

OPPOSED TO OCCUPATION TAX

SPENCER H. COOPER

FOR

MAYOR

On the Republican Ticket at the Primary Election

Mr. Cooper's Platform

I am in favor of equal rights in conformity with law and special privileges to none. This city should be run on a thoroughly business basis and the occupation tax ordinance should be at once repealed as prejudicial to the growth and welfare of the city.



SPENCER H. COOPER
For 25 Years a Tax Payer of Portland

of the import of the maxim that "nothing succeeds like success" he has made enviable progress where others would have lost their footing. It is this characteristic that has popularized Mr. Cooper among his business and political acquaintances; and it is that fact that prompted many of his influential friends to urge him to become a candidate for the nomination for mayor of Greater Portland.

Mr. Cooper's platform is brief, but broad and liberal. In it he says: "I am in favor of equal rights in conformity with law and special privileges to none. This city should be run on a thoroughly business basis and the occupation tax ordinance should be at once repealed as prejudicial to the growth and welfare of the city."

With one sweep of the pen that platform was made to cover the entire situation—a business administration; no favoritism; immediate repeal of the occupation tax ordinance. That is the

SPENCER H. COOPER'S BROAD AND LIBERAL PLATFORM.

A Business Man for a Business City—The People's Choice for Mayor of Portland.

In the hurry and flurry of municipal campaigns many important issues are frequently overlooked in the half-mad desire on the part of careless voters—and their name is legion—to extend to some personal friend a "political compliment." The spirit that prompts one to assist a friend is by no means to be despised, if the friend is worthy. But in a political contest there are many things to be considered—issues that far outweigh the whim that suggests the folly of a wasted vote.

The election of municipal servants of the people is an important event in the history of any city; but in the case of Portland at the present time it is a matter of supreme consequence. Leaving out of this discussion the question of the celebration of the Lewis and Clark centennial, and considering only the present phenomenal growth and future destiny of the metropolis of the great northwest, it may clearly be seen that never before in the history of this city have such momentous conditions challenged the care and consideration of the common electors. Particularly is this true in the matter of the election of the mayor. The new charter gives to that official great power. For proof of this statement witness the arbitrary manner in which the chief executive of our present administration has conducted the affairs of his office.

The need for stalwart independence at the polls in the primary election to be held a few days hence is apparent, urgently so. Under the new law the people may nominate whom they

please. Conventions have happily been dispensed with, and the popular masses may choose for themselves without reference to the slate of a machine. It now remains to be seen whether or not the people are "capable

of self-government." In connection with the foregoing suggestions The New Age desires to call attention to the character and platform of Mr. Spencer H. Cooper, who is a candidate on the republican ticket for the nomination for the mayoralty. In the first place, Mr. Cooper is a man of sterling character, a citizen of most excellent and unsullied record and a business man of much more than ordinary acumen. He has climbed well nigh to the top of the ladder in commercial pursuits, beginning at the bottom round. He has successfully mastered many difficulties which would have daunted the spirit of men of less aggressiveness and determination. With a keen conception

platform which has made Mr. Cooper so popular since he concluded to become a candidate on that declaration of principles. And it is probable that on that platform he will win.

Nearly all public officials in places of consequence have "hobbies." It was so with one member of the city council when the folly of the occupation tax was conceived. He talked it, explained it as he understood it and diagramed it as he saw it. He presented only one side of the case, of course, because that was his hobby. Finally the proposition became popular in that body and was made a law. A general protest was heard among the business and professional men of the community. They expressed the conviction that it was an extremely unjust manner in which to raise revenue and then proceeded to illustrate that fact by reference to many cases in which the law worked positive hardships, discouraged business and evilly prejudiced the growth of the city.

As the requirements of the ordinance were more rigidly applied, its deleterious influence became more and more apparent. Presently a general cry was heard against the injustice of the ordinance and appeals were made for its repeal. These were ignored by the municipal law-making body—and the ordinance is yet being enforced.

Mr. Cooper has voluntarily pledged his untiring effort to have this unjust law repealed, should he be elected mayor of Portland. He has given the matter much study and has abundant evidence of the hurtful character of the provisions of the ordinance.

In addition to that Mr. Cooper promises a thoroughly business administration, in the event of his election. Every man sufficiently intelligent to vote knows what the word business means. In this particular case it means that Mayor Cooper would conduct the affairs of the city just as he has so successfully conducted his own private business affairs. It means that he does not believe that men are elected to office for the purpose of graft, for the purpose of raising revenue by unjust legislation in order to make up deficits created by unwise and care-

less expenditures of public money or for the purpose of enjoying the emoluments of a sinecure at the expense of the public without returning valuable service therefor. That is the business view of the situation as seen through Mr. Cooper's platform.

