introduced by the leading merchants on the other side of the river, came to a close last night with the largest attendance of the week and the most satisfactory results. The east side business men have been "at home" to their friends for four nights, beginning last Wednesday, and the result so far as awakening the interest of the east side shoppers in east side stores has exceeded the most sanguine expectations of the promoters of the enterprise.

Wednesday night it is estimated that from 25,000 to 30,000 people visited the various places of business. Thursday and Friday night this number was fully equaled, and last night, in spite of the threatening weather, thousands of east sideers turned out to inspect the wares attractively displayed in the business section.

Bands and orchestras played on the street corners and in the stores, shop windows were attractively decorated and arranged, and the stores were all in gala attire.

No Goods Sold.
Not a piece of goods could be purchased in any of the stores which took part in the festival, while the celebration was in progress, as it was agreed beforehand that no sales could be devoted to the reception of visitors. As a result the whole force, including managers, heads of departments and salesmen, were engaged in entertaining the visitors, explaining to them the advantages of trading on the east side, and expatiating on the development and growth of the business sections on the other side of the river. This idea of a trade building week originated with the business men of the east side, and the first attempt was so successful that it has already been determined to make it an annual affair.

President Atchley of the East Side Business Men's club, and C. A. Bigelow, both of whom were leading spirits in the enterprise, expressed themselves as highly pleased with the results, and predicted that this first effort of the east side business men would attract the trade of east side residents and would result in a large increase in business and a general expansion of the business section over the river.

Exceeded Expectations.
Of course, it is understood that the object of the celebration was to foster the habit of east side people trading with east side stores. At the formation of the East Side Business Men's club two years ago, Tom Richardson delivered an address, in which he told the members of the club that the only way to get trade on that side of the river was to get people in the habit of coming there. As a result of this advice, the principal effort of the east side business men has been directed toward making the people get the habit, and last week's celebration was the final effort of all the efforts to induce more people to do their shopping on the east side.

"Trade building week was a tremendous success, exceeding all our anticipations," said C. A. Bigelow of W. H. Marshall & Co. "In fact, it was such a brilliant success that the east side business men have already determined to make it an annual affair, and may make it a semi-annual feature. Never until now have I been absolutely certain that the east side is destined to become a business center which will rival that of any other section of the city."

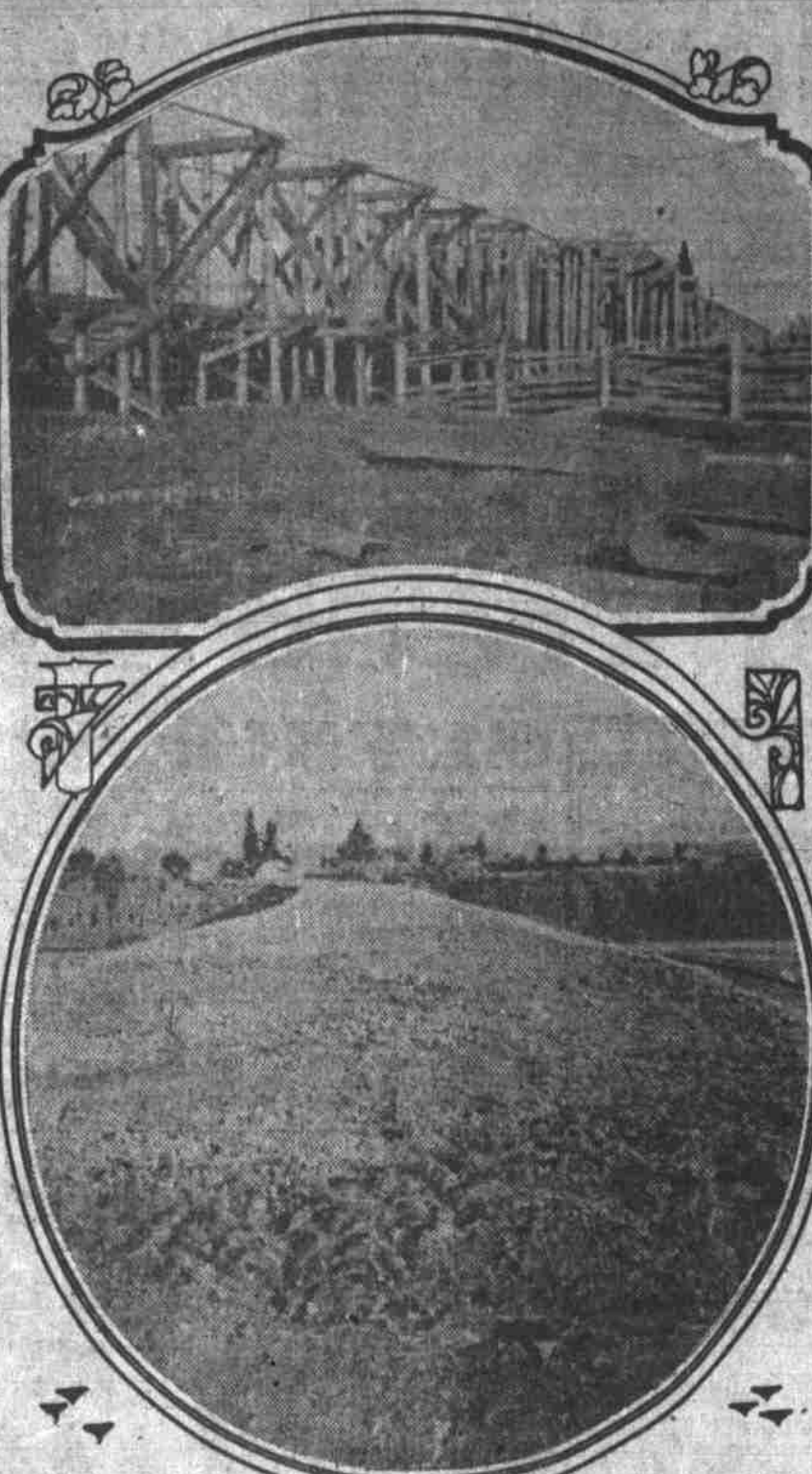
ITALIAN VILLA IS WORK OF BEAUTY
Completed on Portland Heights at Cost of \$15,000; Most Attractive.

