

# THE COMMERCIAL CLUB AND THE NEW PORTLAND



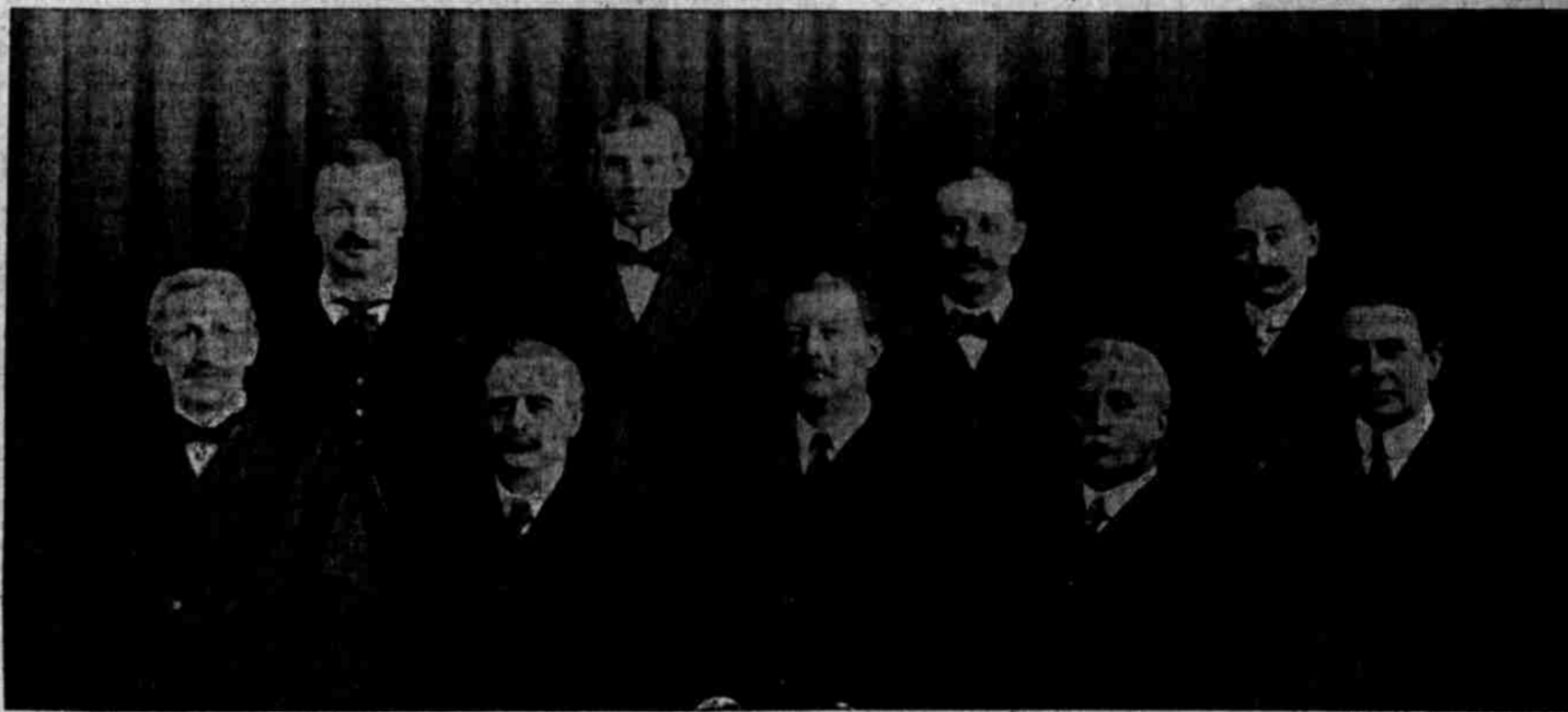
Tower Room—Office of Manager Tom Richardson.



Board of Governors: Top Row Left to Right—L. R. Fields, R. B. Miller, Robert Kennedy, A. N. Smith, R. F. Prael, W. E. Coman, George Hazen, Edgar Ehrman (treasurer), Robert L. Stevens, W. A. Cleland (secretary), H. M. Cake (president), J. H. Thatcher (vice-president), L. Gerlinger, Mark Levy, W. B. Glafke, Tom Richardson (manager).



President H. M. Cake and His Working Force.



Executive Committee: Top Row Left to Right—A. L. Mills, Allen Lewis, Frank Watson, I. N. Fleischner, Walter Burrell, R. Livingston, T. B. Wilcox, W. M. Ladd, J. C. Ainsworth.

**T**HE modern, up-to-the-minute commercial club is the greatest vehicle for the advancement of a city or a community that the twentieth century brain has evolved. The expert advisers who have visited Portland within the last year, no matter whether they were connected with newspapers, associated with the railroad service or in any other department of publicity, seem to agree that the Portland Commercial club is easily the best equipped, most thoroughly modern and up-to-date organization of all those of a similar nature throughout the United States. This is a rather strong assertion, but those who are connected with such bodies throughout the entire nation seem to be a unit in this opinion.

