

CITIZENS DEMAND THAT NAME OF 'BROADWAY' SHALL NOT BE CHANGED

Business Men and Property Owners Opposed to Return to Seventh Street.

Declaring the proposition to change the name of Broadway on the west side back to its original name, Seventh street, is childish, without good reason and would result in positive harm to the thoroughfare, business men, property owners and organizations having interests along Broadway united in opposition to Commissioner Brewster's proposed ordinance which will come up for final reading the latter part of next week.

An indication of the feeling against the proposed loss of the street's individuality by tagging it with a number, is seen in the action taken by the Theatrical Managers' association, meeting yesterday afternoon.

Pointing out the fact that the majority of the city's playhouses are located on Broadway, the members of the association unanimously decided to continue the use of the name "Broadway" in their advertising and on stationery in event the commissioners adopt "Seventh" as the official designation.

Street Going Ahead.
"The street is a Broadway in every sense of the word," said J. Johnson, manager of the Pantages, "and the theatrical managers intend to continue the use of the name no matter what action the commissioners take, and we positively believe the citizens will keep on calling the thoroughfare Broadway also. Broadway is one of the most important streets in the city today, and since it has lost its old name 'Seventh' it has gone ahead, business has been attracted to it, and it has enjoyed wonderful growth. To change the name back to Seventh to please a few noisy agitators would be foolish in the extreme."

This afternoon the Broadway Improvement association will hold a meeting at 405 Commercial Club building, for the purpose of making a formal protest against any change of name. Notices of the meeting were sent out by Secretary E. T. Ames several days ago. In addition it is anticipated that the Elks as a lodge will protest. Many of them as individuals have already started in to campaign against the ordinance. The Elks' building stands at the corner of Broadway and Stark.

The viewpoint of the hotel men and other business men as well was set forth by M. C. Dickinson of the Hotel Oregon.

Hotels Located on Broadway.
"Regarding the movement on foot to change the name of Broadway to Seventh street, as it formerly was called, I wish to say that I am absolutely opposed to the suggested change," said Mr. Dickinson. "Broadway has been widened at a great expense and a magnificent bridge called the Broadway bridge has been built across the Willamette river connecting the east side with the west

MME. ALDA LOSES 20 POUNDS BY SWIMMING



Mme. Alda, grand opera singer, who reduced her weight 20 pounds by daily swims last summer.

side, and the street is really a Broadway, and its present name is the proper name.

"On this street are located hotels having a value of between \$5,000,000 and \$6,000,000; theatres, the best and most prominent in the city, and the magnificent new Journal building which reminds one of Newspaper Row in New York city, the new Morgan building, and many other new structures.

"It seems to me that it would be child's play after having changed the name from Seventh street to Broadway, to change it back again to Seventh street. The streets numbered numerically have no individuality. It is difficult for one to recall 17th street in New York city, but every child knows where Broadway is, either in New York city or Los Angeles, and Broadway in Portland is a more prominent street in the minds of residents of this city and in the minds of the traveling public. I believe that more people in Portland and throughout the United States now know Broadway in the few months it has been called Broadway, better than they knew Seventh street in the quarter

of a century or more it was called Seventh street.

No Reason for Change.
"One of the chief advertising features of Portland would be wiped out if Broadway is changed back to Seventh street," declared Fred Spoor, manager of the Pacific Telephone & Telegraph company. Broadway has become one of the big arteries of traffic in Portland. Since the name has been adopted it has grown rapidly, and has been advertised widely. It is right and proper that the name should be retained because it extends across the city and the mere

slight difficulty in distributing the bill should be no reason for an ordinance killing the thoroughfare's individuality. A new system of numbering would straighten out this small tangle.

"There is no more legitimate reason for changing the name of Broadway than there would be to change Park or West Park," said G. J. Kaufmann, manager of the Portland hotel. "Even the agitators know there is no valid reason for the change. If a little trouble has been found in finding addresses, that can easily be remedied by renumbering the buildings, giving a different set of numbers for the east and west sides."

Phil Metchan, Sr., of the Imperial expressed himself in like terms, as did a number of other business men.

PROGRESSIVES IN WALLA WALLA COUNTY ALIVE

Walla Walla, Wash., Oct. 24.—Progressives of Walla Walla county held a rally meeting last night and decided to keep the third party going in this end of the state, despite efforts of the Republican party to effect a fusion. The organization will be kept moving from now until after the next congressional election, and candidates will be put in the field as soon as possible.

Among those who were present at last night's meeting were Will Parry, president of the King County Progressive League of Seattle; W. R. Peacock of

North Yakima, head of the Progressive organization in Yakima county; ex-Mayor Byron Phelps of Seattle; L. Roy Slater of Spokane, state chairman of the party; and Arthur W. Davis, also of Spokane. Congressman-at-Large J. A. Falcooner was to have been here, but failed to make connections.

