

THE SOUTHERN PACIFIC RAILWAY

realizing the strategic location of EAST PORTLAND, is expending \$12,000,000 in ELECTRIFICATION and EXTENSIONS—340 miles of INTERURBAN LINES in WILLAMETTE VALLEY; so that "The MARKETS will be only 30 minutes from the FARMS"—bringing the FARMS close to PORTLAND; with 100 TRAINS DAILY. THREE distinct ROUTES reaching every portion of the valley.

The thousands of tons of agricultural produce, grape and citrus fruits, hops, dried fruits, potatoes, onions, lumber, wool, mohair, brick, tile, canned goods, livestock, comprising the principal products of the Willamette Valley, and moving to and via Portland, must all pass through East Portland; the trains today bringing in this traffic are broken up in their East Portland Yards—This alone is sufficient to indicate that East Portland is the logical location and destined to be the GREAT JOBBING MARKET and RETAIL CENTER of PORTLAND, and the many other advantages enjoyed by the Central East Side, insures this in the near future.

You should encourage this development by TRADING on the EAST SIDE. Get ready for this GROWTH—GET THE HABIT—Begin now by trading with East Side merchants. Today, Wednesday, will be BARGAIN DAY on the EAST SIDE. SAVE MONEY. Each article a bargain as advertised below. EAST SIDE BUSINESS MEN'S CLUB.

COMFORTS On Sale
BLANKETS
On Sale **PILLOWS**

Cale Bros.
HOME FURNISHERS
360-66 EAST MORRISON ST.
PORTLAND, ORE.

\$2.00 Comforts \$1
Big Reductions on All the Above
See Window Display

Wednesday Special

5-lb. can Lard 60¢
10-lb. can Lard \$1.20

THE BEST MEATS
at
CENTRAL MARKET
KINDORF BROS.
130 Grand Avenue

A Most Wonderful Value

ALL BRASS BED, GUARANTEED TEN YEARS
FOR OUR WEDNESDAY'S BARGAIN

\$8.75

Not the cheap, ordinary kind, but a first-class bed that sells regularly at \$16.00. This price for Wednesday only.

EAST BURNSIDE AND UNION AVE. GOLDEEN'S EAST BURNSIDE AND UNION AVE.
A REASONABLE FURNITURE STORE



YOU CAN NOT SPOIL THIS LACQUER


WEDNESDAY BARGAIN DAY

To make this bargain day the biggest value-giving event in Portland and one to be appreciated, we have decided to cut the prices regardless of any idea of value. 33 women's and misses' Suits—every suit in all-wool material. These comprise the balance of our heavier suits, lot in two prices.

18 Suits that were up to \$19.50, for Wednesday **\$7.50**
15 Suits that were up to \$25.00, for Wednesday **\$9.95**

See display in East Windows. A \$2 deposit will hold one of these bargains 10 days. Reasonable Alterations Free.

The Stevens Coat & Suit Shop
388-390 E. MORRISON, NEAR GRAND AVE.



\$1.50 GRADE OF Port Wine
AT **75c PER GALLON**
Wednesday Only

Penney Bros.
381 E. MORRISON ST.

MILLINERY SPECIAL

Wednesday Only—All Untrimmed Frames, Milans, Hems, Chips, Tagal-One-Fourth Off

Includes All the Popular Shades

We made a specialty of Cleaning, Curling and Tinting Feathers. Also Retrimming Hats.

Mrs. A. R. Rafferty
With W. H. Markell & Co.
East Morrison and Union Ave.

On Wednesday Only

Women's Rubber Heel Juliets at 95c

The real comfort House Shoe for women. Elastic sides; neat, round toe with patent leather tips, flexible soles. A regular \$1.50 shoe, on Wednesday at **95c**

Wear-Ever 3-Pint "Wear-Ever" Aluminum Stew Pan **39c**

Sold Wednesday only at 39c. Regular price 65c. Wear-Ever is a ware that lasts a generation. Made of pure aluminum. Aluminum heats so evenly throughout there is little danger of scorching the food.

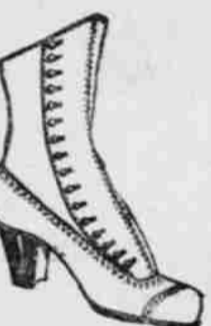
W. H. MARKELL & CO. EAST MORRISON, COR. UNION AVE.
LEADING EAST SIDE DEPARTMENT STORE.

