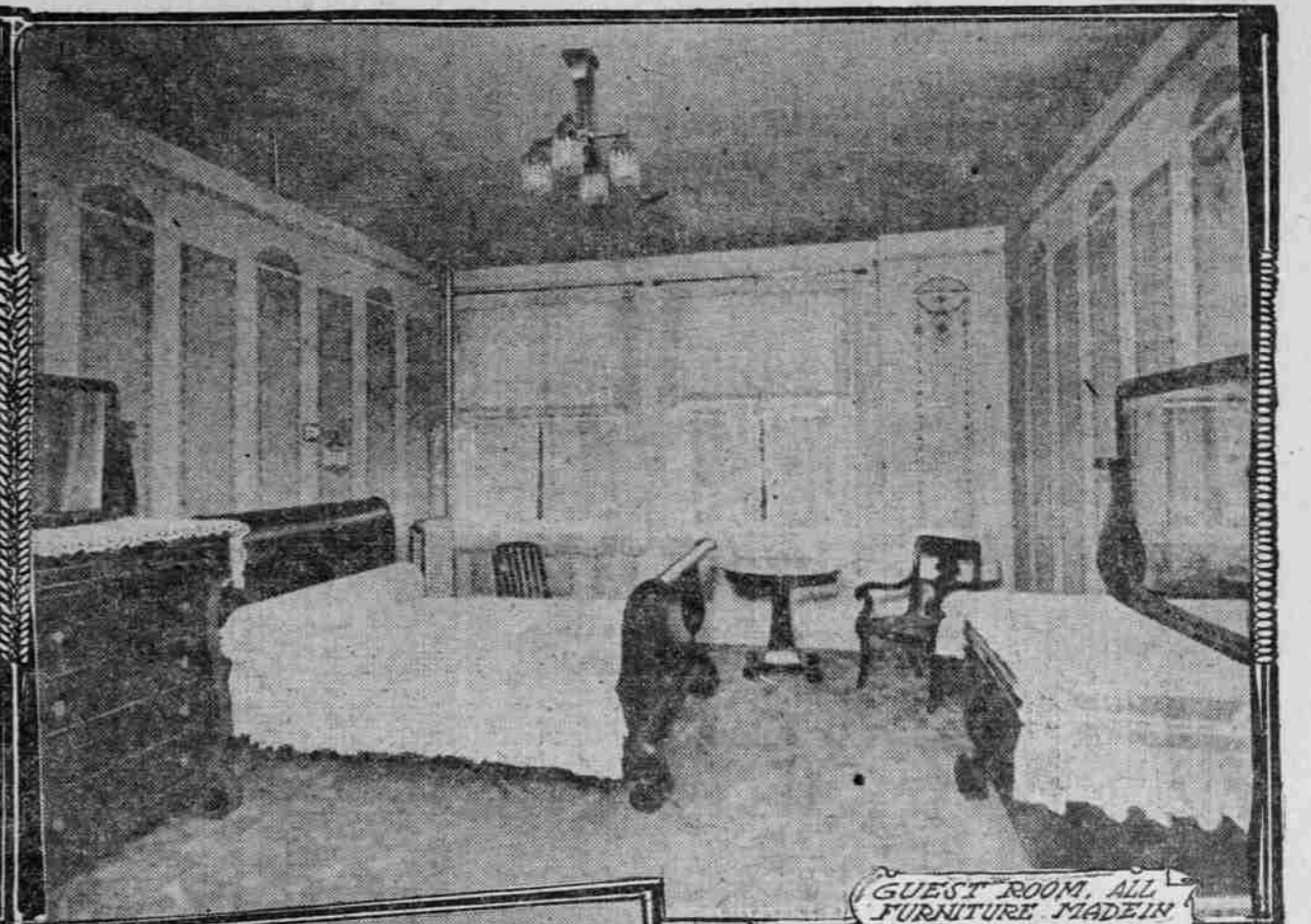


NEW HOME OF THE PORTLAND COMMERCIAL CLUB IS FORMALLY OPENED



THE DINING HALL IS LARGE, AIRY, AND COMMANDS A FINE VIEW.



GUEST ROOM, ALL FURNITURE MADE IN OREGON.

