

\$25,000,000 Annual Sales on the East Side

in VEHICLES, IMPLEMENTS AND MACHINERY are making the EAST SIDE FAMOUS. The A. H. Averill Machinery Co. pioneered to the East Side, followed by Mitchell, Lewis & Staver, John Deere Plow Co., Moline Plow Co., Freeman & Sons, Scott & Munsell, R. M. Wade, Beall & Co., International Harvester, and other heavy shippers, including the latest, the Western Farquhar Machinery Co., are putting the East Side on the map. The East Side is growing both as a wholesale and a RETAIL DISTRICT. BUY ON THE EAST SIDE—GET THE HABIT. East Side merchants will welcome you. TODAY, WEDNESDAY, BARGAIN DAY ON EAST SIDE. EVERY ARTICLE A BARGAIN AS ADVERTISED BELOW. EAST SIDE BUSINESS MEN'S CLUB.

Buy "Moore" Shoes—Pay Less Money

OUR WEDNESDAY SPECIAL

Any \$5.00 Men's Shoe for

\$4.35

Today only.

MOORE SHOE COMPANY 383 EAST MORRISON
We Give S. & H. Stamps



Central Market

KINDORF BROS.
130 Grand Ave.

ALWAYS THE BEST

Roast Veal 18¢
Veal Stew 15¢
Loim Pork 20¢
Shoulder Pork 18¢

WEDNESDAY SPECIAL EXTRAORDINARY

Women's Dainty \$2.00 and \$2.50

Shirt Waists

—FOR—

\$1.00

Tailored and fancy styles. The newest models of the season. You ought to get a few of them at this price.

On Wednesday Only

Good 35c House Brooms at 19c

A rare bargain: made of good quality broom corn, four seeded and wire bound and metal lock neck. Strong and serviceable. Not over two to a customer, and none on phone order.

FREE WILSON'S DRESS HOOKS

To every woman who presents this advertisement at our Station Counter Wednesday. Not a sample, but a full-size, 10c card in white, black or gray. "Wilson Dress Hooks" are not ordinary hooks and eyes or snaps—they will completely overcome your dress fastening difficulties. They can not come unhooked or "pop" open accidentally. Hold securely without bulge or gap. None given to children.

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

Wednesday Special

Guckenheimer

WHISKY \$1.00 PER QUART

Penney Bros.
381 East Morrison Street
Phone E. 287, B 2426

Wednesday Bargain Day

We are determined to make this bargain day one to be looked forward to each week by every woman in Portland, and nowhere can you get more for your money than right here. In addition to the sale of waists quoted below, we will offer a special in women's and misses' Suits, Coats and Dresses.

For the Bargain Sale

23 Clifton, Messaline and Crepe de Chine Waists. Regular prices \$2.50 to \$3.95. Bargain Day \$1.98

57 Clifton, Messaline and Crepe de Chine Waists. Regular prices \$2.95 to \$4.95. Bargain Day \$2.50

THE STEVENS COAT & SUIT SHOP
388 and 390 East Morrison St., near Grand Ave.



WEDNESDAY SALE

Plain and Fancy Hat Braids

Reg. 75c-85c Braids, 35¢ Pc.
Reg. \$1-1.25 Braids, 49¢ Pc.

Satin, Perloxaline, Lusters and Mixtures—the season's most wanted styles—in Black, White and Burnt.

Hats Trimmed Free

If you purchase your materials of us on Wednesday.

MRS. A. R. RAFFERTY
Milliner, With W. H. Markell & Co., East Morrison, Cor. Union Ave.

DON'T FORGET

Our Special Credit Terms \$1.00 A WEEK

On Clothes for Spring

PACIFIC OUTFITTING CO.

Corner Grand Ave. and E. Stark St.

A STEEL CRIB

FOR \$3.85

For our Wednesday bargain we offer a Steel Crib, just like cut—except sides lift over—either white or Vernis Martin. A regular \$7.00 Crib at a less price than ever before offered in the city... \$3.85

GOLDEEN'S A REASONABLE FURNITURE STORE

East Burnside and Union Avenue



\$1 Cooker for 35c

75c Cooker for 25c

A combination self-basting roaster, double boiler, mixing bowl and pudding dish, 4 useful articles in 2, for Wednesday only at 25¢ and 35¢

Watch Our Windows

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

We Save You Money On Furniture

Bargain Day



Underwear

We offer for our Wednesday bargain a very fine Combed Egyptian Elastic Ribbed Garment at

75c

REGULAR \$1 VALUE

See Window Display

See Dittworth & Co.
388 East Morrison Street

Leading East Side Clothiers

English Walking Hats

Regular \$2.00 Values

\$1.15

WEDNESDAY ONLY

Spring Suits in all the latest Weaves and Patterns.

A. Pautz & Son
131 GRAND AVE.
Near East Morrison St.



The CLIFFORD HOTEL GRILL



is the place where these popular noon lunches for 25¢ are being served. Be sure and come.

MENU FOR BARGAIN DAY, APRIL 2, 1913.

