IM.R.RMWNIE
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## A. S. Edmonds Will Fill Position Formerly Held by F. W. Robin-

 Formerly Held by F. W. Robin-son, Now With Salt Lake R. R

Demand Made for Fry Trout Double That of Last Year




 Season's Choicest Gladioli Are to Be Shown at Exhibit

 New Car to Oregon To Arrive Aug. 28

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VICTOR Records CARUSO'S VOICE REMAINS
 sum- LiAfticana-
 sine- Le Regiment de sombre ot a stisi-Parted (In English)
siovi-Ritoletto-Quenta


G.F.JomisonPraiofo

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To Begin at O. A. C:






The Semler System

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## A Personality

PLEASE don't think of THE COFFEE CUP ass a store or a building or a mere place to eat. Buildings are so imp-personal-of iron, steel, stone, mortar and strength.
If you will sit down and look THE COFFEE CUP straight in the eye, you will find THE COFFEE CUP looking warmly back into yours-you will feel the personality there-the spirit of sincerity, the vision, the purpose-and the other characteristics that go to make the business that knows your way to be its way -that thanks Today for Opportunity to serve you.

Why is this found at THE COFFEE CUP? There are many reasons, but the one big reason upon which all other reasons are founded is that THE COFFEE CUP is conducted upon

## A Co-operative Basis

"Best thought of, most talked of eating places in Portland" is the natural result.
Cooperation is the watchword of modern business. Successful busa reality - not merely a hollow-soundifg name. Every attache of THE COFFEE CUP has an actual financial interest in the bus-
incs; and, say what you will, one's heart interest flows largely incs; and, say what you will, one's heart interest flows largely
from a financial source from
So. when you visit THE COPPEE CUP, you find in each attendant a courtesy,
a desire to serve you when and how you want to be served-a real interest I desire to serve you when and how you want to be served-b real interest
in your welfare, 2 welcome "be at home" and cordial "goodbye. and come in your swelatre, ${ }^{2}$ welcome "be at home" and cordial "Iood-bye, and come
again" spirit that makes THE COFPEE CUP Lunch Rooms not only a coop.
erative institution within, bout an orgenintion
 mental elements for cooperating with you, and you, and you, in your effort
to get better for less." And so the path hes onward-for you and for us-
to discovery of newer. to discovery of newer. and better things, but it is the personality that we would
like you to know- - personality that makes THE COFFE CUP a sincere friend.

