

PORTLAND ACTIVE IN CLEAN-UP MOVE

Chamber of Commerce Already Planning for 'Thorough Work.'

WOMEN ASKED TO ASSIST

Every City in Oregon Requested to Join in Campaign That Finds Visiting Coast May Find Beautiful State This Year.

CHAMBER OF COMMERCE WILL LEAD CLEAN-UP AND PAINT-UP CAMPAIGN.

Under the Civic Bureau of the new Chamber of Commerce, the following committee has been appointed to lead the city and state-wide movement for the observance of "Clean-up and Paint-up Week," May 4-11:

Governor Withycombe Issued His Proclamation

Last week, setting the week of May 4-11 as "clean-up and paint-up week" in Oregon, and within a short time after the proclamation was issued the new Portland Chamber of Commerce had begun to organize for a campaign that is hoped to cover the entire state as well as the local work in and about Portland.

Governor Wants Women to Aid

This special committee under the chairmanship of George D. Lee, held its first meeting Saturday and mapped out the general plan of campaign. A message was transmitted to Governor Withycombe asking him for suggestions and instructions as to the handling of the campaign, and his reply was received at the Saturday meeting as follows:

Movement to Be General

Each city will work out the details of its own plan of work, the aim being to bring about the greatest possible thoroughness in the results of the work. In Portland every organization, business, educational, religious, civic or municipal is to be pressed into service if possible.

Many Tourists Expected

The opinion expressed in Washington state was that, if California needs a "dress up" for the reception of her guests, Washington, which expects to entertain all of those guests at some time or other in the coming Summer, as they go to or return from the Panama-Pacific Exposition, should dress up for the occasion.

SANDY FIRST IN CLEANUP

Everyone Helps Rake Yards and Rubbish is Carted Away.

The citizens of Sandy have forestalled the general clean-up and paint-up movement by more than two weeks, for the campaign in that city was held last week.

Waterway Facilities and Increased Use of River Service as Well as Alaska Marts and Other Extensions Are Discussed.

Organization of the nine bureaus of the new Portland Chamber of Commerce will begin tonight with the meetings of the traffic and transportation section and the trade and commerce section to form their bureaus and select nominees for the board of directors.

CLEAN-UP PAGE

CHAIRMAN OF GENERAL CLEAN-UP PROPAGANDA COMMITTEES WHO IS DIRECTING PORTLAND'S "PURGING."



GEORGE D. LEE.

WORK PLANS ARE UP

First of Nine Bureaus to Organize Tonight.

MANY LIVE ISSUES ARE UP

Waterway Facilities and Increased Use of River Service as Well as Alaska Marts and Other Extensions Are Discussed.

The Portland Chamber of Commerce will begin tonight with the meetings of the traffic and transportation section and the trade and commerce section to form their bureaus and select nominees for the board of directors.

THE "CLEAN UP AND PAINT UP" TWINS.



meeting tomorrow night in the dining-room, and at the same time the retail merchants' bureau will meet in the green room and organize. Other bureaus will organize at meetings Wednesday and Thursday and the board of directors will be chosen at a general meeting Friday night.

Waterway Use Problem.

Portland's plans for using the Columbia and Snake Rivers upon completion of the Celilo Canal is the first and most important commercial problem to be discussed. The chamber is requested to take up the work of perfecting a broad plan to make river traffic possible, to have proper carriers on the river, to have terminal facilities constructed, to get paved highways constructed between the river and principal producing points, and to have operating on these the most effective land transportation facilities that may be commanded.

Alaska Trade Discussed.

Establishment of a permanent transportation system to Alaska has also been put before the reorganization committee of the chamber, and will immediately go before the permanent board after it is organized.

ELABORATE PLANS FOR CLEAN-UP LAID

Civic and Trade Bodies of State to Be Asked to Enlist in Campaign.

CHURCHES TO BE REACHED

Extension Programme is Outlined for Co-operation From Schools, Clubs and Press to Increase Attractiveness of Cities.

The details of the plan of campaign worked out by the special committee from the Chamber of Commerce, for the "clean-up and paint-up week" will bring about co-operation of practically every element in the life of the city, if carried out.

Sub-committees will represent the general committee in organizing the various districts of the city and special additional committees will be appointed by the civic, commercial and other clubs of Portland to co-operate. Each of the other important cities of Oregon probably will organize its local campaign along much the same lines.

The publicity feature that will precede the "clean-up week" and which is expected to be one of the major factors in bringing about complete success, will center around publicity notices issued from the Chamber of Commerce and sent out to the press of the state.

University Asked to Help.

The department of journalism in the University of Oregon will be asked to co-operate in creating special columns by sending out special bulletins to the country weeklies and dailies on its regular news service lists.

Through this service it is expected that a circulation of approximately 75,000 outside of Portland, and in addition the sphere covered by the press of Portland, will be reached.

Co-operation of the clergymen will also be sought. Throughout the state the ministers will be asked to assist in arousing enthusiasm in the movement by addressing their congregations in the sphere covered by the press of Portland.

Inserts to Go to Consumers.

The committee also contemplates obtaining and circulating small, inexpensive envelope stuffers, or inserts, which may be sent out by houses which are mailing matter to consumers in various parts of the state.

Tourists Are to Be Sought

Chamber of Commerce to Issue Half Million Folders to Give Away.

The new Chamber of Commerce of Portland has completed and will begin to issue half a million folders to lay the foundations for an increased tourist travel by way of Oregon each year.