Cream of Tomato with Rice.
Queen Olives. Sweet Pickles.
Baked Halibut, Egg Sauce.
Hamburger Steak, Spanish.
Veal Fricassee, Green Peas.
Fried Liver and Onions.
Baked Beef Tongue, Horseradish Sauce.
Assorted Cold Meats. Potato Salad.
Mashed Potatoes. Stewed Tomatoes.
Green Apple Pie. Peach Pie.
Rice Custard Pudding.
Tea. Coffee. MILK.

Here Is Another Real Bargain

\$22.50 Couches at \$12.45

Quartered Oak Frames

Spring edge, upholstered in black and Spanish marococline. Plain and tufted.

GIESLER & DORRES

386 EAST MORRISON STREET



WEDNESDAY'S EXTRA SPECIAL

Ladies' Pure Thread Silk Hose With Ravel Stop

35c A Pair

Three colors—black, tan and white. Sold for 75c a pair everywhere. A genuine bargain to introduce our new location.

H. BAUMER & CO.

369 East Morrison Street

Underwear

We offer for our Wednesday bargain a very fine Combed Egyptian Elastic Ribbed Garment at

75c

REGULAR \$1 VALUE

See Window Display

See Dittworth & Co.
388 East Morrison Street

Leading East Side Clothiers

English Walking Hats

Regular \$2.00 Values


\$1.15

WEDNESDAY ONLY

Spring Suits in all the latest Weaves and Patterns.

A. Pautz & Son
131 GRAND AVE.
Near East Morrison St.

The CLIFFORD HOTEL GRILL



is the place where these popular noon lunches for 25¢ are being served. Be sure and come.

MENU FOR BARGAIN DAY, APRIL 2, 1913.

Cream of Tomato with Rice.
Queen Olives. Sweet Pickles.
Baked Halibut, Egg Sauce.
Hamburger Steak, Spanish.
Veal Fricassee, Green Peas.
Fried Liver and Onions.
Baked Beef Tongue, Horseradish Sauce.
Assorted Cold Meats. Potato Salad.
Mashed Potatoes. Stewed Tomatoes.
Green Apple Pie. Peach Pie.
Rice Custard Pudding.
Tea. Coffee. MILK.

T FOR THE GARDEN

Have Never Been Offered So Cheap as at Our

Wednesday Bargain Day Sale

Ladies' Set—shovel, hoe and rake, best steel. Reg. \$1.15, at 75¢
Steel Bow Rake—12-tine—best quality. Reg. 60¢, at 45¢
Malleable Rake—14-tine—best quality. Reg. 30¢, at 20¢
Steel Hoe, large size—best quality. Reg. 50¢, at 35¢
Long handle, round or square point Shovels. Reg. 75¢, at 65¢
Steel Spading Forks—4-tine. Reg. \$1.00, at 75¢
Lawn Edgers—best quality. Reg. 50¢, at 40¢

Strowbridge Hardware & Paint Co.

106-108 GRAND AVE. 404-406 EAST WASHINGTON

ROSE PLANS UNDER WAY

OUTLOOK FOR PARADE BETTER THAN AT ANY FORMER TIME.

Children's Pageant Is Conceded to East Side and Canvasers Are to Begin Work at Once.

Chairman C. A. Bigelow, of the East Side Business Men's Club, making arrangements for the "Human Rosebud" parade, stated that preparations for the parade will be started at once. The executive committee met Monday night and after a long conference decided to proceed with the collection of the funds to finance the parade. The Royal Rosearians and Rose Festival Association have conceded the children's parade to the East Side, and it will be held on Grand Avenue.

Mr. Bigelow said it is hoped that the support and co-operation of every citizen on the East Side will be given the club in its efforts to make the children's parade eclipse the parades of former years, and that the canvasers for funds will meet with liberality this year as formerly.

It is planned to put the canvassing committees in the field at once and divide the territory so that the work may be done systematically. Every little will help and all will be asked to make a contribution to finance the parade. Last year the club raised about \$2000, but it is hoped at least \$4000 may be secured this year for the added features including the "Night in Rosaria" on the night after the parade. Mr. Bigelow said yesterday:

"We are much encouraged, and the outlook for the parade is better than at any time before. The principals of the schools are to appoint a committee of five to co-operate with and assist in working up the details of the parade and suggest new features. Many of the school principals have already telephoned Assistant Secretary Hall their assurance of co-operation and assistance in every way possible."

Patrick Hart's Funeral Held.

The funeral services of Patrick Hart, who died March 30, were held yesterday from the Holy Rosary Church, East Third and Clackamas streets, and the interment was made in Mount Olivary Cemetery. He was 63 years of age. He

is survived by a widow, Mrs. Margaret Hart, and the following children: Daniel P. Margaret, Arnes and J. P. Hart; Mrs. J. Gishman, Mrs. B. J. Hand and Mrs. Frank Hughes. Mr. Hart was 63 years of age.

Gay Lombard to Talk to Mothers.

Gay Lombard will address the Mothers and Teachers' Club of the Brooklyn school in the assembly hall Friday afternoon at 2:30 o'clock on "Commission Form of City Government." All desiring information on this subject will be welcome.

