

# BEAUTIFY ENTIRE CITY

### Business Men Determined to Rush Forward Plans for Better Streets, Parks and Other Civic Improvements in Portland.

Portland's appeal to be beautified and have its streets placed on a par with improved streets of other modern cities has been heard by a large number of active business men and heavy taxpayers who believe such beautification would be a good investment for the city's property owners. They are now taking steps to form an organization that will devote its time to furthering the civic improvement campaign started last year by the voting of a boulevard and parkway appropriation.

**Lack of Talent.**  
It has been conceded from the first that Portland is not adequately supplied with landscaping talent in the engineering department, nor does the street committee of the city council claim to possess either genius nor time to develop desired plans.

A movement originating in the Portland realty board and Portland Commercial club has resulted in the naming of a civic improvement committee, which will take up these questions, and push every good idea forward along the lines of betterment of Portland's physical condition, and the development of the city's enormous capabilities for beautification of streets, boulevards and parks.

It is proposed to avoid interference with the business of the city council so far as possible, and leave the present city engineering forces in possession of its places, but to find and employ a genius who will take hold of the raw elements of nature as he finds them here and develop Portland into one of the most scenic cities in the world.

It is said the committee is not averse to paying a large salary, or assisting the city to raise such a fund, and get the best man who can be found for the work. One member of the committee has led off with a tender of \$500 a year toward paying the salary of a chief engineer for the city.

**Street Plans at Hand.**  
There are many streets that were laid out wrongly in the most beautiful parts of the city, and where the highest artistic effects could have been procured with the proper exercise of care and a knowledge of landscaping. Some of these mistakes were fatal to the objects of Portland's ambitious people, but it is still not too late to correct many of the blunders," said R. H. Thompson, the famous city engineer of Seattle, who came to Portland a week ago and spoke under the auspices of the realty board. Mr. Thompson spent two or three days making an exhaustive examination of Portland's possibilities for civic beautification, and he was carried away with enthusiasm over what he conceived to be this city's matchless site.

**Commander's High Salary.**  
He has been at the head of Seattle's street and city engineering department for many years, and has outgrown all contemporaries in the northwest in a thorough knowledge of the art of street and parkway development. It is said he draws a very large salary from Seattle,

and could hardly be dispensed with by that city.

The new civic committee for Portland is composed of R. L. Thompson, T. B. Wilson, L. Lang, G. K. Henry, J. G. Alsworth, Dr. J. R. Wetherbee, W. L. Boise, C. S. Jackson, J. F. Carroll, Harry Lane, S. G. Reed, M. E. Thompson, M. G. Murphy, W. G. Steel, Frank C. Barnes, S. P. Lockwood and W. J. Clemens. At a meeting held by the committee last evening at the Commercial club, organization was effected by the election of Mr. Thompson as chairman and Mr. Lockwood as secretary.

The root of the city's evil street conditions lies in the existing laws and the mode provided for their administration. The committee proposes to go right to the root and eradicate the evil by advocating and securing the desired changes of the laws and ordinances affecting streets and street improvements. A conference will be held with the mayor and city council at an early date.

"There are ways by which the people may secure remedies they desire, under our general laws," said a prominent taxpayer yesterday, discussing the work before the committee. "The people of Portland have absolutely the power to do as they will re-

garding their laws and their public servants. They have the initiative, the referendum and the recall. Whenever a city official gets possessed of the idea that he is greater than the public, and that his will is supreme, it is a very simple process to withdraw him from active participation in public affairs. If Portland wants to be beautified, and is disposed to pay for the beautification, as it were, she can have the face of nature herself made over to suit her views."

