CITY MAY SPECEFY STREET PNEEMENT

Kavanaugh Rules That Objection of Streetcar Company Is Not Tenable.

READY. FOR LEGAL FIGHT
$\qquad$



THINK SUSPECT IS DUNHAM

##   

BRIGHT YEAR FOR PACIFIC




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MOTHER APPEALS FOR SON


## DEATH ROLL IN NORTHWEST

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 Was Wash
Incous Want


TWO MEET DEATH IN FIRE

is a die day's work
Grape-Nuts

It is Delicious and Healthful
"There's a Reason"

# A Great Big Mistake Has Been Made 

This Company acquired a large and magnificently located piece of business and homesite property on the peninsula. It adjoins the holdings of Swift \& Company. After all the preliminary details were settled, it was decided to name the property SWIFTON. Our advertising department was instructed to go ahead with the advertising. One of the first steps was the ordering of one-sheet posters for the bill boards of the city. While these posters were being printed, it was thought advisable to change the name of the property to SWINTON. The posters were printed with an " $F$ " where the " $N$ " ought to go. The color scheme of the poster is a red letter criss-cross on a black background; you have seen it, no doubt. The solution seemed simple at a small expense. We would print a lot of red " N 's" on a black stock, paste them on the new posters, covering the "F." Then they could be put up by the bill posters and no one would be the wiser. The pasting was done all right; the posting was, also. But alas and alack! We had not counted on Old Sol. He dried the paste and Boreas did the rest. The " $N$ 's" were blown from the posters, disclosing the former name of the tract, SWIFTON. And we have no one to censure but the weather. Nevertheless, with only that small amount of advertising and one half page in the daily papers, SWI "N" ${ }^{\text {" }}$ TON is selling just as rapidly as though it had been named SWI"F"TON.

| COUPON |
| :--- |
| Columbia Trust Co. |
| Couch Building, Portland |
| Please mail, me copy of |
| your Booklet, THE COM- |
| ING OF SWIFT, telling all |
| about that remarkable in- |
| dustry. |
| Name. |
| Address | If you are interested in an investment that will make you dollars where the other fellow promises cents, investigate SWINTON at once. Be convinced.

Prices Favorable
Terms, 10\% Down And 2 Per Cent Per Month, Improvements Included
Columbia Trust №mpany $=$