Buy "Moore" Shoes, Pay Less Money

\$3.50 Ladies' Gray, Genuine Nu Bucks for \$2.85

Today, East Side Bargain Day Only

MOORE SHOE CO.
383 EAST MORRISON STREET
We Give "S. & H." Stamps



The CLIFFORD HOTEL GRILL

Offers Another of Those Popular Lunches for **25c.**

Served From 11:30 A. M. to 2 P. M. You Will Wonder.

SPECIAL MENU FOR BARGAIN DAY, MARCH 26, 1913.

Purée of Tomato with Rice.
Queen Olives, Sweet Pickles.
Baked Salmon, Tomato Sauce.
Braised Short Ribs, Brown Potatoes.
Chipped Beef in Cream.
Veal Kidney Sauté, Mushrooms.
Boiled Beef, Horseradish Sauce.
Cold Roast Beef, Potato Salad.
Cold Roast Pork, Potato Salad.
Mashed Potatoes, Stewed Turnips.
Green Apple Pie. Mince Pie.
Rice Custard Pudding.

Tea. Coffee. MHR.

\$1.00 A WEEK

These are the easy terms arranged for bargain Wednesday buyers.

Now that you need Spring clothes, don't worry about the "ready cash." Have them charged and pay for them later at the rate of \$1.00 a week.

You will never miss this amount.

PACIFIC OUTFITTING CO.
Corner Grand Ave. and E. Stark St.



NEW SPRING 50c TIES 35c
WEDNESDAY ONLY

NEW SPRING CLOTHES ARE HERE
A. Pautz & Son
131 Grand Avenue, Near East Morrison

Do Not Miss This

if you are in need of a Lawn Mower. Wednesday only our special is a "Reading Reliance"

14-Inch Ball-Bearing Lawn Mower at \$4.20

These machines are guaranteed and have never sold for less than \$5.75

Stowbridge Hardware & Paint Co.
106-108 Grand Ave. 404-406 East Washington

KEEP YOUR EYE ON WHAT'S GOING ON AT OUR STORE

Independent Furniture Co.
The Only Cash Furniture Store in the City

We are Portland agents for the Laurel Double-Flue Steel Ranges.
83 Grand Avenue



HARTFORD BRUSSELS RUG

FOR **\$12.45 ONLY**

Established Price Anywhere \$18.50

We have a splendid assortment of patterns in Oriental designs. Don't overlook this sale.

GEISLER & DORRES
Up-to-Date Furniture and Carpet House.
255 EAST MORRISON STREET



EAST SIDE FAVORED

Clackamas Southern May Seek Grant Through Club.

BUSINESS MEN SOUNDED

Farmers of Harmony, Clackamas, Clark, Scotts Mill and District South of Willhoit Springs Want Electric Road Connection.

line is through the South East Side, East Milwaukie, Harmony and Clackamas, practically the line the Clackamas Southern would follow between Portland and Clackamas station. Enough work has been done on the former proposition by C. F. Clark and others to insure right of way for practically all the distance to Clackamas outside the city limits. Mr. Clark has put in six or seven years in urging construction of this line. If the Clackamas Southern will build, it may count on the support and co-operation of the organizations back of the former project. The transportation committees of the East Side Greater Club and East Side Business Men's Club say they will assist the Clackamas Southern in any efforts it may make to gain entrance into Portland by way of a franchise and rights of way. The matter of building this suburban line out of Portland by way of Clackamas to Willhoit Springs has been submitted to the officers of the North Bank road.

The Clackamas Southern, which was built out of Oregon City through the Molalla country, may seek entrance into Portland by way of the East Side. The tentative route is from Oregon City by way of Clackamas and Milwaukie to the Portland line at about East Seventeenth street, thence to East Third street on which there is a common east and west road. Assistance from the East Side Business Men's Club has been sought and probably a franchise will be asked for in the near future.

The farmers at Harmony, Clackamas, Clark, Scotts Mill and the district south of Willhoit Springs are seeking electric railway connection with Portland and have organized clubs at all these points for the collection of statistics. These organizations have completed their work of gathering statistics and photographs which show that the tonnage of such a suburban line would pay, and the passenger service would be extra.

The tentative route of this suburban

W. L. CAMPBELL IS BURIED

California Argonaut of 1849 Laid to Rest in Mount Scott Cemetery.

The funeral services of W. L. Campbell, a California argonaut of 1849, who died at his home, 4182 Forty-ninth avenue, in the South East Side, were held yesterday at Lerch's chapel, East Sixth and East Alder streets. Interment was made in Mount Scott Park Cemetery. He was born in Petersburg, Pa., September 25, 1822. When 17 years of age he enlisted as a volunteer for the Mexican war, and his regiment was one of the battle of Monterey and other battles. After the Mexican war he returned to his home in Tennessee, and in 1849 he crossed the plains to California. He engaged in mining and farming in California until 1882, when he came to Oregon. He settled in Wheeler County, where he remained till a few years ago, when he came to Portland. He was 90 years of age.