The Portland Commercial club occupies the entire top floor and two large tower rooms and observatory of the Chamber of Commerce building, which contains more offices than any other building in the city. The commodious parlors of this club are the largest on the Pacific coast and have been the scene of some of the most interesting functions this city ever enjoyed. Its other departments are a general dining-room, ladies' dining-room, ladies' reception parlor, buffet, billiard-room, bowling alley, private dining-room and grill, card-rooms, offices and cloak-rooms. The furnishings and art treasures of the club represent an outlay exceeding \$40,000. Four large elevators which serve the club have on numerous occasions comfortably handled 1,000 people in an evening.

The club now has exceeding 300 members, which represent the cream of the business and professional element of Portland. For six months past exceeding 200 meals have been served every day of the week to members of the club and their guests, and there is no place where the pulse of Portland is more plainly felt, as the luncheon hour at this club daily sees every department of its commodious home a scene of great activity. Thousands of visitors to Portland have been guests within its hospitable walls. Distinguished men who have earned fame in every vocation of life have been entertained.

Probably the Portland Commercial club is without a rival among organizations of a similar character throughout

the United States in the friendly feeling felt for it in all parts of the state. There are many social clubs in the United States which are furnished at greater expense, that are more exclusive, but none are more democratic, catholic and hospitable, and certainly few have been so active in the development of the city, state and section of the country as has this very popular organization.

The general officers of the club are: H. M. Cake, president, and one of the most prominent attorneys in the city; J. H. Thatcher, vice-president, the manager of the Pacific States Telephone & Telegraph company; Edward Ehrman, of Mason, Ehrman & Co., one of Portland's largest wholesale grocery firms; Tom Richardson, manager, formerly occupying a similar position in the New Orleans Progressive union, and a man of 25 years' experience in community-building all over the country; W. A. Cleland, secretary, successful attorney; W. E. Coman, assistant general freight agent of the Harriman lines in Oregon, and one of the most popular railroad men in the Pacific northwest; Mark Levy, of Mark Levy & Co., who has built up a large wholesale commission business here; George W. Hazen, an attorney taking great interest in public movements for the betterment of Oregon; R. L. Stevens, teller of Ladd & Tilton's bank; W. B. Glafke, of the W. B. Glafke Co., wholesale commission merchants having several establishments at different points in the northwest; A. M. Smith, president of the Western Clay Manufacturing company; Robert Kennedy, vice-president of the Pacific Coast Elevator company, among the largest grain dealers on the Pacific coast; L. Gerlinger, president of the Columbia Valley Railway company, and associated with many projects seeking to develop the northwest; L. R. Fields, superintendent of the Southern Pacific company; R. B. Miller, general freight agent of the Harriman lines in Oregon; R. F. Prael, of Prael, Hegels & Co., extensive crockery dealers and importers.

Some idea of the devotion of this official board can be gained from the fact that they meet at a weekly luncheon to discuss matters of general interest to the club and the community.

No club has a more devoted president—President H. M. Cake can truthfully be called the father of the club.



Reading Room.

But for his constant attention it would not be the splendid body that it is, and the people of Portland and Oregon owe him a debt of gratitude for the energy, enterprise and self-devotion he has given to this extraordinarily active body. For several years the club has been active in the entertainment of distinguished men visiting Portland, cooperating in the entertainment of delegates to important conventions, and always with the determination of devoting its strength and power to the upbuilding and betterment of the city and state.

Two years ago, through the personal efforts of President Cake, assisted by the board of governors, a promotion, publicity and business department was inaugurated, and for this branch a large sum of money was subscribed, which is entirely independent of and additional to the regular dues and other finances of the club proper. Probably there has never been a more result-getting campaign of advertising carried out in the United States than the one under the

supervision of the splendid executive committee of the Portland Commercial club. This body of men represents the financial, commercial and industrial strength of Portland, and since the organization of the committee have devoted their time and money toward carrying to fruition any plan that was adopted.

The executive committee is made up as follows: Theodore B. Wilcox, chairman, is president of the Portland flouring mills (some 18 mills and numerous warehouses located at every point of importance in the Pacific northwest), and ex-president of the Trans-Mississippi Commercial congress, that organization so closely affiliated with the momentous questions affecting this section of the country; William M. Ladd, of Ladd & Tilton, bankers, probably the strongest financial institution in the northwest; A. L. Mills, president of the First National bank and speaker of the Oregon legislature; J. C. Ainsworth, president of the United States National



Portion of Parlor.

bank; Robert Livingstone, manager of the Oregon Mortgage company; L. Allen Lewis, president of Allen & Lewis, largest wholesale grocers in the northwest; I. N. Fleischner, of Fleischner, Mayer & Co., occupying similar position in wholesale dry goods; J. Frank Watson, president of the Merchants' National bank; Walter F. Burrell, president of the Burrell Investment company, with heavy real estate holdings in Washington and Oregon.