HOW NEW COMMERCIAL CLUB HAS RISEN FROM ASHES OF OLD

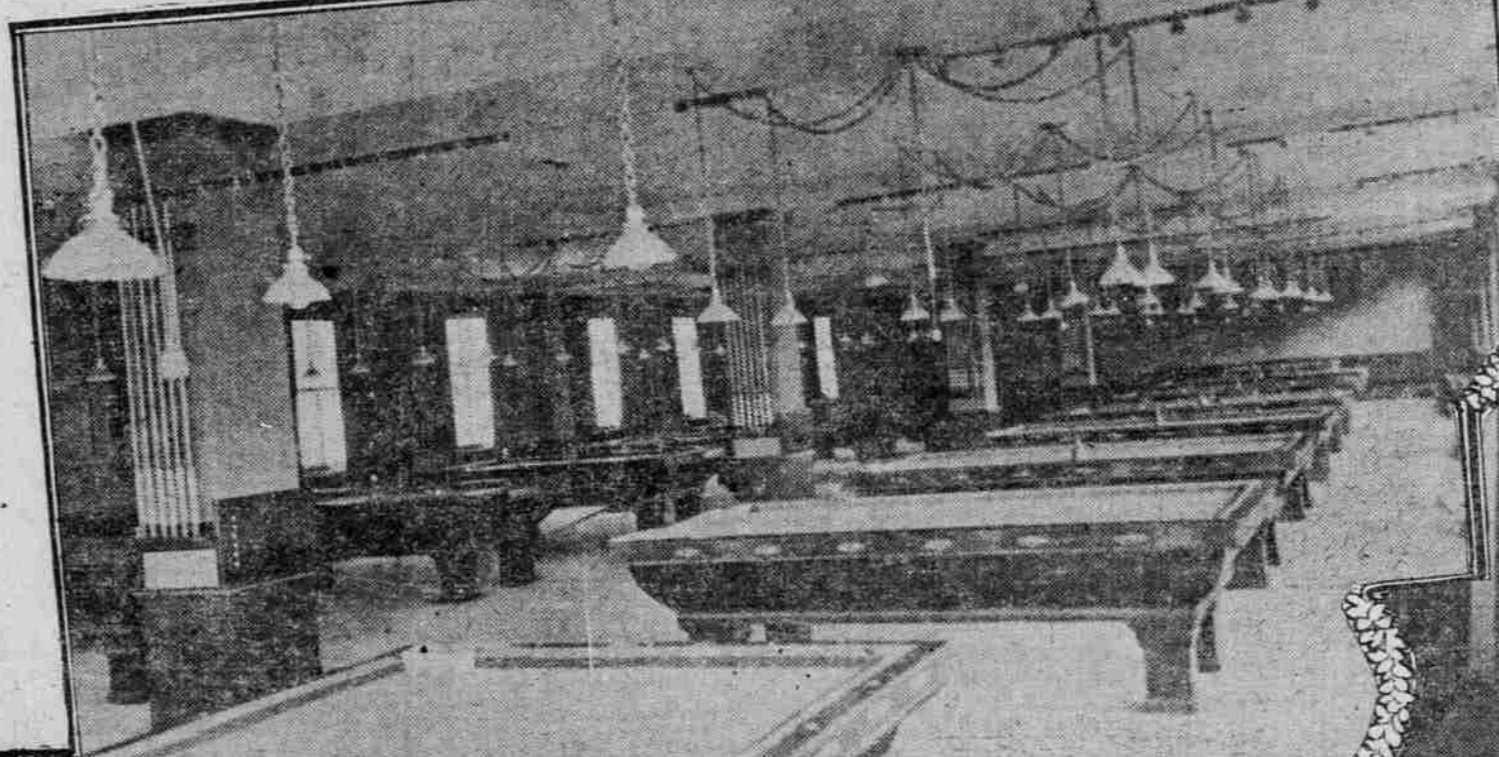
History of Greater Organization Dates From Fire of April 6, 1906, When Quarters Were Totally Destroyed.