There are 2,531,000 Lutherans in the United States.

BETTER LIGHTS URGED

E. J. DALY WRITES CLUB IDEAS TO IMPROVE EAST SIDE.

Hotel Owner Takes Stand That People Like a Well-Lighted Street and Business Will Gain.

In his letter to the East Side Business Men's Club, E. J. Daly, who owns the Edwards Hotel at the northwest corner of Grand avenue and Belmont street, urged the necessity of providing more lights for Grand avenue between Hawthorne avenue and East Burnside street. Mr. Daly declared in his letter that the club could do nothing that would advance the business interests of the East Side more than to illuminate this wide thoroughfare between these two points.

In his suggestions he includes East Morrison and East Burnside street, Hawthorne avenue has been provided with fine cluster lights and is really one of the best lighted streets in the city, but Grand avenue, except at the intersection of East Morrison, is really a dark street. East Morrison and East Burnside streets have a few lights. Mr. Edwards continues in his letter: "By lighting these streets hundreds of people will enjoy them. People like a finely lighted street and will walk on such a street. It will result in the business men doing more business on Grand avenue, East Morrison and East Burnside streets. It will enable them to make a showing of their stock to an advantage far better than at present while these streets are dark. I want to urge the club to take up this lighting proposition."

The communication was referred to the civic committee to investigate. Business men and owners of the property on Grand avenue will be interviewed with a view to the installation of lights sufficient to make it one of

the best lighted streets on the East Side.

Coupon Tickets for East Side.

Through arrangements secured through F. B. Eagan, soliciting freight

agent, the East Side Business Men's Club has been able to secure for the station on East Morrison and East First street the distribution of coupon tickets. This will do away with the trip to the Union depot on the West side, as these tickets may be had at

the station on East Morrison street. The matter of arranging for Pullman tickets at that station has also been taken up.

Salem Minister Resigns.
SALEM, Or., March 25.—(Special.)—

Rev. Davis Errett, for several years pastor of the Christian Church in this city, has resigned, his resignation to take effect May 1, when he plans to go to Boise, Idaho.

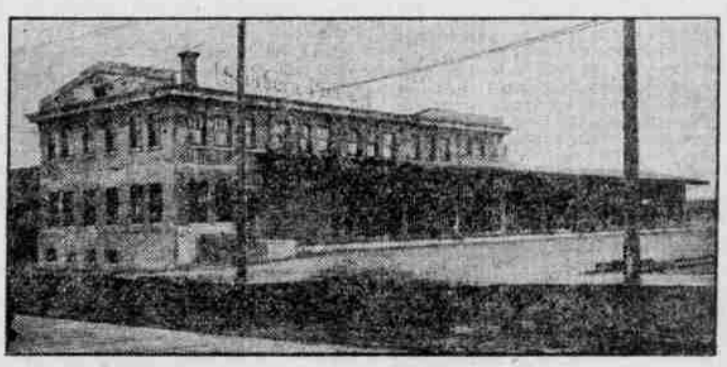
There are 5,894,000 Baptists in the U. S.



SOUTHERN PACIFIC EAST MORRISON PASSENGER DEPOT

The Southern Pacific Passenger Depot is located between East Morrison and East Alder streets and occupies a space 36x84 feet. It is built of concrete blocks and cost \$20,000. The grounds and depot cover about 47,500 square feet.

The depot building is divided into three compartments. The center being the waiting-room proper, contains a floor space of 1917 square feet. The baggage-room is located on the north end of the building and covers a floor space of 838 square feet. On the south end are located the ladies' dressing-room and men's smoking-room.



SOUTHERN PACIFIC NEW EAST SIDE FREIGHT DEPOT

The new freight depot recently erected by the Southern Pacific in Central East Portland at a cost of \$106,000 is located between East Oak and East Ash and between East First and East Second streets. It occupies a full city block. The building is of reinforced concrete construction, two stories in height, with basement. It is 200 feet long by 41 feet wide, having a total floor space of 1100 square feet. The office proper occupies a space of two floors in one end of the building.

Total area covered by the loading tracks for freight house service is 2 1/2 acres, with a length of 580 feet. Door space for loading and unloading teams, 160 lineal feet. There is a special platform having two tracks for loading and unloading heavy machinery and automobiles. Streets are planked between tracks so as to permit direct loading to cars. Total capacity of house tracks at one loading is 65 cars. The Southern Pacific offers the same facilities for handling freight in East Portland as are available in the larger cities on its lines.