One of the most attractive and beautiful homes in Portland is the Italian Villa recently completed on Portland Heights by Architect Lewis I. Thompson. The home is of the fine Italian type of architecture and was erected at a cost of about \$15,000.

This residence occupies a quarter block on Portland Heights, being surrounded by a brick wall of various bonds and entrance gates to match the architecture of the residence, which is in period "Italian Renaissance." To the north of the house is situated on axis, a wall fountain. The formal garden to the other side of the house is enclosed in a big hedge and surrounded with a grove of Carolina poplars. A brick walk and driveway surrounds the house on each side.

The garage contains all the latest improvements, such as electric drills and a portable saw, electric buffers to polish the brass, emery wheels and all the machinery used in repairing the automobile. The tools are all contained in cases. There are also cases for robes and special parts of the machine.

EXTENSION UNITED RAILWAYS IN TUALATIN VALLEY



Trestle and Fill on United Railways Extension Approaching North Plains.

RAILS REACH NORTH PLAINS

Coming of United Railways Tracks Means Much to Small Town.

The rails of the United Railways have crept up to the town of North Plains, and the big trestle and fill across McKay creek, just before entering the town, is all that holds back operation of the line.

The big well that is to supply the town and acreage with water is down 30 feet. Water was struck at a depth of 27 feet. The engineer on the work says that the indications are splendid for a good supply of water. The people of the valley have just begun to realize what the railroad means to them, and are watching the construction work with a great deal of interest.

SUPREME COURT AT PENDLETON NOV. 7

(Salem Bureau of The Journal)
Salem, Or., Oct. 22.—The state supreme court will convene the Pendleton term at Pendleton, Monday, November 7, as usual, making it necessary for the members of the court, officers of the court and other attaches to court the ballots at the general election, which falls on the following day, Tuesday, November 8, at Pendleton. The court has several days' argument to hear at Pendleton at this term.

MRS. GRATTON TO BUILD APARTMENT

Six Story New York Style Home to Go Up on Part of Former Williams Property.

It developed last week that Mrs. Mary J. Gratton was the purchaser of the home property of the late Judge George H. Williams, which was sold on the thirtieth of this month for \$140,000. The sale was handled by Ferdinand D. Reed, who acted as representative of Mrs. Gratton and by Smith & Everett, who were the agents for Miss Williams.

