

POSTCARD DAY PLAN MAY BE ADOPTED HERE

Manager C. C. Chapman of the Portland Commercial club believes that a great deal of good would result from the adoption of a publicity scheme that has been worked with excellent results by the people of Houston, Texas. In that city one day a week has been set aside for postcard day, on which day every citizen mails a postcard to some friend outside of the city and state, if possible.

The idea was originated by Adolph Boldt, secretary of the Houston Business League, who is now visiting Portland, and Mr. Boldt says it proved so successful that last week was made a postcard week when the climax was capped, a flood of postcards pouring over the country from the progressive Texas city, where 17 railroads meet the sea.

Another feature that Mr. Boldt says has done much for his city is a business men's tour of the various districts of the city once a week. The trip is made in autos, and the business men and manufacturers get acquainted with what is being done in the city in the manufacturing line. It is boosting trade materially, he says, and Manager Chapman believes that this would be a very good idea to copy in Portland.

"Before these excursions at home were started," Mr. Boldt explained, "many of our business men did not know that there were factories in the city turning out just such articles as they themselves were buying from distant places. The manufacturers got acquainted with the business and the benefit was mutual. And it helped the whole community."

Mr. Chapman believes that this idea could be carried out very successfully in connection with the proposition of a H. Devereaux to revive the "Made in Oregon" campaign, which was waged so successfully in this city for a number of years.

How German Cities Build.

From Scribner's.

This paramountty of private property does not exist in Germany. Humanity is first. The city enjoys some of the sovereignty of empire. It can promote the beautiful, it can destroy the ugly, it can protect the poor, it can educate as it wills. It can plan for the future. It can have city dreams. And the German city has dreams, dreams which are fast being visualized.

The German burgomeisters are laying the foundations of the city of tomorrow as an architect lays the foundations of a forty story skyscraper, or the designer of a world's fair plans his play city far in advance of its excavation.

German architects saw the obvious. They saw that the city would grow as it had in the past. So they enlarged the boundaries. They annexed suburban land. The present area of Dusseldorf, with its 300,000 population, is 29,000 acres; of Cologne, with a population of 428,700, 28,800; of Frankfurt, with a population of 335,000, is 23,503.

Having enlarged its area, the city is in a position to control its development, to plan for its building. It called in its architects and its engineers, or sent to a neighboring university for an expert.

A plan is made of the surrounding ter-

ritory, of the topography of the land, the natural advantages, the proximity to the railways and the probable uses to which the region will be put. The prevailing winds are studied, and factories are only permitted to locate in certain prescribed areas. In some cities they are excluded from the business and residence sections altogether.

If the neighborhood is suited for manufacturing, it is dedicated to industrial uses. If it is a working-class quarter, the streets and parkings are adjusted to workmen's homes. If it is suited for homes of more expensive sort, the plan is upon more elaborate scale.

The foresight of the city does not end here. Streets, boulevards, parks, open spaces and sites for public buildings and school houses, are laid out far in advance of the city's growth.

Various Uses of the Lion's Head.

From the Scientific American.

"The sun glows in the Lion," says Senecca, meaning that when the sun enters the sign of Leo at the summer solstice the highest temperature of the year is experienced.

We may say on the other hand that the Babylonian astrologers thousands of years ago placed the king of beasts, the fiery and ferocious lion, in that part of the zodiac which the sun enters at the summer solstice.

The constellation which is called Leo bears very little resemblance to the outline of a lion. Probably the name was originally applied only to its principal star, Regulus. It is to this constellation in the zodiac that we owe the legend of the water spouting lion's heads which are found in ancient and modern fountains, because in the latter part of July, while the sun is still in the sign Leo, the Nile is at its highest level.

Furthermore, the lion's head with widely open jaws is in itself very suitable for the mouth of a fountain or water spout. This decorative motif was employed universally throughout the Greco-Roman world. Lion's heads are found used in this way at Athens, Ephesus, Olympia, Argiletum and countless other places. It is not quite certain that this employment of the lion's head originated in Egypt. Curtius describes an Assyrian bas-relief from Babilon showing water streaming from a ring-shaped vessel. A lion stands as if on guard on either side of the fountain.

