115 Booths Are on West Side， 264 on East Side；Country Precincts Have
$\mathbf{3 4}$ ；Locations and Numbers Listed for Voters．

## Why We Believe

## Herbert Gordon Should Be Elected Mayor

We believe that Portland has an opportunity afforded in this election to do something that few cities have ever had the op－ portunity of doing－that is to get a real business man to manage the city＇s business．
We are absolutely convinced that if Portlanders realized this they would overwhelmingly take advantage of it．That opportunity is to elect Herbert Gordon，one of Portland＇s ablest and most constructive business men，Mayor

Herbert Gordon，we know，has the nerve and ability to achieve very heavy reductions in the city＇s expenditures without sacri－ ficing efficiency．He has the practical business experience and the knowledge of public affairs required to enforce a program


of economy．The fact that the 1921 budget，if allowed，will add more than $\$ 2,500,000$ to the cost of city government as com－ pared to 1917，clearly shows the need of a strong，proved busi－ ness executive as the city＇s head．
And Mr．Gordon，we believe，is the only candidate capable of carrying through such a policy．He has always been a construc－ tive force in Portland．The record of his personal and business ife is clean
Portland，we believe，needs a new leadership and a new policy a policy looking toward tax reductions rather than a con－ inuation of war－time extravagances．Therefore we bespeak fullest consideration of his high qualifications by our fellow voters．

## A．Cowperthwaite <br> E．A．Allen E．Taylor，inside instments <br> ments Charles W．Ertz，architect <br> Chester A．Sheppard，attorne <br> E．S．Prentiss，insurance E．Marshal，civil engineer <br> eorge Warshanld civil，engineer <br> i．D．Broderick，insur <br> H．A．Calef，merchant Ratph Coan，attorney C．W．Nottingham，Nottingham \＆C

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V．C．Gregory，Gregory Investment Co．
P．P．Dabney，attorney
H．G．Uty，insurance
John Hall，attorney
John Hall，attornay
Dr．C．J．McCusker

Gíve Gordon Either
Your First or Second Choice Vote

This advertisement was drafted and paid for by our selves，because we know Herbert Gordon．We know of others would be glad indeed to subscribe to this indorsement if they only knew him personally．

Give Gordon Either Your First or Second Choice Vote

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