THE new Commercial Club dates from the fire of April 6, 1906. On that date the quarters of the organization on the top floor of the Chamber of Commerce building were destroyed by a fire that swept the entire top story of the building. It seemed then that the organization had suffered a hard blow, but in reality this seeming disaster was a blessing in disguise, for it meant the building of a bigger and better club.

Before the smoke had stopped rising from the ruins of the club, its president, F. W. Leadbetter, called a meeting of the board of governors the night of April 6 in his offices in The Oregonian building, and the old home of the Concordia Club at Sixth and Alder streets and the quarters just vacated by a restaurant and grill were rented that same night

ing to be for a large, modern structure. It seemed advisable to float an additional \$100,000 bonds, which was done. A splendid class A building was erected, of steel fabricated structure with concrete and tile floors and expanded metal partitions. A curious fact in connection with the building is that upon its completion it was found that its cost exceeded the original estimate only \$18.

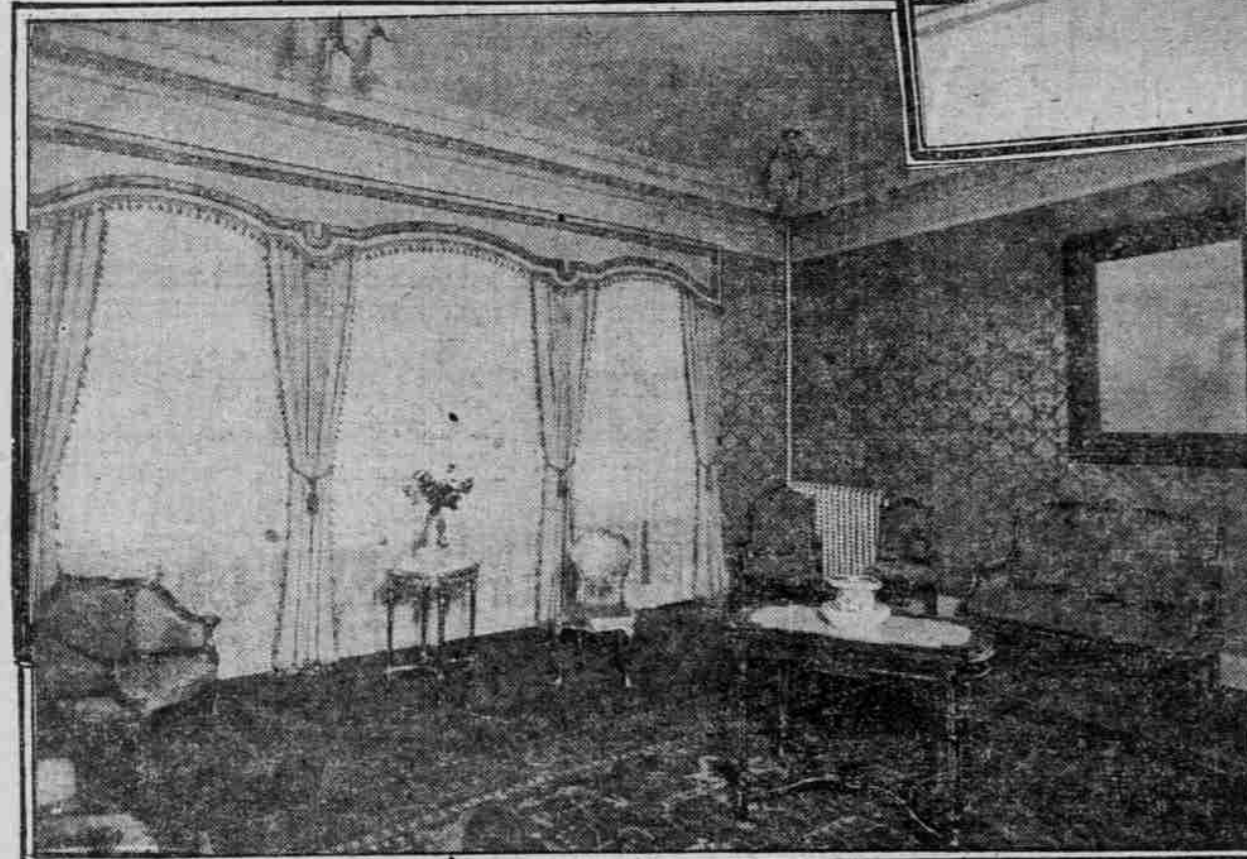
The original estimate of the rent of the building showed that the income would be sufficient to pay the fixed charges of maintenance, 6 per cent interest on the bonds, taxes, etc., and still leave a net sufficient to retire \$10,000 per annum for the payment on the bonds. The original estimate was exceeded nearly 50 per cent, and as the building now stands it will pay between \$500 and \$600 a year above the original estimate. The new home of the Commercial Club was completed at a cost of \$250,000 and was ready for occupancy on May 1.



