

CRY FOR BETTER CITIZENSHIP NOW BOOSTERS' MOTTO

Rotary, Ad Club and Progressive Business Men's Clubs Are Working Hard for Progress of Portland.

By Marshall N. Dana.

Select a large electric light bulb. Make sure it is attached and the current turned on. Break the glass and apply a finger tip to the projecting wire. The shock—if pleasant—gives exactly the same sensation as attendance at one of the weekly luncheon clubs. They are:

- Tuesday—Rotary club.
- Wednesday—Ad club.
- Thursday—Progressive Business Men's club.

No other city than Portland can boast anything like them. It might be a correct simile to say that every member is like a storage battery. Get them together around the long tables at Richards' grill and watch the sparks fly. Portland is bound to discover what the weekly meetings mean to the city. Unique, energetic, wholesome—fun mingling with serious, hard hitting facts.

Want Better Citizenship.

The cry is for better citizenship. The clubs are serving a productive mission, since its members study practically and definitely things necessary to the improvement of their business, of themselves and of the community. Then they proceed to practice what they learn. The "layout" of pictures shown looks like any other, but it isn't. It includes the photographs of the president and secretary of each club. There are other officers, of course, first, second and third vice presidents, treasurers and such necessary institutions as committees and chairmen. Includes their pictures with those of the members who hope to be officers, and the space left for the highly valuable text of this descriptive article would be grievously abbreviated.

The president and the secretary have most of the work to do; the secretary sends out the notices of the meetings and makes a weekly address on attendance. The president must always manufacture a live joke with which to introduce the chairman of the day who introduces the speaker of the day who introduces at least one live topic and one original joke.

Busy Rotary Club.

To the Rotary club belongs the distinction of finding the general meeting place. The Ad club met at the Oregon and the Portland hotels until it was located, and the Progressive Business Men met at the Seward hotel and the Commercial club until they likewise were attracted to the Alder and Park corner, where no street car or other traffic noise interferes with the free generation of wit and wisdom within.

President Dwight Edwards is the last to answer roll call. He mildly says, "Dependable coffee" and introduces the secretary, Oliver G. Walker, who, with less mildness but great urbanity, tells of the club progress as reflected in applications for membership, and the increasing number of movements for which indorsements are asked.

Some one asks about the roll call. That might as well be told now. Each member stands on his feet, tells his name and adds some highly humorous fact about his own personality.

Tell Right Names.

Lately a diversion has gained favor. Each man tells the name of his neighbor to the left, adding an alleged fact that frequently brings a laugh. To get to the Rotarians—

President Dwight Edwards announces that H. Clausen, the Rotary planner, or some one else is chairman of the day. The chairman then rises and modestly disclaims any credit for the masterful program about to be presented; then with brief laudatory words he introduces the speaker.

Each of the three luncheon clubs is different from the others. The Rotary club is widely different. Each club is a "booster lunch" but the Rotarians are confirmed roll rollers. Only one member from each class of business in the city is permitted, and he must be an officer, director, partner, or some sort of dignitary in connection with the business he represents.

Toas Business Here and There.

Then each member is frankly expected to "throw business" to the rest, and the rest are expected to "throw business" to him. Does this sound like a close corporation? It isn't. The results are satisfactory. Sometimes the speakers of the day tell in a highly entertaining way of their own business; frequently it is upon an issue of the day—during the campaign an effort was made to hear all the mayoral candidates. The club thus makes itself a force for good and for progress because it brings into harmoniously helpful relations all the city's business interests and an immensely valuable opportunity for cooperation is thus presented and utilized.

Ad Club Like Dynamo.

Dynamic is the word to apply to the Ad club. Recently the Ad men—they may be advertising writers, but they don't have to be to belong—had a debate. "Resolved, That the written word is more potent (or something to that effect) than the spoken word." But either the written or the spoken word, or both together, is inadequate to describe the Ad club. Cluster all those electrical smiles, make an arc light with the crank of the dynamo in plain view—description is still lacking.

Recently C. C. Chapman, who is a member as well as being promotion manager of the Commercial club, has been presiding in the absence of D. N. Moesssion, the president. Mr. Chapman is first vice president. Now Mr. Moesssion can come as near maintaining a semblance of order as anyone possibly could. But Mr. Chapman is not particular. Last week there were some very dignified dignitaries attending as visitors, H. Waters Johnston, the secretary, pleaded for order while he read the "clean-up day" communication from the Women's club.

No "Hot Air" Allowed.

"What do you wish to order?" queried Mr. Chapman crisply, ignoring the usual meaning of the word. Irrepressible is a better word than order when applied to the Ad club. One should, consequently, be in the presence of one active mind. Get 100 or more together and the sensation of intellectual snappiness is almost overpowering. Let someone try to put something over on the club in the way of

STORAGE BATTERIES MOTIVE POWER FOR THREE LINE ORGANIZATIONS



Top row (left to right)—David N. Moesssion, president Portland Ad club; Dwight Edwards, president Rotary club; Eugene Brookings, president Progressive Business Men's club. Lower row—H. W. Johnston, secretary Portland Ad club; Oliver G. Walker, secretary Rotary club; Henry M. Browning, secretary Progressive Business Men's club.

"hot air" or obvious persiflage. The good natured revolt of the club reaches a volume of sound that drowns the persiflage and cools the hot air.

