

## THE SOUTHERN PACIFIC RY.

Realizing the strategic location of EAST PORTLAND, is expending $\$ 12,000,000.00$ 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. Tomorrow, Wednesday Will Be BARGAIN DAY on the EAST SIDE. SAVE MONEY. Each article a bargain as advertised below.

EAST SIDE BUSINESS MEN'S CLUB.