THE COMMODIOUS BILLIARD ROOM.



BANQUET ROOM FOR SMALL FUNCTIONS.



LADIES' PARLOR, ONE OF THE POPULAR FEATURES OF THE CLUB.



C.W. HODSON, PRESIDENT. HUGH MCGUIRE, VICE PRES. EDWARD EHRHARDY, TREASURER.

towel and carpets bear this reminder that Portland is famous for its roses, and the glassware even is etched with Caroline Testouts. The silverware has the same decoration and the roses are carved in the arms of the big arm chairs and on the legs of the tables, so that the Portland rose is really the crest of the Portland Commercial Club.

The cost of furnishing the club's new home was nearly \$60,000. Everything was designed locally and manufactured here. The matter of furnishing the club, installing the steam heating and steam cooking plants, the ice-making machinery, the four elevators in the building and the decorating was in charge of the firm of McNaughton, Raymond & Lawrence.

The billiard and pool-room is on the sixth floor, 40x40 feet, containing 20 tables. This room presents an animated scene during the lunch hours, when about 100 members can be seen there, engaged in this form of recreation. The smoking-room, worked out in dark fittings, is also located on the sixth floor.

The fifth floor is given over to bachelor apartments for members and to guest rooms, where visitors to the club are quartered. There are 28 rooms, with running water, baths, two telephones and all modern conveniences and over half are occupied by regular members of the club. A feature of this floor is the beautiful row of rooms along the south side of the building that are kept for guest purposes. The rooms on this floor are intended for the use of members and out-of-town guests and the charges are only such as to cover the expense of maintaining the rooms.

EFFECTIVE PUBLICITY WORK BY PORTLAND COMMERCIAL CLUB

Through Advertising, Population of State Has Been Increased Eleven Per Cent in Fifteen Months.

PROMINENT as is the social side of the Commercial Club and the opportunity it presents for good fellowship among its members, it has a more serious mission that is being carried out under the direction of Tom Richardson. This is the exploitation work that is bringing wide-spread publicity for this city and state. Incalculable good is being accomplished.

Four years ago the Portland Commercial Club inaugurated a campaign to advertise the resources and advantages of Oregon and appropriated thousands of dollars to spread intelligence about the state. An executive committee, made up of some of Portland's most successful men in finance, industry and commerce, had charge of the distribution of the advertising fund, and directed the general policy. From that time there has been no letup in the campaign and the results are believed to have been unparalleled in the history of community advertising.

Out of this movement has been born the new Oregon spirit. The Oregon Development League, that hundred-sided organization that has enlisted the aid of every public spirited citizen to make Oregon a greater state, had its origin in the fertile brain of Tom Richardson, manager of the Club, and was an outgrowth of the Commercial Club's publicity work. Petty jealousies among the different commu-

ties have become a thing of the past. There is a genuine community of interests throughout the 36-odd cities represented in the Oregon Development League.

Elaborate advertising campaigns cost money, but the case has been forthcoming. Never in the history of the state has there been such a splendid spirit among all sections. The attention of 50,000,000 people has been directed to the great possibilities of this state in all branches of agriculture, dairying, fruitgrowing, mining, etc. The resulting inquiry has been enormous and the names and addresses of inquirers have been supplied from the Portland office to every one of the organizations comprised in the Oregon Development League.

The results have been definite and certain. Twenty-seven thousand two hundred and fifteen one-way tickets were sold in four months from various parts of the United States to Portland and other Oregon points and in 15 months the population has increased 11 per cent, a tribute to effective organization and advertising that has never before been excelled.