The water clock, which was used in judicial proceedings, had the form of a lion and a name which means the guardian of the stream. Hence the idea of protection may have been the origin of the association of lions with fountains, and this custom may have originated in Asia.

Castello Is Fad in London.

From the Washington Post.

The reign of the jigsaw in London is at an end. Five dollar sets can be had for half a dollar, and jigsaw postcards, which used to cost 10 cents, are sold for 2 cents each. Societys fired of the game which labored intellect to the extent of jigsaw, and in looking around for a successor that is both amusing and simple, it has lighted upon castello.

With the advent of summer the castello craze has taken a hold, and as it is quite decorous it has thrived in spite of court mourning. It is played on the lawn with ball and mallets, and should employ four players. Each player is given a castle to guard. This model castle is approached by a sloping drawbridge, which leads to a gateway and a courtyard.

At the foot of the drawbridge the players place a sentry ball, and on the

batlements of the castle three flags of a certain colony are flown. The game is to drive another ball of the color of your flag past your opponent's sentry and into his courtyard, thus lowering one of his flags. When the three flags are taken the player retires from the fray.

One of the last things King Edward did was to order several sets of this game, with which he intended to replace his favorite croquet. Society immediately followed the king's initiative, and now the lawns are filled with castello-playing peacocks and their particular proteges.

The game, by the way, was invented by the private secretary of a provincial lord mayor.

Thinks Pinchot Fame Permanent.

From the Washington Herald.

Pinchot's name will live when Ballinger shall have been forgotten, according to Charles W. Meagher of Seattle, who is at the Riggs.

"Pinchot is a theoretical and practical forester and knows what the country needs," said Mr. Meagher, "and Ballinger is a theoretic and practical lawyer, who has not the slightest idea of forestry."

"The only mistake Pinchot made, and it was a serious one, was that he did not submit to discipline. If he had listened to Ballinger, everything would be all right today and the people of the United States would know much less about the true state of forest conservation and about the manner in which this most important branch is managed."

"There is no doubt that Pinchot opened the eyes of the people and brought them to a realization of the true status of conservation and the dangers growing from not heeding the lessons taught by countries like China, which today are absolutely denuded of forests."

The San Francisco Labor council is organizing a Union Label league for the purpose of increasing the demand for the union label.

HENS

23c Pound
Spring Chickens
25c Pound
Spring Ducks, lb. 25¢

SKAMOKAWA BUTTER

80c a Roll

Ranch Eggs, 2 dozen 65¢
Chinook Salmon, lb. 15¢
Halibut, lb. 10¢

COLUMBIA FISH CO.
Third and Ankeny.
Main 5. A-5556

Portland's Most Popular Trading House

SUGAR

Always weigh your sugar—17 lbs for \$1.00
Per sack \$6.05

Mason's Jars, special, pints. 50¢
Quarts 60¢
Half-gallons 85¢
Caps, dozen 20¢
2 cans Western Milk 15¢
Veal Loaf, 1/2-lb. cans 10¢
2-lb. can Corned Beef 25¢
3 cans Minc'd Clams 25¢

FLOUR

Our special G. & G., Saturday only \$1.15
Big Bend, the best ever, per sack \$1.40
Per barrel \$5.50

1ST. AND TAYLOR

PEOPLE'S

THE ORIGINAL CASH STORE

SPECIAL

EASTERN HAMS, per lb. 20¢
BACON, per lb. 22¢
PICNIC HAMS, per lb. 17 1/2¢

MILK

3 Cans 25c

SPECIAL

Crosse & Blackwell Olive Oil quart 75¢
Lulu, the Great Cleanser, four cans 25¢

MEATS

BEEF

Boil Beef, lb. 6¢, 8¢
Pot Roast Beef, lb. 8¢, 10¢
Loin Roast Beef, lb. 12 1/2¢
Sirloin Steak, lb. 12 1/2¢
Shoulder Steak, lb. 10¢