JURY FAILS TO AGREE IN DRUMGOOLE TRIAL

Sacramento, Cal., Oct. 24.—Failing to reach an agreement in six hours' deliberation, the jury in the case of Jack Drumgoole, a pugilist, formerly well known in the middle west, charged with murder in connection with the death of Cherry de St. Maurice, a resort keeper here, was discharged by Superior Judge Conley late last night.

The court thanked the jury, which was said to have stood 10 for conviction of murder in the first degree, and two for life imprisonment, and announced that a new trial would be entered upon at once, the date for which, he said, would be fixed later today.

COFFERDAM IN HOOD RIVER WASHED AWAY

Hood River, Or., Oct. 24.—The coffer dam and all temporary work recently constructed by the Pacific Power & Light company, preparatory to the construction of the new fish ladder at the dam in Hood river, was washed away yesterday when the water from the splash dam of the Oregon Lumber company at Dee was turned out to clean the pond. The loss is estimated at \$300.

Catch Tuna by Ton.
Venice, Cal., Oct. 24.—One ton of tuna, a usually scarce game fish, was brought here by six launch fishermen yesterday. Tuna also were captured from piers here. The fishing public is nearly crazy with excitement.

The Youthfulness of Our Shoes

is not a matter of chance. They are high-grade models designed for the smart young woman—and for the older woman that laughs at accumulated birthdays. For both extremes and in between.

Over 200 smart styles of the \$4 and \$5 grades to choose from for

\$2.50 and \$2.90

Mail Orders Delivered Free Within 300-Mile Zone.

BOSTON Sample Shoe Store
129 4th St. bet. Washington & Alder
Open Saturday Evenings.

On Saturdays We Open Our Store at 9:15 a. m.; Other Days at 8:30.

Roberts Bros.
THIRD & MORRISON

On Saturdays We close our Store at 9:15 p. m.; Other Days at 5:30.

THE MOST IN VALUE—THE BEST IN QUALITY

An Extraordinary Sale of Children's Coats at a Third Off Regular Price

A manufacturer's sample line of Children's Fall and Winter Coats, purchased at one third below regular prices, on sale tomorrow at the same great saving.

They are shown in wool fabrics in plain shades and mixtures; also in velvets, plushes and corduroys, in sizes from 3 to 14—Special prices **\$2.50 to \$9.90**

Now is your opportunity to secure a great bargain in Children's Fashionable New Coats—one that prudent parents will not overlook. It's a manufacturer's sample line, purchased at one third below regular selling prices. The assortment includes the best styles in woolen fabrics, in neat mixtures and plain colors; also the popular styles in velvets, plushes and corduroys. About 150 in the lot, and no two alike, so come early and secure first choice, in sizes 3 to 14, and at prices from **\$2.50 to \$9.90** AND SAVE A FULL THIRD ON YOUR PURCHASES!

SPECIAL SHOWING AND SALE OF WOMEN'S AND MISSES' COATS — \$10.00 VALUES IN THE LATEST MODELS AT ONLY \$7.90

For tomorrow we've arranged an important underpriced sale of Women's and Misses' Fashionable New Coats, shown in astrachan, novelty mixtures and plain fabrics—charming models in three-quarter lengths and the popular cutaway styles. All sizes. Regular \$10.00 values on sale Saturday at **\$7.90**

Extra! A Gigantic Purchase and Sale 1000 Doz. Men's Silk Four-in-Hand Ties

THEY COME REVERSIBLE OR WITH OPEN ENDS, AND ARE SHOWN IN HUNDREDS OF CHOICE NEW PATTERNS IN NOVELTY AND STAPLE DESIGNS, ALSO IN PLAIN SHADES — BEST 50c GRADE 3 FOR \$1.00, OR AT

35c Ea.

The unusual is happening. A fine, big lot of Men's All-Silk Four-in-Hand Ties that were purchased at a full third below real worth have just been received and go on sale tomorrow at a figure which brings the same great saving to you. You may select from an enormous assortment, including all the popular new novelty and most staple patterns, as well as the fashionable plain colors. Neat, attractive and exclusive designs that must be seen to be appreciated. They are fine All-Silk Four-in-Hand Ties, made reversible or with open ends, that are universally sold at 50c each. Unusually great values at three for \$1.00, or each **35c**

Another Great Sale Men's Heavy Derby Ribbed Underwear SHIRTS AND DRAWERS IN ALL SIZES—SEASONABLE WEIGHT GARMENTS—BEST \$1.00 GRADE ON SALE AT, THE GARMENT, ONLY 69c

Here is a bargain in Seasonable Weight Underwear worth a special visit to our Men's Section the first thing in the morning. It is a sale of a well-known line of Men's Heavy-Weight Ribbed Cotton Shirts and Drawers of fine, soft finish. The shirts have French elastic neck and faced front; the drawers are also faced at top, and they come with suspender straps and good quality pearl buttons. All sizes **69c** in ecru. Regular \$1.00 grade on sale tomorrow at, garment **69c**

A Special Underpricing of Women's Fine Fleece Lined Union Suits

PERFECT-FITTING, SEASONABLE-WEIGHT GARMENTS SHOWN IN HIGH OR LOW NECK STYLES, WITH LONG OR SHORT SLEEVES AND IN ANKLE LENGTH — ALL SIZES — BEST \$1.00 GRADE ON SPECIAL SALE FOR

