

BILLBOARD TRUST BEGINS TO PLEAD

Representative Calls Upon Mayor to Suggest Compromises.

CITIZENS EXPRESS IDEAS

More Unfavorable Comments on Un-
sightly Signboards Are Offered.
Simon Appoints Two Council-
men to Examine Question.

Mayor Simon's stand in favor of the regulation of the unsightly billboards received more hearty endorsement yesterday. It also led to other developments, one of the most interesting of which was a call on the city executive made by George W. Kleiser, of the big billboarding firm of Foster & Kleiser, which has offices and handles practically an exclusive franchise from the city in its particular line of business, and is also a city official. At the last meeting of the Council, he was elected by that body to fill a vacancy on the Board of Automobile Registry. Mr. Kleiser, however, did not call on the Mayor to discuss official business connected with his new office. On the contrary, the purpose of his visit was to talk over the proposed regulation of billboards, and to learn the Mayor's attitude in regard to the matter. Mr. Kleiser also suggested a compromise or so. The conference between the two city officials lasted for the greater part of half an hour and the result was not entirely satisfactory to Mr. Kleiser. The Mayor refused to commit himself to any compromise with the billboard company, which it might be found would turn out largely to the advantage of the company, until he had investigated the problem fully and ascertained what he considered would be fair to the company and at the same time in line with beautifying the city and elimination of unsightly signboards.

Kleiser Tells of His Business.

Among other things Mr. Kleiser told the Mayor that his company had built up a business in this city from nothing until \$150,000 was now invested here. The limit of development of the business, he said, had been about reached. As something in the nature of a compromise, he told the Mayor that if he would point out any billboards he considered obnoxious or objectionable, the company would be willing to remove them. The Mayor replied that this would hardly meet requirements, and asked Mr. Kleiser why he did not reduce the size of all his billboards one-half, and raise the price of advertising correspondingly. This proposition did not find favor with Mr. Kleiser. The Mayor then added that as Mr. Kleiser had come to see him, he hoped that they could get together again and adjust the matter satisfactorily at another conference.

While he was in the City Hall, it is said Mr. Kleiser objected to the statement that his company enjoys what amounts to an exclusive franchise, and called attention to the C. W. Post Bulletin Company, represented by Timmons, Cress & Co., said to be a rival concern. Mr. Kleiser declared, it is said, that this concern had paid its license for the first year of its organization here, but had paid no license since. Inquiry at the City Auditor's office, however, showed that if Mr. Kleiser made this statement, he must have been misinformed. The Post Bulletin Company is down in the Auditor's books as having paid its license of \$400 last December 21, up to December 19, 1909. This firm, moreover, handles practically no bill posting, for the simple reason that this business is controlled almost exclusively by Foster & Kleiser.

Trust Grips Portland.

A man who is in a position to know said yesterday that Foster & Kleiser form part of what is practically a huge billboard trust, which controls the billboard business in all the large cities of the country. All the big National advertisers who use billboards make their contracts exclusively with billboarding concerns which are agreeable to the trust in the different towns. If they did not, this man said that members of the organization in other cities would refuse to handle their advertising at all. Small local companies are thus compelled to content themselves with business of a purely local nature, such as distributing handbills, and so forth. Thus it is clear that after paying their license of \$400 a year, which, though small in amount for the business they transact, is just large enough to bar out small competing firms that would try to do local business, Foster & Kleiser have what to all purposes is an exclusive franchise in this city.

Mayor Takes Steps.

That Mayor Simon has taken his stand for the regulation of the billboards in real earnest was evidenced yesterday by the fact that he spoke to two Councilmen about it, and appointed Councilman Watkins to look into the question thoroughly. "I will have the matter looked into and taken up by the Council as soon as we can get around to it," said Mr. Simon last evening. "I have already spoken to two Councilmen about it. I was much interested in reading the opinions of the citizens who were quoted in The Oregonian in regard to what steps they thought should be taken toward regulating the billboards. I will be pleased to hear any further suggestions. I want to be perfectly fair to the billboard people, but I want to have the billboards regulated in a proper manner." Among those who announced themselves as hearty supporters of the policy of regulating the billboard nuisance suggested by the Mayor, was Bishop Charles Scadding. Said Bishop Scadding: "I should like to see all the billboard signs, particularly those of obnoxious character, done away with. I believe the thing could be done. It was a member of a commission in New York City, before I came to Portland, which was quite successful in properly regulating the billboards."

Bishop Scadding's Ideas.

"All pictures of questionable character were succeeded in having kept off, and I should like to see something like that done here. We all want a beautiful city—we have a beautiful city now—but everything we can do toward the end of removing glaring and unsightly signs would help out immensely. Of course some methods of advertising on billboards are perfectly permissible and could not be condemned, but some of the billboards here are glaringly obnoxious. They should be regulated and

made as artistic as possible. I suppose the present administration will take up the matter as it is taking up other problems. I am in accord with the Mayor's stand in the matter."