The fund of money raised to carry on the general publicity and promotion work was subscribed for the purpose of advertising Oregon and the Pacific northwest, and not to advertise Portland. This was the basis upon which the money was paid in and the idea adopted at the inception of the organization has been literally followed.

In securing the great conventions that met in Portland this year, this committee, representing the Commercial club and acting through its manager, Mr. Tom Richardson, had something to do in securing almost every convention that met here and was entirely responsible for a number of them.

In order to gain the co-operation of the general public in advertising and correspondence regarding Portland, Oregon and the Pacific northwest, citizens of Portland who had formerly resided in other states were asked to send in names of their friends at a distance and booklets, local newspapers and other printed matter were sent to these addresses accompanied by a postal card giving the name of the local citizen at whose request the matter had been forwarded. As a result many thousands of people in all portions of the United States became interested in Oregon and the Pacific northwest, not only through correspondence direct with the club, but through letters passing between the friends and acquaintances here and those at a distance. This plan has often been attempted, but has never before been rewarded with anything like success such as has been achieved here. The Portland Commercial club, neither on behalf of its board of governors nor its executive committee, claims any extraordinary credit for this great success. Portland and Oregon were giving a great exposition—the people were aroused to a high pitch of civic and state pride—everybody seemed not only willing but anxious to lend a hand in the great work—it is generally conceded

agents, the public libraries and the commercial and industrial bodies of the country. The active men of the passenger and immigration service of the railroads were supplied with many copies of Portland papers, with printed matter, with special correspondence, and it is universally conceded by active railroad men that this club has carried on a more extensive correspondence with the railroad officials of the United States than any other body in the United States, and it is a fact that many railroad men correspond constantly with the Portland Commercial club and with no other organization of its kind in this country.

Thousands of newspapers, printed matter and other literature were sent to the libraries of the country, while daily intercourse with the active and energetic commercial and industrial bodies of the country is a matter of every-day business.

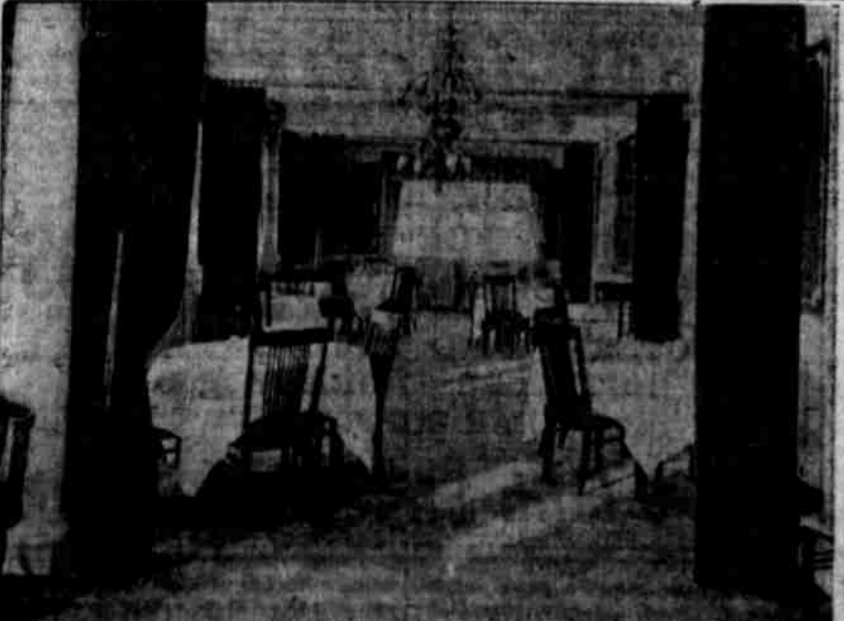
There are few great movements anywhere throughout the United States of a general public interest, excepting of course those having to do with partisan politics, in which the Commercial club has not a voice. The advertising and publicity secured in this way could not be bought for money and the organization feels that it has done a grand work and now that it has become well known and is accepted as the most thoroughly representative and intensely active organization in the Pacific northwest, its opportunities to do good in the future have been increased many fold.

This club takes great pleasure in acknowledging its obligations to the newspapers of this city and those throughout the state of Oregon, to railroad officials, to the state organizations composed of former residents of other states, and to innumerable individuals who have rendered valuable aid in spreading the story of the Oregon country throughout the union.

The Portland Commercial club has been especially active in promoting the various excursions of Portland business men, having for their object the cementing of the ties between the city and the great territory from which it draws its trade and to which it is indebted for its growth.

The wealthy men of Portland stand behind her with a liberality that is

(Continued on Following Page.)



Portion of Ladies' Dining Room.



Office and Main Entrance.



Section of Main Dining Room.