### WOMEN SCREAM WHEN CAR FUSE BLOWS OUT

Motorman Vincent P. Hill was slightly burned and a carload of women was badly frightened in the blowout of a controller box on a Mount Scott car at Grand and Hawthorne avenues last evening. The car was scorched badly from the fire but no one was seriously hurt. Hill had stopped his car at the Grand and Hawthorne avenues last evening when the power the fuse burnt out and there was a loud explosion, while James killed the forward compartment of the car. Hill was caught in the closed vestibule and couldn't get out for a

minute or two. The women in the car gathered up their light summer dresses and screamed, while the men made a bolt for the doors. A relief car was sent up from the O. W. K. shops on Water street but it took nearly 10 minutes to extinguish the fire in the forward portion of the car.

### FAITHFUL DOG GOES TO JAIL WITH MASTER

Philip Kallbach, charged with insanity and friendless except for the devotion of his dog, Bismarck, spent Tuesday night in the county jail. Bismarck begged so hard to be allowed to enter the cell of his master, that Jailor Hunter relaxed the dog rules of the jail and allowed the canine to enter the narrow compartment, where man and dog slept peacefully together on the cot. Kallbach is a tailor whose place of business is at 408 East Morrison street. He is of German nativity and talks brokenly. It is thought that his volubility when excitedly attempting to express himself in English was responsible for his arrest, and on examination he was declared sane and ordered released.

# TWO GREAT SPECIALS



We are offering EVERY DAY in the year the two greatest lines of clothing in the United States— At

## 10 Dollars

We show hundreds of suits—the equal of any suit sold elsewhere in the city at \$15—Guaranteed in every way—Your money refunded if not satisfactory— At

## 15 Dollars

We show suits that are marked in uptown windows at \$20 and \$25—Come in and make us prove it.

WHEN YOU SEE IT IN OUR AD IT'S SO

# MOYER

3rd and Oak  
1st and Yamhill

## OUR SECOND COOKING EXHIBIT

of the "NEW PROCESS" GAS RANGE

—Demonstrating the efficiency of this modern gas cooking apparatus—of its superiority in cooking and baking—of its remarkable economy and the ease and safety with which it is operated. This is the season of the year that suggests the comfort and convenience of the gas range in the kitchen, and those who have the opportunity of seeing the "New Process" in actual operation will be convinced that in its construction is embodied the best and most satisfactory features. In our spacious Basement dept. we are serving free to all visitors HOT BISCUITS and SAVORY COFFEE, cooked within plain view on the "New Process." The above is one of the many styles and sizes of the "New Process" which we offer to place in any home on liberal payment terms.

Dr. Perkins' SANITARY Refrigerators IN THE Basement

### TULL & GIBBS

COMPLETE HOUSE FURNISHERS

The Season's Best Models in GO-CARTS and Carriages.

Mail Orders Very Carefully and Promptly Filled

# Karo-Flapper Co.

CORNER 3<sup>RD</sup> & YAMHILL

Portland Agents for Pictorial Review Patterns 10c and 15c

## Thursday Store News

### New Net Waists

We have just received by express 5 dozen new Ecu Net Waists in the latest designs, handsomely trimmed in French medallions, made to sell regularly at \$5.00 each. Thursday, choice, only.....\$3.45

Good Assortment to Choose From.

Also 50 Net Waists by the same express; regularly worth \$6.00; choice, only...\$3.95

### Half Price on Lingerie Waists, Wash Suits, Waist Suits, Silk Coats, Etc.

Only a few more left from the last week's big sale—Manufacturers' samples in Linen, Silk and Swiss Waists, Waists and Jumper Suits—Also black Taffeta Coats and Covert Jackets, closing out

**AT HALF PRICE**

### Shoes WITH GUARANTEE

We call your special attention to our popular line of Shoes at \$3.00 and \$3.50 a pair. Every pair is fully warranted as to materials, workmanship and styles. Any defects found in these shoes will be repaired free of charge or will be replaced with a new pair; pr. \$3.00 and \$3.50

### Sole Agents for "IDEAL" GLOVES, Warranted in Every Respect, \$1.00 a Pair

**FREE A PICTORIAL REVIEW PATTERN**

Free with each year's subscription to the Magazine at \$1.00 per year.