George L. Hutchins, manager of the Portland Rose Festival Association and prominent as an Elk, gave a strong interview in support of fair and reasonable regulation of billboards. "I certainly endorse Mayor Simon's policy for regulation of the billboard business in Portland," said Mr. Hutchins. "I believe that all proprietors of billboards will gladly conform to any reasonable system proposed. It is unfair to other industries and other lines of business to set up a standard and a plan to be followed when the billboard enterprise is allowed to run without let or hindrance."

"Portland is just now taking on metropolitan airs, and civic pride and public patriotism prompts a general desire that the Rose City shall, indeed, be a city beautiful. No doubt the billboard men are just as desirous of this result as others and only await a proper scheme for their adoption."

The evil of the billboard in its present state was brought strangely to my attention recently when entertaining visiting brothers of the Benevolent and Protective Order of Elks. These guests were shown about the city in observation or sight-seeing cars. They frequently noted the fact that the billboard was a beautiful scenery that surrounds our wonderful city. They were captivated by their trip to Council Crest which they unanimously affirmed should be a city park free from unsightly evidences of commercialism. No other city in America can within its own confines carry its visitors by rail to a viewpoint 1200 feet above its level and give opportunity to behold the entire city with all its scenic grandeur.

"Many of our distinguished visitors expressed a regret that a trip so beautiful should be marred, marked and punctuated by the omnipresent billboard, advertising lots for sale or merchandise bargains. The billboard man has certain inalienable rights the same as other good citizens, but no greater rights."

"Portland shall be known widely as the most beautiful city in the world, and I feel very certain that the billboard man can safely be depended upon to do his full share in the upbuilding of Mayor Simon has pointed the way."

"All the billboards ought to be taken out in my opinion," said General Charles E. Beebe. "They are unsightly and spoil the landscape. Some way ought to be devised to get rid of them. I most heartily endorse the action proposed by Mayor Simon."

Burrell Solves Problem.

At least one prominent citizen, it was disclosed after a talk with Walter F. Burrell, has been solving the billboard problem quietly and without fuss so far as his own property is concerned, for several years. The citizen Mr. Burrell has solved it by refusing to allow any of the unsightly notices to be posted on his own property.

"The billboards are a great eyesore," said Mr. Burrell, "which could be best regulated, I think, by abolishing them. I have no use for them. On our own property I have refused to allow any to be erected for many years. "A tax I think would hardly answer the purpose of regulating the billboards thoroughly enough, as we should still continue to have them. I suppose they could be restricted as to size and purpose—say for amusements—and allowed only at certain places, and in the residence and business portions, however, I am very much opposed to the advertisement of such things as merchandise. Some of the signs and advertisements are becoming very annoying."

Ida St. Leon Is Heralded as Very Youngest Star on Stage

Leading Woman With "Polly of the Circus" Is 17 Years Old, and Had Her Early Training in Sawdust Ring.



IDA ST. LEON, WHO PLAYS LEADING ROLE IN "POLLY OF THE CIRCUS," IS ONLY 17 YEARS OLD.

THE story of the youngest leading woman on the stage is an oft-told tale. Is there one of our prominent actresses of the present day that was not at one period of her earlier career "the youngest, most beautiful and talented in the galaxy of prodigies"? Each succeeding season brings a new claimant to the distinction.

Does the theater-going public find special interest and attraction in the young woman who is prominently brought forward in her early stage career? Are the wisdom of the manager and vagaries of the press agent always justified in this respect? How frequently have we heard the

MURDER IS CHARGED

Warrants Issued for Autoists Who Killed Mrs. Real.

ARREST STILL HOPED FOR

Police Believe Two "Joy Riders" Ran Down Woman on Linton Road—Witnesses Say Her Companions Were Sober.

We, the jury, find that Mrs. Clara May Real came to her death from injuries sustained when struck by an automobile occupied by an unknown man and woman, and from the evidence presented to this jury it is the opinion that both of the said unknown occupants are guilty of the crime of murder and should be apprehended and prosecuted therefor.

Following the above verdict, reached last night by the Coroner's jury at the inquest conducted by Coroner Norden over the body of Mrs. Real, who was struck by an automobile and almost instantly killed on the Linton road early Wednesday morning, complaints were immediately sworn to by the police, charging the unknown occupants of the disappearing machine with murder in the first degree.

Every Clue Is Followed.

Although every effort has been exerted by the police to capture the perpetrators of the killing they are still at liberty. Since the first report of the tragedy, made to the police a few moments after it occurred, Detectives Snow and Day, who were assigned to the case, have followed every tangible clue that might lead to the identity of Mrs. Real's slayers. Constable Wagner, with Deputies Kieran and McCollough, are likewise laboring diligently, with the hope of apprehending the fugitives.

