

WOULD ANNUL ALL FRANCHISES, THEN FORCE NEW PLAN

East Side Business Men Are Planning to Put Bill on Ballot Affecting S. P. and O. W. on First and Second Sts.

If it is within the power of the East Side Business Men's club, measures for the annulment of the franchises of the Southern Pacific and the O. W. R. & N. companies on East First and East Second streets, respectively, will be placed on the ballot at the June election.

The campaign which the club conducted has progressed nicely, and enough names have been secured to insure the placing of the measures on the ballot. Although 421 names are required, it is the intention of the club to secure at least 6000 signatures.

If carried, these measures will annul both franchises on the two streets and will require the companies to come in at once and ask for a new franchise under the present city charter, with common user provisions on this street.

entrance to Portland through the east side. "When the next railroad wants to come into Portland we want to create such a condition that we will not be called upon to make such a fight as was necessary to secure admission for the North Bank line. We want it to be so that they may all come in on the same basis."

"We feel that it is time to realize the full value of section 25, article 1, of our Oregon constitution, which says: 'No law shall be passed granting to any citizen or class of citizens, privileges or immunities, which upon the same terms, shall not equally belong to all citizens.'

WILL ADDRESS MEETING OF PENINSULA PEOPLE

R. L. Sabin and V. Vincent Jones will address a meeting of the Peninsula citizens this evening in the assembly hall of the Peninsula public school. Mr. Jones will talk on "Public Parks and Playgrounds," boasting the \$2,000,000 bond issue for parks. Mr. Sabin will urge the necessity of making the school the social and civic center of the community. All citizens of the district are asked to attend the meeting.

Journal Want Ads bring results.

EAST SIDE MEN AND 'ROSARIANS' BOOST FESTIVAL

Get Together Luncheon Proves Clearing House for Exchange of Ideas on Rose Carnival; Aid Pledged.

From a boasting standpoint the "Rosarian Luncheon" of the East Side Business Men's club yesterday noon was a decided success. It was a get-together meeting of the East Side men, the Rosarians and the Rose Festival association. All former friction—if such friction ever existed—between these organizations was eliminated, and all pledged their support to each other in helping to make the Rose Festival a greater success than ever before.

"There is no other institution of more far-reaching effect than the Rose Festival, and the human rose bud parade is the most important factor of that festival," said Hy Eilers, of the Rosarians, who was the principal speaker of the day, and those sentiments were heartily endorsed by every person who attended the meeting.

To Give Auto Parade. Besides the children's parade Mr. Eilers stated that the east side would be given the automobile parade and a new attraction, "A Night in Rosaria." This latter attraction will be one of the main evening features of the festival. It is planned to begin the evening's festivities with a "Parade of All Nations." Then, each block in the cen-

tral business district will have its special attraction. George L. Hutchins, manager of the Rose Festival association, urged the members to lay aside all petty jealousies and unite in boosting for a greater festival. "I know no east side, I know no west side, for my heart is with Portland, a Greater Portland, the summer capital of America," were the words which he closed a splendid address. Ralph W. Hoyt, of the Rose Festival association, stated that in his opinion the human rosebud parade was the greatest attraction of all. He stated that it was their desire to make that parade a permanent east side institution, and to that end enough money would be apportioned to make the parade better than ever before.

Support Is Promised. J. Fred Larson, Judge Robert G. Morrow and S. D. Vincent of the Rosarians also addressed the meeting, and told of the immense amount of effort required, and of the certain benefits which would accrue to Portland through the Rose Festival. C. A. Bigelow, on behalf of the East Side Business Men's club, promised the support of that organization in every way possible.

At the conclusion of the luncheon the board of directors of the East Side club was appointed as a committee to work with the other organizations in the collection of funds. A vote of thanks was also given the Sibson nursery for the beautiful roses which the table was decorated. M. B. McFaul presided.

CITIZENS OF NORTH PORTLAND TO MEET

There will be a meeting of the North Portland Commercial club tomorrow evening at the clubrooms, corner Killingsworth avenue and Commercial street. Sewerage and other important matters will be up for discussion, so it is requested that all members shall be present.

Quicker and better results may be obtained by including your phone number in your want ad.

LARGE BUYING OF SMALL AREAS FOR PARK LOCATIONS

Greater East Side Improvement Clubs' Ass'n Takes Action in Playground Plans; Children's Parade Favored.

At a recent meeting of the Greater East Side United Improvement Clubs association Friday night, the following resolution, endorsing the children's parade, was unanimously carried:

"Resolved, That the affiliated East Side clubs go on record as being in favor of the perpetuation and continuation of the children's parade (nationally known as the Human Rosebud parade) as a feature of our annual Rose Festival; and that this organization urge the cooperation and fealty of all school principals within our city to assist in the perpetuation of this most beautiful feature of our Rose Festival."

A resolution was also passed requesting the railroad commission to postpone the hearing of the case of the association against the Portland Railway, Light & Power company until the city council has taken some definite action in the matter, after which the hearing should proceed, or come up to the railroad commission on appeal by either party, as provided in the Malarkey act. A committee of three, consisting of Dan Kellaher, A. N. Searle and L. G. English, was appointed to take up the matter with the park board and the city auditor so it will show on the ballot just how much money is to be spent for parks on the east side and how much on the west side, and where; and fur-

ther, it is the sense of the Greater East Side clubs that this money be spent for a large number of small parks, with play grounds near the homes so that the mothers may walk there in the afternoons with their children, and enjoy the parks without having to pay car fare. Rather than to have it spent for large tracts requiring the expense of car fare to get to and from these new parks and playgrounds. The park board will be asked to address the east side citizens in the near future, showing them what additions and improvements are proposed in regard to parks throughout the city.