MUTTON

Mutton Stew, per lb. 7¢
Shoulder Mutton, per lb. 9¢, 10¢
Loin Mutton Chops, lb. 12 1/2¢

PORK

Shoulder Pork, lb. 15¢, 17¢
Loin Pork, lb. 20¢
Loin Pork Chops. 20¢

VEAL

Shoulder Veal, per lb. 14¢
Veal Chops, per lb. 14¢
Breast of Veal, per lb. 12¢
Veal Stew, per lb. 10¢, 12¢

EGGS

Per Doz. 25c

Pacific Main 5700 PHONES Home A-1412

<p>3 boxes Shinola 25¢ 2 cans Shrimp 25¢ Large box Macaroni 25¢ 2 cans Lye 15¢ 15 lbs. New Potatoes, 25¢ sack \$1.40 Fresh Tomatoes, lb. 5¢ 1 quart bottle Chow Chow 25¢ New Carrots, 15 lbs. 25¢ Bell Peppers, 2 lbs. for 15¢ Asparagus Beans, 7 lbs. 25¢ 3 large heads Lettuce 10¢ 6-lb. basket Fresh Tomatoes 25¢ Cabbage, per lb. 3¢ 5-lb. pkg. Quaker Oats 25¢ 3 cans Oysters, 25¢; dozen 90¢ 5 lbs. Seedless Raisins 25¢ 2 boxes Shoe Polish for 5¢ Two 2-lb. cans Heinz' Pork and Beans 25¢ 3-lb. can Ghirardelli Ground Chocolate 80¢ Tomatoes, crate 70¢ Shell Beans, 7 lbs. 25¢ 4 bunches Beets, Turnips or Green Onions 5¢ Wire Clothes Lines 15¢ Mop Sticks 10¢ 3 cans Molasses 25¢</p>	<p>4 lbs. Sweet Potatoes 25¢ 1 gallon Syrup 45¢ 2 Jap Rose Soap 15¢ 10 dozen Clothes Pins 10¢ 8 rolls Toilet Paper 25¢ 1 bottle Nut Butter 25¢ 3 bottles Picnic Mustard 25¢ 3 bottles Extract 25¢ Arm and Hammer Soda, pkg. 5¢ 30 lbs. Rice \$1.00 5 lbs. Beans 25¢ Cocanut, lb. 15¢ 5000 Matches 25¢ 3 bot. Durkee Salad Dressing 25¢ 3-minute Tapioca 25¢ Large String Mops 35¢</p>	<p>2 dozen Green Corn 35¢ Cabbage, lb. 3¢ 3 bottles Olives 25¢ Eagle Milk 15¢ Baker's Cocoa 20¢ 3 bottles Catsup 25¢ 3 bottles Vinegar 25¢ 3 bottles Olives 25¢ 7 cans Sardines 25¢ 1 lb. Ridgway's Tea 50¢ 1 pint Honey 25¢ 1 quart Honey 45¢ 1-gal. can Honey, 10 lbs. net \$1.00 3 Bread 10¢</p>
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SPECIAL
20 lbs. Sugar \$1.00
With 4 1/2 lbs. G. S. Coffee \$1.00
Free Basket With Every \$2 Order Taken Home—No Sugar

BUTTER
Ferdale Butter, roll 65¢
Best Creamery, roll 75¢
Oleomargarine, roll 40¢

WASHINGTON ST. PUBLIC MARKET

Cor. First & Washington Closed Shop Cor. First & Washington
AND OPEN UNION

Marxen's 25c Coffee
Store at the Corner
High Class Bakery Goods
Tomorrow, 8 lbs. 40c Coffee...\$1
Best Pinhead Tea (Gunpowder),
per lb. 65¢
Do take a peep into our
home, it beats anything you ever
got for 25c.

Cut Rate Grocer
Center of Market
Frank Vincent

Shelburne Butter and Grocery Store
We are at our new location at the second entrance on First St. Our goods are reliable and price low; also we deliver orders of \$1 or more free, and the same day, if given before noon. Come and try us once.