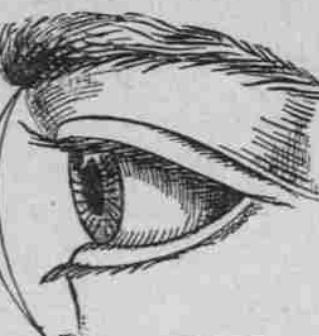
The testimony and evidence adduced at the inquest yesterday served as an incentive for Chief of Police Cox augmenting his squad of detectives now on the case.

Denies They Were Drunk.

In his testimony of the events leading up to the slaying of Mrs. Real, John Elde, an East Side saloonkeeper, who was the woman's escort on her stroll along Linton road and who vainly attempted to rescue her from the onslaught of the large touring car, emphatically denied the allegation that he, Mrs. Real or any other of their party had imbibed freely during the night. He asserted, however, that all had partaken of a round of drinks in each of the three places visited by the party, the Princess Hotel, Lakeview Inn and Cliff House Inn.

The police in their efforts to ferret out the mystery have continually been compelled to make deductions and now aver that the killing of Mrs. Real can be traced directly to two "joy-riders." The car which struck Mrs. Real was of a large five-passenger touring design. That such a car should be hired for a spin by two people is unlikely in the contention of the police, and the natural deduction is that the woman's slayer is either a professional chauffeur or one who stole the car from a private or public garage to take the spin with his female companion.

Wasted Energy



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The increasing stress of modern life, with its attendant drain on the nervous system, calls for prompt measures to stop all unnecessary waste of energy. Too often this waste is taking place to an enormous extent through the eyes, and the results are blurring, pain, headaches and reflex nervous symptoms. All this is unnecessary and can be entirely corrected by proper glasses. Let Thompson help you. Twenty years of active experience handling difficult cases ought to make some difference.

High-Class Work at the Lowest Possible Prices

THOMPSON SIGHT EXPERT

SECOND FLOOR CORBETT BLDG., FIFTH AND MORRISON.

nent a star. Eleanor Robson had her day in a like capacity. Maude Fealy came along with a press agent working overtime making claims to the same distinction, and Maude's mother pressed the claim to the limit. When Elsie Janis attained the dignity of a star she was boasted as "the very youngest" musical comedy artist in the world. She also has a mother who is a past-mistress in the art of publicity. And so they come and go. They have all been "the very youngest," most winsome and talented.

The latest acquisition to the long list of "the very youngest" according to the press agent, is Miss Ida St. Leon, of the famous St. Leon family of equestrian and acrobats. She is announced as one of the many big features in Frederic Thompson's production of "Polly of the Circus."

Miss St. Leon plays the title role. She is not yet 17 years old, and her training with the exception of the last two seasons, has been in the sawdust ring under the "big tent." The St. Leon family has been under Mr. Thompson's management for six years, employed respectively in the New York Hippodrome and Luna Park, Coney Island.

What could be more natural than for Mr. Thompson, when he discovered the remarkable talents of Ida St. Leon as an actress as well as a circus rider, to take the first opportunity at hand to present her in the title role of Polly, thus giving

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\$2.50 Pants	\$1.25
\$3.00 Pants	\$1.50
\$4.00 Pants	\$2.00
\$5.00 Pants	\$2.50

Men's Panamas and Straw Hats

\$6.00 Panamas	\$3.00
\$5.00 Panamas	\$2.50
\$3.00 Sailors	\$1.50
\$2.00 Sailors	\$1.00
\$1.00 Sailors	50¢

Boys' Wash Suits

50c Suits	25¢
\$1.00 Suits	50¢
\$1.50 Suits	75¢
\$2.00 Suits	\$1.00

Russian Suits

\$3.95 Suits	\$2.65
\$4.35 Suits	\$3.35
\$5.00 Suits	\$3.65
\$6.00 Suits	\$4.35

\$2.50 and \$3.00 Shirts.....\$1.50
50c Fancy Hose 25¢

WHEN YOU SEE IT IN OUR AD IT'S SO

MOYER

Third and Oak
First and Yamhill
First and Morrison

to the public in one person a real actress and a real circus rider. The most remarkable feature of it all is that the circus has been the little actress' atmosphere since her infancy, and when she steps out of it she does so for the purpose of depicting just that life by which she has always been surrounded. Ida St. Leon was born in China less

than 17 years ago. Her parents were Australians and she is at present accompanied by her mother, two sisters and her brother, who are one of the features of the big third act circus scene.

Prominent Catholics to Speak.
Rev. A. P. Boyle, head of the Apostolic Mission at Washington, D. C., will preach today at 11 o'clock at the Cathedral of Immaculate Conception, Fifteenth and Davis streets. Father Boyle is one of the best known Catholics in the United States and is expected to render an exceedingly interesting discourse.

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\$25.00 Steel Gas Range, B-334	\$17.50
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