69c Suit

Although the season is just beginning, our sales in this section far surpass any previous record at a corresponding time, due principally to the fact that it is generally known that values such as we offer cannot be duplicated elsewhere. For tomorrow we have arranged a special bargain in Women's Fine White Cotton Fleece Lined Union Suits. Perfect-fitting, neatly finished garments, shown in high and low neck styles with long or short sleeves, and in ankle length. They come in sizes 34, 36 and 38 and are the kind regularly sold at \$1.00 a suit. Priced for this sale at **69c**

CHILDREN'S 65c FLEECE COTTON UNION SUITS FOR THIS SALE AT 39c
An unusually well wearing line of Children's seasonable weight, fleeced lined cotton Union Suits in Winter styles and in all sizes—Regular 65c values—Priced this sale at **39c**

CHILDREN'S HOSE, 35c GRADE, PRICED TOMORROW 19c
500 dozen pairs of Children's medium weight fine cotton Stockings, underpriced—they are fast black Stockings, made with linen heel and toe, and shown in all sizes—Regular 35c values on sale, tomorrow at **19c**

WOMEN'S HOSE, 35c GRADE, ON SALE TOMORROW AT 21c
A very important sale of Women's fine black wool Stockings—they are well fashioned Stockings that are both warm and durable, shown in all sizes. Regular 35c values, on sale, tomorrow at **21c**

Exquisite Venise Allover Laces

HUNDREDS OF DESIGNS IN BEAUTIFUL, CLEAR-CUT PATTERNS — THEY COME 18 AND 20 INCHES WIDE AND ARE SHOWN IN WHITE, CREAM AND ECRU —REGULAR VALUES TO \$4.00 PER YARD FOR ONLY

98c Yd.

We reserve the right at this sale not to fill phone orders, send any C. O. D. or make exchanges. This season's showing is the most complete collection ever exhibited in our department, and the values offered at this sale will be the talk of the town. Nowhere will you be able to get values like these. Come and make comparisons. It is a great special purchase and sale of several hundred yards of beautiful Venise Allover Laces of the finest qualities. They come in an unlimited assortment of clear-cut patterns suitable for yokes, waists overdrapes, trimmings, etc., and are 18 and 20 inches wide. They are shown in white, cream and ecru and are the kind regularly sold up to \$4.00 the yard. Your choice while they last at, yard **98c**

Prices Shot to Pieces

AT

The Standard Cloak & Suit Co.

Cor. 11th St. **415 Washington Street** Cor. 11th St.

The Biggest and Best Part of the Stock Goes on Sale Saturday, Oct. 25, 10 A. M.

A FEW PRICES PICKED AT RANDOM

PROMPTLY AT 10 A. M. SAT. We Will Place on Sale \$10 Fur Scarfs at \$1.79	PROMPTLY AT 10 A. M. SAT. We Will Offer Ladies' \$12.00 Corduroy Dresses at \$4.89	PROMPTLY AT 10 A. M. SAT. We Will Place on Sale \$10 Fur Muffs at \$1.79	PROMPTLY AT 10 A. M. SAT. A Limited Number of \$25 Raincoats at \$12.89
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Ladies' Suits \$17.50 Ladies' Fall Suit cut to \$7.89 \$20.00 Ladies' Blue Serge Suit cut to \$8.98 \$25.00 Ladies' Fall Suit cut to \$12.69 \$30.00 Handsome Fall Suit cut to \$13.89 \$35.00 Ladies' Beautiful Fall Suit cut to \$16.89 \$40.00 Ladies' Handsome Fall Suit, in all weaves, cut to \$19.89	Ladies' Coats \$15.00 Ladies' Fall Coat cut to \$7.89 \$20.00 Ladies' Fall Coat cut to \$9.69 \$25.00 Ladies' Fall Coat cut to \$12.69 \$30.00 Ladies' Fall Coat cut to \$13.89 \$35.00 Ladies' Fall Coat cut to \$16.98 \$40.00 Ladies' Fall Coat cut to \$19.89	Ladies' Dresses \$12.50 Ladies' Dress cut to \$4.89 \$15.00 Ladies' Dress cut to \$7.89 \$20.00 Ladies' Dress cut to \$9.98 \$25.00 Ladies' Dress cut to \$12.79 \$30.00 Ladies' Dress cut to \$15.98 \$35.00 Ladies' Dress cut to \$17.98	FURS \$15.00 Fur Set cut to \$4.98 \$20.00 Fur Set cut to \$8.79 \$25.00 Fur Set cut to \$12.79 \$30.00 Fur Set cut to \$15.87 \$35.00 Fur Set cut to \$16.89 \$18.00 Raincoats cut to \$7.89
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To our great misfortune we were forced to accept heavy Fall shipments

The Standard Cloak & Suit Co.

415 Washington St. **Portland's Leading Ladies' Store** 415 Washington St.

FORCED TO VACATE