Hanson, the Fruit Man
SPECIAL
Elberta Peaches,
Free Stone, box
for 80¢

The SWISS CHEESE STORE
Headquarters for all kinds of Imported and Domestic Cheeses, Olive Oils, Sardines, Macaroni, Noodles, Summer Sausages, Breakfast Bacon, Baked Ham, and lot of other Lunch Goods. 1000 lbs. sharp Cheese now on sale, per lb. 25¢. A. FURBER.

Free Del. W. Side
Crawford Peaches,
a box 70¢; Tomatoes, 1 lb. 10¢; Peaches a dozen, 15¢; Muscat Grapes, lb. 5¢
Rose Passifium's

Garwood's Cream Taffy, Best in City, 15c Pound

IF YOU WANT
The best U. S. Inspected Meat, get it from
Mr. Friedman
At the lowest prices. Next to Ocean Fish Market.

MEAT SPECIAL
Pure Lard, 5 lbs. 75¢
Veal Roast, 12 1/2 lbs. 15¢
Boiling Beef 7¢, 8¢
Pot Roast 9¢, 10¢
Round Steak, 2 lbs. 25¢
Shoulder Steak, lb. 10¢

B.F. Jones' Market
German Pot Roast 10¢
Green Bone for chickens, lb. 5¢
Al Compound, the pair 65¢
Dry Salt-Cured Bacon, lb. 23¢

GUMBERT, The Fruit Man Formerly with the Barnes Market, now with the California Fruit Co.
THE BEST OF EVERYTHING IN FRUIT at the MOST REASONABLE PRICES

MISSION TEA SHOP
Free Balloons to Customers Sat'day
FREE CUPS AND SAUCERS SATURDAY
Free 2 cups and saucers with 1 lb. Hoffman House Baking Powder 50¢
Free 1 cup and saucer with 1 lb. 45c tea or over.
Free 1 cup and saucer with 2 bottles of Red Ribbon Tracts at 50¢

Eggs 25c
Special for Saturday
Butter 65¢ to 80¢
Oakdale Butter Store
Center of Market
FOUR CANS OREGON MILK FOR 30¢
with butter purchase at the GOLDENROD. Washington street entrance.

SANITARY FISH & POULTRY CO.
Fresh Chinook Salmon, 3 lbs. 25¢
Fresh Halibut, 3 lbs. 25¢
Fresh Sturgeon, 3 lbs. for 25¢
Fresh Flounder, 3 lbs. for 25¢
Fresh Black Cod, 3 lbs. for 25¢
Fresh Rock Cod, lb. 10¢
We catch our own fish and kill our own poultry fresh every day.

Columbia River Fish Depot
Kippered Salmon, per lb. 20¢
Royal Chinook Salmon, lb. 10¢
Halibut, A-No. 1, 3 lbs. 25¢
Silver Smelts, 1 lb. 10¢
Columbia River Smelts 5¢
Hens, Broilers and Ducks—plenty on hand. Free Delivery.
Phone Us Your Orders.
Marshall 2127. A-3717

ASK FOR SKAMOKAWA BUTTER
FRESH CHURNED
Always Good. Get the Habit

Washington Fruit Stand
Bananas, dozen 15¢
Peaches, 3 dozen for 25¢
Peaches, box 85¢
Apples, 3 lbs. 25¢

70c-BUTTER-70c
1000 2 pound rolls, full weight, Purdy Brand, 70¢ per roll. This is absolutely fresh churned, it's just right. No limit. Buy all you want.

Eggs, Every One Guaranteed 30c Per Dozen
Full Cream Tillamook Cheese, 20¢ per pound. Young America, 25¢ Honey 10¢ per pound.

THE ELGIN BUTTER STORE
Just as you go in. Can't miss it.