REQUEST CHANGE OF GRADE IN BROADWAY

C. L. Schoenfeldt, a grocer on Williams avenue and Cherry street, is circulating a petition to have the grade of Broadway changed from Williams avenue to Larrabee street. At present the grade between these streets varies between 1 1/2 per cent to 6 1/2 per cent, and it is his desire to have an even grade of 2 1/2 per cent established.

If this is done it will necessitate a fill of at least three feet at the corner of Vancouver avenue and Broadway; the fill would also have to extend in four directions: north and south on Vancouver avenue, and east and west on Broadway. This would put the property owners to a very heavy expense, but Mr. Schoenfeldt believes that the great benefit of an even grade will more than offset the cost for the improvement. Mr. Schoenfeldt stated yesterday that the improvement had met with so much opposition that the petition might not be filed. He stated, however, that the regrading of Broadway at this point must come eventually, and that it is just as well to do it now.

EAST SIDE POET BUILDS REAL AIR CASTLES IN RHYME

By the poet of the East Side Business Men's Club, THIS ARCHITECT. I work every day from eight until six. In an office—I'm only a clerk; But I'm not complaining about my poor fix—I'm contented quite well with my work. But at night you should see me, I'm then at my best; I'm a wonderful person, for fair. And the people all cheer me with fervor and zest. When I'm building my castles-in-air. For 'tis then that I do some wonderful things, For I gain both riches and fame; And what a great joy and comfort it brings To hear people shouting my name. And proclaiming me greatest of men among men, And saying there's none can compare; I sure am a wonderful being, I ken. When I'm building my castles-in-air. My fifteen a week is all that I ask. I'm quiet and plain, if you please; And there's none that I know of can bring me to task. If my trousers do bag at the knees. But when night overtakes me, 'tis then you will find That I've ceased all my worry and care; And I show to the people my true master mind. When I'm building my castles-in-air.

\$25,000,000 Annual Sales on 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., Studebaker Bros. 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. TOMORROW, WEDNESDAY, BARGAIN DAY ON EAST SIDE. EVERY ARTICLE A BARGAIN AS ADVERTISED BELOW.

Buy "Moore" Shoes—Pay Less Money

Our Wednesday Special

Any \$5.00 Men's Shoe for

\$4.35

tomorrow only.

Moore Shoe Company 383 EAST MORRISON ST. WE GIVE "S. & H." STAMPS



PIANOS AND Player Pianos

SEE THEM AT

NISLEY'S

"The East Side Piano Store" 153 GRAND AVE.

WEDNESDAY SPECIAL EXTRAORDINARY

Women's Dainty \$2.00 and \$2.50

SHIRT WAISTS FOR \$1.00

Tailored and Fancy Styles

"On Wednesday Only"

Good 35c House Brooms 19c

A rare bargain; made of good quality broom corn, four sewed 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 Notion Counter Wednesday. Not a sample, but a full-size, 10c card in white, black or grey. "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

WHISKEY

\$1.00

Per Quart

Penney Bros. 381 EAST MORRISON ST. 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

33 Chiffon, Messaline and Crepe de Chine Waists, Regular prices, \$2.50 to \$3.98. **\$1.98**

Bargain Day... **\$1.98**

52 Chiffon, Messaline and Crepe de Chine Waists, Regular prices were \$3.98 to \$4.98. Bargain Day... **\$2.50**

We mean so be known by the value

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 35c Pc. Reg. \$1-1.25 Braids 49c Pc.

Satin, Permaline, 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.

The newest models of the season. You ought to get a few of them at this price. DON'T FORGET our Special Credit Terms

\$1.00 A WEEK on Clothes for Spring

PACIFIC OUTFITTING CO.

Cor. Grand Ave. & 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 Ave.



\$1.00 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 25c and 35c.

Watch Our Windows

Calef Bros. HOME FURNISHERS 380-70 East Morrison St. PORTLAND, OREGON

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 \$1.00 VALUE

See Window Display

Geo. Dillworth & Co. 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 Street.

CLIFFORD HOTEL GRILL



Is the place where those popular noon lunches for 25c 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 Frame

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

Geisler & Dorres

386 E. MORRISON ST.



Central Market

KINDORF BROS. 130 Grand Ave.

ALWAYS THE BEST

Roast Veal 18c

Veal Stew 15c

Lean Pork 20c

Shoulder Pork 18c

The Convenient Way

The Journal Want Ad columns afford a convenient and concise means of communication for busy people—a way of accomplishing things without waste of time or energy.

For getting word to those who are interested in your work, your really, your rooms that you have for rent, your advantageous business propositions—reaching them quickly and at small cost—The Journal Want columns are at your service.

Many interested readers watch the Want to be abreast of the times and keep posted regarding opportunities.

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 75c

Steel Bow Rake—12-line—best quality. Reg. 60c, at 45c

Malleable Rake—14-line—best quality. Reg. 30c, at 20c

Steel Hoe, large size—best quality. Reg. 50c, at 35c

Long handle, round or square point Shovels. Reg. 75c, at 65c

Steel Spading Forks—4-tine. Reg. \$1.00, at 75c

Lawn Edgers—best quality. Reg. 50c, at 40c

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STROWBRIDGE HARDWARE & PAINT CO.

106-108 GRAND AVE. 404-406 EAST WASHINGTON