CHARTER UPHOLDS BILLBOARD FIGHT

City Council Empowered to Regulate Location and Type of Signs.

ATTORNEY FORESAW ABUSE

R. W. Montague Drafted Exacting Provision-Mayor Promises Fair Action-Frederick V. Holman and Others Land Crusade.

CHARTER PROVISION GRANTING THE CITY COUNCIL SPECIFIC AUTHORITY TO REGU-LATE BILLBOARDS.

Article IV. Section 73 (40), of the City Charter, defining the powers of the Council reads as follows:
"The Council has power and autherity, subject to the provisions, limitations and restrictions in this Charter contained. * * to regulate, prevent and prohibit the erection, maintenance or display of signposters or other advertisements or advertising matter which are offen-sive, improper, unsightly, inscivious r obscene upon, along or near the sidewalks, streets or public places."

Mayor Simon's determination to requisite Portland's unsightly billboards will not be hampered by lack of legal suthority, at any rate. Under the broad provisions of the above section of the

The billboards have gone so long without regulation that some of those now erected about the city are entirely beyond proper bounds or limits. Many are altogether too high, and cut off not only the view but even the streets. Unsightly signs of this character, of course, should not be allowed. I do not want to draw up any ordinance, however, until I have investigated the master thoroughly, and then I want to prepare a law that will regulate the billboards properly for once and all.

"I am writing to the efficials of such cities as Philadelphia, Washington, Chirago, St. Louis, Denver and Salt Lake, the last two of which are notably heautiful towns, for information and data as to how they regulate these things. Then we can go about it here in the right way."

Further expressions from representative citizens upholding the Mayor in his determination that the billboards must be regulated, were heard yesterday. Frederick V. Holman, often called "The Father of the Rose City," and a member of the Charter Commission of 1902, which specifically authorized the Council to regulate billboards, said:

South—is now being displayed in one of the whow windows of Ellers Plano House, and attracts a great deal of comment; one of the wooden pipes is easily large enough for a child to crawl into. The key-desk shows three manuals or ranks of keys. one above the other, besides the foot pedala, which latter are concave and radiating, and which, together with numerous pedal mount of keys. One of the wooden pipes is easily large enough for a child to crawl into. The key-desk shows three manuals or ranks of keys. one above the other, besides the foot pedala, which is concave and radiating, and which, together with numerous pedal mount of keys. One of heads of keys one above the other, besides who keys one palate the built of a concave and radiating, and which, together with numerous pedal mount of keys. One of the wooden pipes is easily large enough for a child to crawl into.

The key-desk shows three manuals or ranks of keys. One of the w

ulate hillboards, said:
"The Mayor is right. The billboard nuisance should certainly be regulated, and large, unsightly signboards should be done away with. Portland has outgrown

vertising signs used to be attached. There was a great uproar, of course, when the ordinance was passed abelishing them, but after it once went into effect this quieted down and nobody heard any more about it. Mayor Simon has taken the right atand in a somewhat similar improvement today. There can be no question about the power of the Council to regulate the billiboard nuisance, for I remember distinctly that when the new charter was framed in 1902 a special provision to that effect was insorted.

"I am absolutely against the bill-boards," said Rev. A. A. Merrison, of Trinity Church. "They spoil the beauty of the city, and are of no particular use to anybody except those commercially interested in them. The Mayor's stand is absolutely right."

Attorney John H. Stevenson spoke emphatically on the subject. He said:

A Curse, Says Lawyer.

A Curse, Says Lawyer.

"The billboards are worse than a nulsance, they are a public curse. They embody, all the elements of a civic scourge, and nobody could be more pleased than I am that at last efforts are being made to rid the community of them. They are intensely annoying to everybody who has the beauty of the city at heart, and the worst of it is that they flaunt themselves in every public place and at every scenic point, where visitors to the city cannot help seeing them. Some of the advertisements are intensely disgusting. I think the Mayor should have the undivided support of every good citizens." "The billboards are worse than a nul-

"Mayor Simon has taken the right po-sition in this matter," said Attorney Gus C. Moser. "I feel that unsightly bill-boards should be regulated, and I am glad that he is taking steps to do so."

FOSTER & KLEISER HAVE SAY

Billposters, Through Attorneys, Oppose Crusade as Illegal.

Foster & Kleiser, the local billboard magnates, had their say on the question of billboard regulation yesterday. Through their attorneys, McNary & Lundberg, in a letter to Mayor Simon they declare their business does not need regulating, and imply that they will contest legally any legislation to regulate the billboards, that may be passed. Attorney L. A. McNary handed the let-

ter to Mayor Simon in person. After reading it through carefully, the Mayor turned to Mr. McNary.
"The billboards will be regulated," he said.

Mayor Simon's determination to regulate Forbinds and by brings of the save section of the provisions of the above section of the provisions of t

It is said the total amount of property

filed will bring the assessed valuation of the city up to \$10,000,000. It is now only \$2,000,000.

AT THE HOTELS.

Have You Ever Seen the Famous Lownsdale Orchards?

If you have, you are familiar enough with their possibilities to be willing to share in the prosperity they yield

If you have not, we have two suggestions to make.

FIRST-Take the time to visit the most wonderful apple-growing industry in the great Northwest. Seeing is believing, and, once seen, it is a certainty you will believe.

SECOND-Send for booklet, The Last Word on Apple-Growing. It is profusely illustrated with pictures of the orchard and gives an adequate idea of what has been done, what is doing and what is contemplated for this great fruit property-the largest, best and most profitable on the Pacific Coast.

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LOWNSDALE ORCHARD bonds may be had in multiples of \$100 upon either cash in full or monthly payments. You are at liberty to buy as many or as few as you believe best.

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Think of this for a moment! A few years ago there was no such thing as a Pianola, or a Pianola-piano. Today, the name of this instrument is as well known as the name of the piano itself. In every city and country of the old world-in South America and even in far-off Australia, thousands of Pianolas and Pianola-pianos have been sold. Every year the Pianola-piano is becoming more and more popular.

The Pianola-piano has taken music out of the class of the so-called accomplishment—has made it an art to be enjoyed by all, rather than the exclusive

possession of the privileged few. We wish now to call special attention to our magnificent exhibit of Pian-

We have an enormous stock of them on hand-never heretofore, not even in New York, has it been possible to show such a tremendous number of latest Pianola-pianos of each of the various styles and in the various superb and costly woods and finishes used only by the world-renowned makers of this magnificent art product.

Many are deterred from investigating the Pianola-piano because of the erroneous impression that such an instrument costs \$1000, \$1100 and \$1150.

While we have genuine Pianola-pianos at such prices, in fancy selected woods and handsomely carved cases of special design, it should be borne in mind that regular catalog styles of the genuine Pianola-piano are now obtainable for one-half such prices.

Payments are arranged just now on a \$15 month basis for those not wishing to pay all cash, at time of purchase.

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variety of styles and designs. There's many a "silent" piano in many a home, where there ought to be a Pianola-piano, a genuine Pianola-piano, an instrument that is not "mechanical," but, on the contrary, makes it possible for every member of the family to produce the choicest of music with perfect indi-

We are now prepared to take such "silent pianos" in part payment for one of these very latest Metrostyle and Themodist Pianola-pianos, and we will make it an object for any owner of

such old-style piano to do business with us now. If you ever expect to own a Pianola-piano busy corner," at Park (Eighth)

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