### LADIES' Tailored Suits HALF PRICE

We have about 25 Suits, in black and white serges, also a few in navy, tan, brown, etc. These are all the latest styles but we intend to close them out for the season at HALF PRICE

Reg. \$18 Suit for...\$9.00  
Reg. \$25 suit for...\$12.50  
Reg. \$30 suit for...\$15.00  
Reg. \$35 suit for...\$17.50  
Reg. \$40 suit for...\$20.00

### Special in Summer Dress Goods

We offer all of our Lawns, Organdies, India Linen, Dotted Swiss, Dimities, Batiste and Sheer Dress Fabrics at great saving. There are plain white, colors and figures in every conceivable design. For one day only—

Values up to 20c yd. 12 1/2¢  
Values up to 30c yd. 19¢

### Extra Specials in Table Linens

We offer for one day, Thursday, 100 pieces of Table Damasks, bleached or unbleached, in all widths and new designs—

Vals. up to 60c yd... 39¢  
Vals. up to 75c yd... 49¢  
Vals. up to \$1.00 yd... 69¢  
Vals. up to \$1.25 yd... 89¢  
Vals. up to \$1.50 yd... 98¢  
Vals. up to \$2.25 yd... \$1.48

Napkins to Match.

## Save "Swastika" Labels—They Are Valuable

On the ends of packages of Biscuits, Crackers and Cakes of our manufacture, will be found two "SWASTIKA" labels or seals, thus—which is our trade mark and stands for the fine quality of contents of package. On our packages of "Perfection" Soda Crackers (25 cent size) will be found two "Gold Coast" Labels.

To the person who sends us the greatest number of these "Swastika" or "Gold Coast" Labels or Seals (either or both kinds,) taken from packages of Biscuits, Crackers and Cakes, so that they will be received by us not later than September 1st, 1908, we will give a Handsome, Massive, Brass Bedstead, valued at \$75.00.

To the person who sends us the next greatest number of said labels or seals we will give a Handsome Solid Gold Watch for Lady, Gentleman, Boy or Girl.

To the person who sends us the next greatest number of said labels or seals we will give Ten Dollars (\$10) in Gold.

To the person who sends us the next greatest number of said labels or seals we will give Five Dollars (\$5) in Gold.

To the ten persons who send us the next greatest number of said labels or seals we will give a "Bissell Ball-bearing Carpet Sweeper."

To the next Twenty Persons who send us the next greatest number of said labels or seals we will give to each One Dollar Cash.

To the next Fifty Persons who send us the next greatest number of said labels or seals we will send an order on dealers for a One Pound Box of "First-Love" Chocolates.

To the next Fifty Persons who send us the next greatest number of said labels or seals we will send an order on dealers for a One-Half Pound Box of "First-Love" Chocolates.

To the next One Hundred Persons who send us the next greatest number of said labels or seals we will send an order on grocers for a package of Chocolate "Eclairs."

Save these labels or seals and ask your friends to save them for you and you will be surprised when you count the number that you can accumulate by September 1st next.

Enclose the labels or seals in a package bearing your full name and address and mark thereon the number contained in package and deliver or send same to our office not later than September 1st, 1908. The awards will be made on September 5th, 1908.

## Pacific Coast Biscuit Co.

12th and Davis Sts., Portland, Oregon

NOTE.—Send us Only the Labels or Seals taken from Packages of Goods Purchased. We will not Honor Labels or Seals taken from Empty or "Dummy" Packages used for Advertising in Stores, etc. Nor will we honor "Swastika" trade marks cut from advertising matter of any kind.

To those who do not care to participate in the above offer, we would state that you may (at any time up to December 31st, 1908) send us 30 labels or seals and we will mail to your address At Once, a HANDSOME GOLD PLATED "SWASTIKA" HAT PIN.

## Pacific Coast Biscuit Co.