Mrs. Gratton has interested other capital and would improve the west half of the block, that is the entire 300 feet frontage on Nineteenth street, with a modern six-story New York style family apartment house. The eighteenth street frontage of the block will be held as an investment.

JURY SAYS SHOOTING WAS IN SELF DEFENSE

Umatilla, Or., Oct. 22.—Sam Kee, the Chinaman who shot and killed James W. Lovelace here on October 17 last, was yesterday given his liberty following the verdict handed down by the coroner's jury at Pendleton, which held that the shooting was done in self-defense. The jurors came here from Pendleton, and after taking all the testimony of the witnesses here returned to Pendleton and signed the following verdict:

"We find that James William Lovelace came to his death from a gunshot wound inflicted by a gun in the hands of Sam Kee at Umatilla, Or., October 17, 1910, and we do further find that said shooting by Sam Kee was justifiable and done in self defense."

FLEISCHNER HEIRS LEASE PROPERTY

Willamette Building and Realty Co. Secure Third and Morrison Corner.

Following negotiations which extended over a period of about four months, the Fleischner property, comprising three lots located at the northeast corner of Third and Morrison was leased last week for a period of 50 years to the Willamette Building & Realty company. This is the most valuable central realty ground lease ever made in Portland and involves a total rental of more than \$2,000,000.

The lease was negotiated by A. B. Widden, an investment broker, with offices in the Board of Trade building. Mr. Widden represented the stockholders of the Willamette Building & Realty company, who are J. R. Bowles, F. H. Rothchild and F. S. Stanley.

As said above, the life of the lease is 50 years and the rental, payable monthly, increases at the end of each 10 year period. For the first 10 years the annual rental is to be \$24,000; for the second 10 years, \$40,000; for the third 10 years, \$42,500, and for the last two periods, \$45,000.

The property is described as lots 6, 7, and 8, block 20, city of Portland and has a frontage of 150 feet on Third street and 100 feet on Morrison street. It belongs to the heirs of Louis Fleischner, L. N. and Marcus Fleischner of this city, heirs of the estate, acted as trustees for the other heirs in closing the deal.

The Willamette Building and Realty company is incorporated with a capital stock of \$400,000 for the purpose of handling the lease and improving the site. Under the lease, this company is required to begin within 18 months the erection of a class A building not less than six stories high to cost not less than \$150,000, covering the three lots. Another provision of the lease is that at the expiration of the 50 years the building goes to the owner of the land.

Notarial Commissions.
(Salem Bureau of The Journal)
Salem, Or., Oct. 22.—Notarial commissions have been issued to William Knight, Canby; W. C. Healion, Harry M. Huff, George F. Martin and Oglesby Young, Portland; C. E. Cochran and George F. Cochran, La Grande; T. M. Jones, Central Point; M. M. Holmes, Medford; H. V. Richardson, Ashland.

Delicatessen and Bakery, 4th Fl.—Use Bohemian Butter—"Underprice" Grocery Dept. in Basement

Olds, Wortman & King

Ideal Grocery Department, 4th Floor

500 Boxes of Apples
Ruxbury Russels \$2.50
from Hood River **\$2.50** A BOX

Just received from the Max Wilton orchard. Full-size boxes, good-size apples, carefully selected. Buy them now for Thanksgiving. Don't wait until the price goes up. Delivered to your home at this low price, the box **\$2.50**

PHONE YOUR ORDERS—PRIVATE EX. 12 OR A-6231—GROCERY DEPARTMENT

- HAMS—Nice, sweet, eastern, 20c
- CORNMEAL—Eastern, white or yellow, special sale now, 10-25c
- MILK—Cafe Borden's Eagle Milk, price, the tin, for only 15c
- PRUNES—Oregon Italian Prunes in boxes, ready to ship to eastern friends, per box \$1.00
- PRESERVES—All kinds, 24c
- SOUPS—Campbell's and Van Camp's, price, three tins, at 25c
- SOUPS—Knorr's, pea, bean, and lentil, imported, 2 pkgs. 25c
- 3C. DRY MILK—The best product in many years; no waste; makes better and purer milk than you can buy anywhere, tins 25c, 45c
- New Jordan Almonds—New Walnuts, Brazils, Almonds and Pecans—Sealshipt Oysters—Cold Meats and Sausages—All at Very Low Prices
- Phone Your Orders—Private Ex. 12 or A-6231, Ask for Grocery Dept.
- FIGS—New Figs in packages, clean, selected quality, pkg. 9c
- TEA—Spider Leg, our regular 60c quality, the pound 42c
- HAZARD'S Barred Onion Sauce, put up in bottles, at 24c
- PRUNES—"Presto," put up in tins, already to serve; prices, the tin, at 10c, 15c and 20c
- PEAS—Sifted new crop; lay in a supply now at, 2 tins 25c
- BEANS—Kidney Beans in 2-pound tins, price, each 12c
- BEANS—New crop, small white; price, 5 pounds for 25c
- NAPA SODA—Jackson's Napa Soda for table and general family use, pints, dozen \$1.25
- NEW BOILED CIDER IN GROCERY DEPT.
- HEYLER'S METROPOLITAN CHOCOLATES
- Imported German Lebkuchen or Honey Cake—
- Full Assortment of Imported Swiss Cheese—
- Genuine Westphalia Hams—Send Your Orders