Mr. Cooper, who has for 25 years been a taxpayer of Portland, is a very popular man socially, as well as among those with whom he deals in his business pursuits. Not a word has ever been uttered against his good name in any way. As a republican he has done valiant service for the success of his party; but not an unclean or unfair act has ever been charged against him politically. He is in the very prime of life, vigorous and progressive. It is seldom that the masses have an opportunity to vote for such a man as a candidate for a responsible public position.

Mr. Spencer H. Cooper would make an ideal mayor, a fact which the voters should keep in mind on the 6th of May. The honest and conscientious electors who have been heard to make much complaint about graft in public places and corruption in office now have an opportunity to vote for a clean, honest, earnest and progressive man for the chief executiveship of this city. Whether or not their frequent outcries have been sincere may be seen by the way they vote next week.

A. N. WILLS.

A. N. Wills, who is a candidate for the republican nomination as councilman-at-large, has resided in Portland and vicinity all of his life, being a son of Jacob Wills, one of Oregon's honored pioneers. Mr. Wills is a man of sterling worth, conspicuous ability and rugged honesty. He has been a life-long republican and this is the first time he has ever sought office, always preferring to aid his friend.

It is no more than right that the section of the city from which Mr. Wills comes should be represented in the council and as he is a very popular and worthy citizen there can be little doubt of his success. Mr. Wills has always taken a foremost part in every movement calculated to further the material interests of the city and particularly that portion of the city where he has resided so long.

It was through his efforts that the attention of the people was called to the many advantages offered by Sellwood as a place of residence, when he organized the Sellwood board of trade in 1900, and through it much was done to attract residents and to improve the condition of the community.

Mr. Wills was one of the first to call the people's attention to the necessity of reforming our mode of holding conventions and started the agitation for honesty in our political affairs.

A STRAIGHT AND HONEST MAN FOR COUNCILMAN-AT-LARGE.

Mr. D. J. Quimby, who is a candidate for the republican nomination for councilman-at-large, has resided in Portland for over 25 years, and has always taken an active part in behalf of the republican party, but this is the first time that he has ever applied to office himself. Mr. Quimby is a man of ripe experience and sound judgment and will make an able and efficient official. He has always worked faithfully for the success of the republican party and the growth and prosperity of the city of Portland. No man is better qualified to serve the people as councilman at large than D. J. Quimby. He will faithfully discharge the duties of his office and will represent the city's interest in a strict, careful and businesslike manner.

Mr. Quimby is a large taxpayer and enjoys the reputation of being a good business man and good citizen. It was on account of these well-known facts that he was prevailed upon to stand as a candidate for this important office.

Vote for D. J. Quimby on May 6th.



JOHN P. SHARKEY

Republican Candidate for Nomination for Councilman-at-Large

S. A. ARATA

Mr. S. A. Arata, the well known and popular business man, has been prevailed upon by his friends to stand for the republican nomination for the office of councilman from the

he is eminently fitted to serve the voters of the Third ward as councilman. He is a large taxpayer and has always taken an active interest in all things calculated to improve the material condition of the ward and city.

Mr. Arata is a thoroughgoing republican and has never before asked anything at the hands of the party, and if popularity counts for anything, and we think it does, he will be nominated by a handsome vote on primary day, May 6th.

W. C. Seachrest, the popular candidate for the council from the Fifth ward, is gaining strength every day and it looks like he will win without a doubt. Mr. Seachrest is known as the railroad man's candidate, and the very important element of the community is doing much to further his interests. If ability and experience count for anything, and we are of the opinion that it does, then Mr. Seachrest will be chosen for this office. Don't forget him on May 6th.

Mr. J. P. Sharkey, who has so faithfully served the people of the Eight ward, in the city council, is a candidate for the republican nomination for councilman-at-large. Mr. Sharkey has made a good city official and they will give him a re-nomination on May 6th.

Mr. A. K. Bentley, the present councilman from the Fourth ward, has consented to stand for a re-nomination to succeed himself. Mr. Bentley has made a good record and deserves another term.



W. C. SEACHREST

Republican Candidate for Nomination for Councilman, Fifth Ward

Third ward. Mr. Arata has resided in this city many years, and is regarded as a public spirited citizen and a reliable business man.

Mr. Arata is not a politician and only consented to enter the race upon the urgent solicitation of a number of his friends and admirers, who believe that



A. N. WILLS

Republican Candidate for Nomination for Councilman-at-Large.



A. K. Bentley

Republican Candidate for Nomination for Councilman, Fourth Ward