Troutdale Man Dies.

E. M. Grimes died in Good Samaritan Hospital, March 21. He was formerly a resident of Troutdale and Seaside, Or., and husband of Mrs. Annie M. Grimes, father of E. L. Grimes, of Los Angeles, Cal., and A. D. Grimes, of Pacuaba Hugo, Mexico.

East Side Library Rendezvous.

Rev. T. J. Merrill, past presiding elder of the U. B. Church, will deliver a lecture at the East Side Library, East Eleventh and Alder streets, tonight at 8 o'clock. Subject, "The Social Message of Our Lord." Auapices East Side Branch Socialist party.

Irvington Club Dances Tomorrow.

The Irvington Club has sent out cards for an April Fool party, which will take place tomorrow evening at the club house. A number of novel features are planned. The committee includes J. P. Jaeger, W. M. Umbenstock and Frank McCrillis.

LAVEY TO TALK TO ADMEN

"Over-Enthusiasm in Advertising" Subject of Convicted Broker.

On his last day of freedom, P. C. Lavey, who was recently sentenced to a year's imprisonment by the United States District Court, for having used the Government mails to defraud, will address the members of the Portland Ad Club at their luncheon at the Portland Hotel today upon "Over-enthusiasm in Advertising and Its Effect."

Ray Barkhurst will be chairman of the day. The court exercised its clemency in the case of Mr. Lavey, since it was shown by the United States Dis-

NEED REST?

Go to Gearhart "By-the-Sea." The sea foods at the hotel and hot sea water baths will rejuvenate you. Reservations 100 1/2 Fourth street.

Metolious Buys Fire Apparatus.

METOLIOUS, Or., April 1.—(Special.)—The City Council at a regular meeting held recently made a contract with the Columbian Engineering Works, of Portland, for 1000 feet of hose, two hose carts and other apparatus. This, with the excellent water system they have, puts them in the front rank with other towns of Central Oregon for fire protection.

The United States petroleum output in 1912 reached 220,000,000 barrels.

To The Young Expectant Mother

Women of Experience Advise the Use of Mother's Friend.

There is a certain degree of trepidation in the minds of most women in regard to the subject of motherhood, and longing to possess it often contradicted by the inherent fear of a period of distress.

But there need be no such dread in view of the fact that we have a most noble remedy in what is known as Mother's Friend. This is an external application that has a wonderful influence and control over the muscular tissues of the abdomen. By its daily use the muscles, cords, tendons and ligaments all gently expand without the slightest strain; there is no pain, no nausea, no nervousness; what was dreaded as a severe physical ordeal becomes a calm, serene, joyful anticipation that has its impress such as our foremost teachers of Eugenics are striving to drill into the minds of the present generation.

In almost every community there are women who have used Mother's Friend, and they are the ones that recovered quickly, conserved their health and strength to thus preside over families destined by every rule of physiology and the history of successful men and women to repeat the story of greater achievement.

Mother's Friend is prepared after the formula of a noted family doctor by the Bradford Regulator Co., 158 Lamar Bldg., Atlanta, Ga.

Write them for their instructive book to expectant mothers. You will find Mother's Friend on sale by all drug stores at \$1.00 a bottle.

National Canned Foods Week

To Housewives, the Country Over!

Dealers, grocers, jobbers and manufacturers during this week will participate in a GREAT SALE OF CANNED FOODS to prove to millions of housewives the purity, cleanliness and quality of these low-cost foods. We want you to try an assortment. See what you can save.

Use Canned Foods a month. Serve them daily—fruits, vegetables, fish, meat and milk. You can serve them in hundreds of forms and ways deliciously appetizing. See, at the end of each week, what you save on the high cost of living. They are ready cooked. They save money on fuel. All these foods are the purest foods produced.

Heat at 250 Degrees—The Only Preservative

We use only heat as a preservative, with sometimes a savor of sugar or salt. Our canneries are close to our supplies. Usually not more than four or five hours pass from the time these foods are taken from their natural surroundings until they are sealed in the cans and sterilized at 250 degrees, ready for the market.

They are fresh when we can them—and just as fresh when you open them as the day they were prepared. They are perfectly pure, clean and wholesome. They are even served to convalescents in hospitals, because physicians know that canned foods are absolutely protected from the dirt and contamination to which the so-called fresh fruits and vegetables are exposed.

What Dr. Wiley Writes

Look in your newspapers during Canned Foods Week for articles by food specialists—by Dr. Wiley, Marion Harland and others

who know Canned Foods and their values. These people recommend Canned Foods because of their purity, flavor and healthfulness.

Then See Your Dealer

Then go to your dealer and get an assortment of Canned Foods to serve for a month on trial. Do that and you'll always serve them. You'll please the whole family. You'll save on your bills. Dealers everywhere this week are making Canned Foods their SPECIAL SALES FEATURES.

Go see your dealer. See his assortment and choose what you like best, to try.



THE NATIONAL CANNED FOODS WEEK COMMITTEE