Great Meat Sale

AT THE STATE MARKET

If You Want to Benefit Look Up
221 1st St., Cor. Salmon Tomorrow

5 lbs. Compound 50c
10 lbs. Compound 95c
Choice Hams 19c
Picnic Hams 15c
Lard 5 lb. 75c
Lard 10 lb. \$1.50
Breakfast Bacon 24c
Corned Beef 8c
Pickled Pork 17 1/2c
Choice Juicy Steaks 10c
Tender Boiling Beef . . . 8c-10c
Nice Round Steak . . . 12 1/2c-15c
Mutton Stew 7c-8c
Shoulder of Mutton . . . 8c-10c
Mutton Chops 12 1/2c
Famous Hamburger Steak . 10c

STATE MARKET

221 First St. Cor. Salmon

Fellows Grocery Co.

349-351 Oak Street. 348-350 Ankeny Street.
PHONE MAIN 2596, A-2596.

Eastern Hams, per lb., 19c

Sugar, 17 lbs. for \$100
Sugar, per sack \$6.00
Our fancy patent Rose City Flour, per sack \$1.50
Good family Flour, per sk. \$1.20
15 lbs. New Potatoes 9¢
8 lbs. good Apples 25¢
1-qt. bottle Grape Juice 35¢
1-pt. bottle Grape Juice 20¢
1 pkg. Long Branch Crackers 10¢
4 1/2-lb. best M. & J. Coffee \$1.00
1 lb. Fellows' Special Blend 15¢
1 lb. green or black Tea 25¢
1 lb. pure black Pepper 25¢
12 bars good Laundry Soap 25¢
7 bars Best 'Em All Soap 25¢
1 large package Pearlina 20¢
1 bottle Bluing or Ammonia 5¢

Fresh Meats
Legs Mutton, while they last, per pound 11¢
Shoulders Mutton, per lb. 5¢
Pot Roast Beef, per lb. 8¢
Boiling Beef, per lb. 9¢
Steaks, per lb. 10¢ to 15¢
Rump Roast Beef, per lb. 10¢
Veal Steak, per lb. 10¢ to 15¢
2 lbs. pure Lard 35¢
Other meats in proportion.

Carnation Milk, per case \$4.25
Carnation Milk, per dozen \$1.10
Pioneer Milk, per case \$4.00
Pioneer Milk, per dozen \$1.00
Economy Milk, per case \$2.55
Economy Milk, per dozen 75¢
1 can Baker's Cocoa 20¢
1-lb. can Ghir. Chocolate 30¢
1 lb. Shredded Cocoanut 15¢
1 can Eagle Milk 15¢
7 cans American Sardines 25¢
1-gal. pail good table Syrup 45¢

Special
20 lbs. Sugar for \$1.00 with every 5 lbs. Special Coffee \$1.00

Bread Is the Staff of Life

AND REQUIRES

DALLES DIAMOND

OR

LIBERTY BELL FLOUR

To make a superior article.
Manufactured by

DIAMOND FLOUR MILLS

Ask your grocer for The Dalles Diamond or Liberty Bell Flour, or call Main 3397. We will have you supplied.

OFFICE 324 ABINGTON BLDG., PORTLAND.

Another Big Ham Sale

Fine Sugar-Cured Hams at 19c
WHILE THEY LAST

Every Ham Guaranteed

We Make All Our Sausage

5-lb. pail 55¢
10-lb. pail \$1.05

VEAL SAUSAGE 15¢
FRANKFURTER 12 1/2¢
BOLOGNA 8¢

Come early or call up Main 2830, A-2830.

BAY CITY MARKET

COR. FOURTH AND YAMHILL STS.

SUPERIOR BLUE STEM PATENT FLOUR

The live grocer exerts a good deal of influence among his customers. He is supposed to know—and ought to know the fine points of the goods he sells and if he will make it a point to set forth the merits of Superior Blue Stem Flour he will within a brief time see an increase in sales. Send for baking samples. Have some bread or rolls or biscuits made therefrom, put the same in a prominent place and mark them

Made From Superior Blue Stem Flour
D. C. Burns Co., Distributors
208-210 3RD ST., PORTLAND, OREGON.