Grade Teachers to Report.

Each grade teacher will be supplied with a postal card, to be filled out and returned to the central committee. These cards will contain the number of pupils and their average age, and the number of pupils who have pledged themselves to participate in the campaign.

A special prize contest has been devised to bring home more strongly to the pupils the importance of the occasion. All grade teachers will be asked to give the pupils a half hour on Friday, May 7, for letter writing and each pupil entering the contest will write a letter to the committee, telling what he or she has done or is doing in behalf of the clean-up and paint-up movement.

Store and Artist Offer Prizes.

The J. K. Gill book store will give a book to the writers of these best eight letters, and Edward O'Neill, the artist, will present hand-illuminated diplomas on vellum to the writer of the best of the eight winning letters.

One of the chief rules of the contest

will be that the letters must describe work actually done or in course of being done. Finally, the committee will appeal to the women's organizations of the city, asking them to appoint special committees and to lend the support and enthusiasm of their organizations to the movement. It is the opinion of the committee that each club should have the liberty to work out its own plan of action in the sphere in which it elects to co-operate in the general clean-up campaign.

Cast your bread upon the waters

By buying now those things you've postponed purchasing—and the needs of the near future—you will speed up the wheels of progress and your service to the commercial nation will return to you with increment.

The manufacturer, the jobber, the retailer, the farmer can sell his product and buy yours, whether yours be goods or brains or muscles.

The more you tighten up the more everyone else tightens up—and the more we all suffer.

Start today to do your share—buy now—don't wait for "the other fellow" to start first, for that's chieftly what's the matter with business today.

Buy-It-Now

This is the time of all times for the U. S. A. to make vast strides. Let's all get busy.

STATE EXHIBIT PRAISED

OREGON BUILDING DECLARED MOST STRIKING EDIFICE AT FAIR.

Portland Visitors Returning Express Satisfaction and Views of Others Also Are Cited.

WAR EFFECT TO BE TOPIC

Louis Michel Will Address German Societies Wednesday Night.

Louis Michel, who styles himself the "discoverer of naturalistic oratory," will deliver an address Wednesday night at the Swiss Hall on "The European War: Its Causes and Effect on America."

Northwest Painting Co.

Painting, Decorating and Paper-Hanging. All Work Guaranteed. Phone Main 6527, 5535 Washington.

Senator Benson's Interview in the Baltimore Sun

"The Maryland building which, as you know is a replica of the old Carroll mansion at Homewood, is one of the show places of the Exposition. It makes us proud to know that. Some of the other states have costlier buildings, but none has one more beautiful nor distinctive. It seemed to me that only one other state building attracted so much attention, and that was a log building—a very fine affair—of the State of Oregon."

HOLMES' POEMS SUBJECT

Dr. William G. Eliot, Jr., Quotes Versus in Sermon.

Oliver Wendell Holmes was the author discussed by Dr. William G. Eliot, Jr., pastor of the First Unitarian Church, last night, in his series of Sunday night sermons of American poets. Like Longfellow, Bryant and others, Holmes was a Unitarian, said the speaker. He was a poet of persons and occasions, he said, and his work was divided between his scientific and literary activities.

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Clean-Up Week IN THE GARDEN

SPRAY YOUR ROSEBUSHES NOW

Don't let the Green Aphid ruin the young rosebuds. Examine your bushes at once and also look for the Green Worm that eats the leaves.

We have reliable remedies for Aphid, Eating Insects and Mildew, put up in small or large packages, all ready to mix with water—inexpensive and effective.

Durable Sprayers, 50c to \$1.50

Plant Summer Flowering Plants and Bulbs Now

For Window and Porch Boxes, Flower Beds and Borders

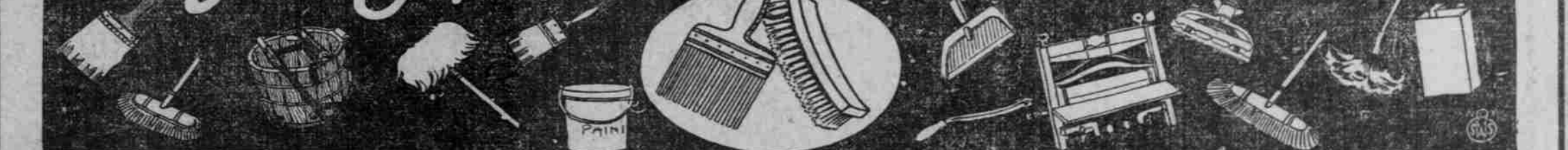
We claim to have the only large and complete assortment of choice and select, well-rooted, high quality Flowering Plants and Bulbs in the city.

Come and see what we have to offer and leave your order now to secure the choice new varieties before stock is exhausted. Prices very low this year.

Routledge Seed & Floral Co.

169-171 Second Street Near Morrison

Everything for Clean-up and Paint-up Week



REMEMBER THE DATE—MAY 4th TO MAY 11th—AND GET BUSY

PORTLAND HAS THE REPUTATION OF BEING ONE OF THE MOST BEAUTIFUL CITIES IN THE COUNTRY, AND TO KEEP THIS REPUTATION WE MUST BE UP AND HUSTLING DURING CLEAN-UP WEEK. DO SOMETHING, NO MATTER WHAT TO MAKE A MORE BEAUTIFUL CITY.

HONEYMAN HARDWARE COMPANY, Fourth at Alder