Any Suit Any Overcoat

\$10.75

Values \$30 to \$50, and two \$3 Shirts Free

"Stein-Bloch" --- \$10.75 --- "Adler-Rochester"

Pay \$10.75 (not \$30, \$40 or \$50) and take your unrestricted and absolute choice of any and every suit or overcoat on our floor. This clothing was made by Stein-Bloch, Adler-Rochester, Hart Schaffner & Marx, Ely Mayer & M. C. Simon and Michaels, Stern & Co., all makers of the highest cost clothing in the world. Monday two \$3.00 Shirts free and your pick of \$30 to \$50 clothing for \$10.75.

Last Furnishing Sale For Monday Only

- Men's Furnishing at one-quarter and one-fifth regular prices. Discontinuing this department until we move.
- All Shirts to \$1.25; golf and negligee, Monarch, Cluett, Silver, Ide, Gold, Elk, Argonaut, Standard and others 25c
 - All White Shirts, dress and full dress, also stiff bosoms, Cluett, etc., values \$2.00 and \$2.50... 50c
 - \$3.00 to \$5.00 Shirts, including pure silk, all wool cashmere, genuine mohairs, finest pongees, choice for 75c
 - Walters' \$1.50 White Coats, Black Coats, Jumpers, Mechanics' Coats for 25c
 - Working Pants, corduroys, khaki, covert, blue jeans, Can't Bust 'Em Overalls and other pants, \$1.50 to \$2.00 35c
 - Underwear, values to \$1.25, fleeced lined, ribbed, also odd drawers and shirts 25c
 - Cooper's Spring Needle and Park Mills Underwear, all Pajamas, all Nightshirts, odds in Silk and Lisle Underwear, values to \$3.00... 45c
 - Plush, California Flannel and other Underwear worth up to \$2.50 55c
 - Any Trousers \$1.49
 - Famous \$30 Overcoats \$5.95
 - Stein-Bloch \$35 Suits \$6.95
 - Coats and Vests \$2.95
- Choice of entire stock of Men's and Young Men's Trousers, values to \$8.00; all sizes. Monday special \$1.49
- Overcoats made by Stein-Bloch and Adler-Rochester, many silk lined, \$30 and \$40 values, Monday, including 2 Shirts free \$5.95
- These Suits sell regularly for \$35, and the Stein-Bloch label is on each suit. Pure all wool (of course), tweeds and worsteds and two Shirts \$6.95 Free Monday \$6.95
- Values to \$15. Coats and vests to match, from suits where trousers have been sold, lost or mislaid. Monday special \$2.95

Join the Edison Club

\$1.00 a Week Places the World's Greatest Entertainer in Your Home

Here's greatest club plan ever offered. You secure a complete genuine Edison Phonograph Outfit, consisting of one large size, very latest design.

Edison Phonograph
with powerful improved spring motor. Plays both two and four minute records. New system horn, five two minute and five four minute records, \$39.25.

Members Pay \$5

to join. Outfit is sent home at once. Then pay \$1 weekly—no interest.

Club is Filling Rapidly
Call, Phone or Write at Once
Factory Agents for all makes of Talking Machines

Graves Music Co.

111 Fourth Street near Washington

Becomes Head Smelter Corporation.
New York, Oct. 22.—Ernest R. Woolsey of Salt Lake has been elected president, general manager and director of the Nevada Utah Smelters corporation as a result of the reorganization of E. E. Learned as president and Edwin Healy as a director.