Business men's excursions from Portland to outside points have been a strong feature of the publicity work. Under the leadership of the Commercial Club, train leads of representative citizens of the city have journeyed to the outside business centers in this state as well as to other states. These commercial pilgrimages have done no little to wipe out state lines and bring the different sections of the Coast together to work for the common good.

Advertising with light leaflets that gave the railroad rates to different points in this state, together with condensed statistics, were circulated broadcast, 750,000 being sent away on one occasion within 12 weeks.

A master stroke by the Commercial Club that accomplished a great deal for Oregon was the prize contest recently decided, during which \$200 was distributed in prizes to 50 prize winners. Interest was excited all over the country, as well as in many foreign countries, and over 1,000,000 words were printed about Oregon in publications as widely separated as the continents. The resulting favorable publicity for this city and the state was beyond computation.

Passenger and immigration agents of all the railroads have been kept advised of the progress of the campaign carried on in this state, and they have assisted it in every way possible and have done this state great good.

Perhaps the greatest benefit of the work, aside from the thousands of new settlers, is the spirit of emulation that has come to the smaller communities of the state and their earnest work for development that has followed.

DESIGN OF ROSE CARRIED OUT IN QUARTERS OF THE CLUB

Commercial Club Decorations Have Caroline Testouts on Them—Rooms Are Beautifully Finished.

THOSE who have inspected the handsome new quarters of the Portland Commercial Club, now that the organization is comfortably housed in its own new building, have expressed their admiration for the splendid furnishings and complete appointments. The rooms are striking because of their beauty of finish and harmony in coloring. Because of the excellent taste displayed in choos-

ing the furnishings, the whole four floors occupied by the club are a succession of delights.

Perhaps the most striking thing about the fittings is that they were, almost without exception, made in Oregon. A pretty fancy that has been carried out is the rose design that confronts one everywhere. In all the linens there is a wreath of roses, with the club's monogram, P. C. C., in the center. Napkins,

for use as temporary quarters. So enthusiastically was everything attended to that the club was installed in the new location the following morning and luncheon was served as usual on April 7, without the dining-room staff failing to serve even a single meal.

At the next meeting of the board of governors, which was largely attended, a number of financial men were present upon invitation, and plans were discussed for providing a club home. F. W. Leadbetter suggested that a building be erected for a permanent home for the club. It was planned at first that only a clubhouse should be erected for the exclusive use of the organization, similar to the Arlington Club. It was finally decided, however, to erect a business block, leasing a portion of the structure for commercial purposes, thus in time making the building self-supporting.

The matter of financing such a proposition next came up and at a meeting in the temporary quarters of the club T. B. Wilcox addressed the members and pledged \$500 toward a subscription for the purchase of a suitable location upon which to erect the building. Committees were organized and within a few days \$250,000 had been subscribed to a bond issue for the purpose of erecting the building, the plan being to issue 6 per cent bonds to that amount, to be retired on or before 30 years, the stock to be held in trust by the board of governors as their successors were elected.

The location was finally chosen at Fifth and Oak streets, and purchased at a cost of \$20,000. The lots were increased in value, so that today it could be sold for \$150,000.

A building committee was organized of five members of the bondholders and five of the board of governors, as follows: Theodore B. Wilcox, chairman; J. C. Ainsworth, treasurer; E. L. Thompson, secretary; Adolphe Wolfe, Julius Meier, W. E. Oles, Hugh McGuire, C. W. Hodson, F. W. Leadbetter and Edward Ehrhardy.

This committee had charge of the construction of the building and the expenditure of the money. Ion Lewis was the architect and the original plans for a building were enlarged, the demand seem-

PAST PRESIDENTS OF THE PORTLAND COMMERCIAL CLUB



E. J. DE HART, OF HOOD RIVER, PRES. 1893 & 1895. GUS SIMON, PRES. 1894 & 1897. CHAS. F. BEEBE, PRES. 1897 & 1898. 1895 - 1896. WHITNEY L. BOISE, PRES. 1898 & 1899. H. M. CAKE, PRES. 1900 & 1906. F. W. LEADBETTER, PRES. 1906 & 1907.

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