

The Big East Side Store

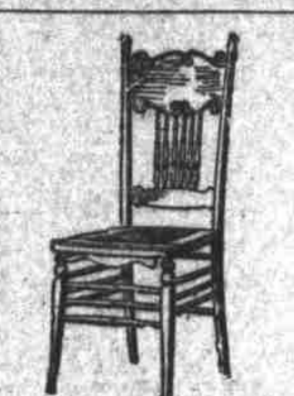
GEVURTZ BROS., Proprietors

We Buy in Carload Lots and in Consequence Are Able to Undersell All Other East Side Dealers
East Burnside and Union Avenue



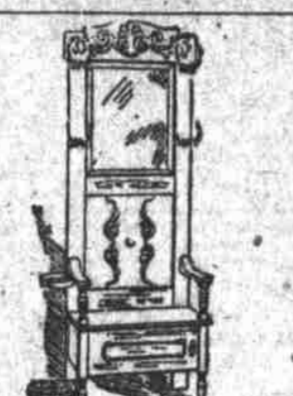
\$6.00 Iron Beds for \$3.25

No. 497—Bed just like the cut, in pink and green enamel; a strong and serviceable bed for a very small price; regular \$6.00 values—Special \$3.25



\$1.25 Chair for 95c

No. 494—Solid Oak Dining or Bedroom Chair, with cane seat—regular \$1.25 value for \$0.95



13.50 Hall Trees for \$7.50

They have square and oval French plate mirrors and shoe box in the seat.



CARPETS RUGS

Tapestry Brussels Carpet, four patterns of good quality; regular \$1.25 values, special at this sale for only, per yard..... **65c**
Brussels Carpet in tans, greens, reds and plain, with and without borders; regular 60c grades, at this special sale for, per yard..... **39c**
Two-thirds wool Ingrain Carpet, in many pretty patterns; regular 75c grades, at this special sale for only, per yard..... **38c**
Fibre Matting, regular 65c grade; a special price to you at this sale at only, the yard..... **39c**

ROOM-SIZE RUGS ONLY \$12.50.
Twenty-five 9x12 feet Brussel Rugs, in beautiful patterns, at this special sale price of only, each..... **\$12.50**

\$8 Sanitary Steel Couches \$4.50

They open out into full-bed size; they are perfect in every detail; we always undersell others in this Couch for the reason that we ship them in carload lots; we have 100 Couches now on hand and \$4.50 will close them out at .. **\$4.50**



This Three-Piece Suite \$13.50

Frames are in mahogany finish, shaped like the cut, and are covered with a very pretty pattern of figured velour; regular \$22.00 values, at this special sale for only, each..... **\$13.50**



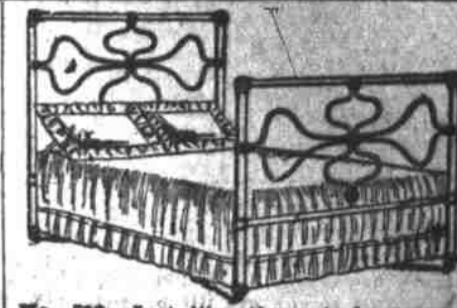
\$12.50 Couches, Special \$7.50

No. 61—These roll-edge Couches are covered with a great variety of velours, strong spring construction, very durable as well as attractive in appearance; regular \$12.50 quality, this week only. **\$7.50**

Window Shades
3x7 feet in size
Regular 50c
Special **30c**



Was \$14—Now \$8.50



\$3 Cobbler Seat Rockers



\$2.00

No. 297—There are several models of these rockers and they are all good values at \$2.00—special this week at

\$2.00

\$8.50 Mission Rockers \$4.25

No. 298—These handsome Mission Rockers are of solid oak, weathered finish, genuine leathered upholstery and plain saddle seats. First-class rockers at a great bargain—\$8.50 value for

\$4.25



\$1.25 White Blankets 75c



These are the "Arbutus" blanket, and are full size and of a beautiful white—enough to meet all demands, each **.75c**

Inlaid Linoleum 98c



There are two patterns in this lot of regular \$1.80 and \$2 values. Price does not include laying.



Men's Suits

A fine line of Men's Suits in light and medium weights in latest novelties and ever-popular patterns. Also—

Men's Hats, Shirts, Collars, Cuffs, Neckties, Hose and Shoes

In fact all of the Man's necessities in the line of wearing apparel. Sold for cash or on

Easy Payments

\$8 Chiffonier \$5.25

No. 3—This chiffonier has five drawers, is well made and neatly finished; special price

\$5.25



Ladies' Suits

All the season's latest in women's wearing apparel, priced much lower than the usual west side department store price. Visit our store and inspect the

Fine Summer Suits

We are now offering at the Big East Side Store's low prices. We can also fit you out in the latest styles of hats from our millinery department at lowest prices for cash, or—

Credit if Desired

\$10 Wardrobe \$6.50

This wardrobe has a golden oak finish, fitted with hooks for holding the clothing, is of very convenient size for the average bedroom; special price

\$6.50



PARADE CHEERED AS HUGE SUCCESS

"Spirit of the Golden West" Enthusiastically Received by Many Thousands.

Did you see it? How the knockers faded away! There wasn't one left in Portland last night. The parade and the crowd and the enthusiasm took the wind out of their sails and the breath out of their lungs till there wasn't a thing left for them to do but to get in with the other 150,000 cheering ones and hurrah for the Boss Festival.

guard of the parade, the fireworks and Roman candles, the quickening music of the bands, the gleaming rifles of the militia—and they began to thrill in spite of themselves. And before three of the 20 handsome floats had passed they were yelling themselves hoarse for Portland and the festival.

Every office building along the line of march had its windows and fire escapes pressed into service as ex tempore reviewing stands. The big grandstand itself on the Fenwick block facing Morrison street was packed. The side streets were crowded with automobiles filled with enthusiastic sight-seers, and so deep were the crowds on the sidewalks that three and four tiers of boxes for spectators to stand upon were placed before many of the downtown stores.

of the flambeaux, the red fire torches and the fireworks gleaming on the polished rifle barrels and the trappings of the horses and men, the martial music of the bands, and the joyous spirit of the carnival seemed to awaken the hearts and imagination of the people and put them in a proper mood for the floats that followed.

Division three of the parade under command of W. M. Davis, showed the floats contributed by the flourishing cities of Great Britain. Following the bushes in an elaborate garden and the other a huge red rose—an especially beautiful float with a young girl in the heart of the flower.

Minville's queen, Klamath Falls showed a large float with the industries and wealth of the Klamath district typified by grains and fruits.

Division four of the parade under command of T. T. Strain, showed the original Portland home—a log hut, the first building erected on the site of Portland. Then came a float showing Father Mouloughlin ascending the Columbia in a canoe with a number of Indians as his guides.

FIGHT AGAINST LID FOR RENO

Gamblers Throughout Nevada Combine to Defeat Reform Movement.

(United Press Leased Wire.)
Reno, Nev., June 3.—An organized campaign against the effort that is being made to "put the lid on" in Reno, the largest town in the United States that is absolutely wide open, was begun today at a secret meeting of the proprietors of the various gambling houses.



"White Flour Boys"
You can pick them out—in the school-room, in the street, in the home—they are pale, flabby, sickly—they are fed on white flour bread and soda crackers. Make sturdy, chubby boys and girls by feeding them

"FORCE"

the food that builds muscle, bone and brain—the sweet, crisp malted flakes of wheat. Children like it and thrive on it.

"FORCE" is made of the best white wheat, steam-cooked, rolled into thin flakes, combined with the purest barley-malt and baked. Always "crisp" it before serving it by pouring into a pan and warming it over. Then serve in large dish with cream, piling the flakes in one side of the dish and pouring the cream in the other side, dipping the flakes as eaten.

Your grocer sells it. No other Flaked Food is "just as good."

BALLOON ASCENSION

One hundred balloons will be sent up at intervals of one minute each from roof of Pacific Coast Biscuit Co.'s factory, 12th and Davis sts., Saturday morning at 10 o'clock. Attached to each balloon will be a "SWASTIKA" LABEL, (our trademark), on the reverse side of which is printed our offer to present to the finder of each label Five Packages of "Abetta" Biscuit.

PACIFIC COAST BISCUIT CO.

CASTORIA

For Infants and Children.
The Kind You Have Always Bought
Bears the Signature of *Dr. J. C. Watson*

MISSISSIPPI RIVER ON ANNUAL RAMPAGE

St. Louis, June 3.—The Mississippi river above Quincy, Illinois, is rapidly rising and hundreds of homes have already been abandoned in that vicinity. Great damage to property is reported, but so far no deaths are known to have occurred. The inhabitants who have left the homes which probably will be swept from their foundations by the floods increase, are fleeing to the high elevations to remain until the trouble subsides. The Illinois river bottoms are reported to be inundated.

Simple Uniforms for Germans.

Potsdam, June 3.—The Kaiser's Own Hussars, the most gorgeously dressed troops of the German army, have now received their new field uniforms of simple grayish brown, the color adopted for the entire German cavalry. Henceforth reds, blues, greens, yellows and whites are used in times of peace only.