Well, at last week's meeting the visitors including the executive committee of the Western Development league, began to look a little puzzled. Such a free and unhampered occasion was decidedly unique to the visitors. But bewilderment changed to admiration and applause when the club led by C. C. Chapman took up fake advertising by land sharks and denounced the whole practice with unreserved denunciation and good sense, although as advertising writers some of the best money could be obtained by skillfully written prospectuses of Oregon land, "for sale and not production," through which widows and wage earners lose all their little savings, and by means of which Oregon is getting a black eye in the east.

No Fancy Luncheon. The Ad club is like nothing so much as a tremendous current with a seething upwelling of foam-capped waves. A current like that generates electric power when harnessed.

Its weekly programs are the admiration compellers of all who get them. Bear in mind that it is a plain luncheon and escape confusion when you read that it is a circus, a vaudeville performance, a live wire show, and various other things—all true, figuratively. The Ad club has recently had presented before it some of the best expositions of scientific and successful advertising by its own members. It has taken up political and municipal righteousness. It has heard music and song. It is a drama of frivolous and that suddenly becomes hard sense and its roll calls are its best feature.

Business Men's Club.

The Progressive-Business Men's club is the Thursday club. That is the reason it comes third in description. Neither the Rotarians nor the Admen have a more sharply defined object. In its sessions the Progressive Business Men's club is most serious, too. But it is all its name signifies, progress. Witness that it has taken up for exhaustive study the commission plan of government. Its members believe that the commission plan will be the issue supreme in Portland during the coming six months or a year. It is not doubted that the commission plan will be ultimately adopted. The club wants to be in a position where its members will understand exactly what the plan is, and by what modifications it may be adapted to the Portland situation as salvation from misgovernment and misrepresentation.

This opportunity, too, is taken to say that next week, Thursday, 12:15 p. m., it will be a public auditorium program.

Dr. Benjamin Young, a public auditorium enthusiast, is to be the speaker.

All Kinds of Discussions.

It discusses education, elevation, development and improvement at other times. The Progressive Business Men's club draws its membership from all classes who like to come under the progressive banner. It is first of all an organization of the younger business men. Its president, Eugene Brookings, is a lawyer; its secretary, Henry M. Browning, is an ad man and is connected with the Chapman Advertising company. Its programs are thoroughly delightful. So are its roll calls. Albert Ehrigott, minister of the East Side Baptist church, who refuses to be "reverenced" and its first vice, president, A. E. Clark, are among the most active spirits of the organization.

The nature of the three luncheon clubs is to grow and they are doing it. They are the fusing of young blood, the energizing of maturing ambition, the power producers of definite purpose. As has been said, no other city can duplicate their unique aggressiveness. There are, of course, a good many other clubs in Portland, but these are distinctive by reason of their manner of meeting.

GERVAIS-MOUNT ANGEL ROAD ROW SETTLED

(Special Dispatch to The Journal.)

Gervais, Oregon, May 20.—The proposed county road between Gervais and Mt. Angel that has been held up for the past 60 days by LeRoy Esson, a property owner along said road, will be granted by the county court June 7. The difficulty arose when the road viewers and surveyors took a different course to what Esson had expected, cutting off a small corner of his farm, possibly between 15 and 20 acres. Mr. Esson at once started a damage suit, which has been the cause of the long delay. The trouble came to an end when Mr. Komp from Mt. Angel said he would take all the land out from the Esson farm at \$100 per acre. An agreement was reached at once and as soon as papers can be drawn and the land surveyed the complaint will be withdrawn from the county court and the road will be granted. Work then will at once begin on the new road, also the construction of a new bridge over the Pudding river.

Journal Want Ads bring results.

ILL FEELING CREATED IN BRITISH HOUSE

(United Press Leased Wire.)

London, May 20.—The fight in the house of commons over the bill to deprive the house of lords of its veto power has been the fiercest parliamentary engagement in English history. It has also developed some extraordinary things in the way of parliamentary procedure.

Theoretically the British national legislature, proudly referred to by Britons as the "mother of parliaments," is the very home of free speech and fair play for everybody. But in practice, so far at least as the "Lord's veto" contest is concerned, there has been very little free speech for anybody outside the majority coalition and no fair play at all for anybody.

The situation has, for one thing, been greatly complicated by the peculiar constitution of the house of commons. A Liberal cabinet is in power but on the floor of the house Conservatives outnumber the Liberals. To be exact, there are at present 273 Conservatives, 269 Liberals, 42 Laborites, and 34 Irish Nationalists. There are also two vacant seats, due to the unseating of a Liberal in an election contest and to the elevation of War Minister Haldane to the peerage.

The Laborite's policy has usually been to act with the Liberals and in the interest of Irish home rule, the Nationalists have supported the Liberal-Labor alliance. It stands to reason, however, that two such parties as the Laborites and the Irish, conscious of their power, would not give their support to the Liberals without exacting substantial guarantees in return. This is exactly what they did, and as most Labor and Irish projects are obnoxious to the Conservatives no end of ill-feeling has been created.

Enters Business in Portland.

(Special Dispatch to The Journal.)
Aberdeen, Wash., May 20.—A. Rupert, vice president and general manager of the West & Slade Grocery company, a wholesale jobbing house, has disposed of his interests and will conduct in Portland a merchandise broker's business. Mr. Rupert is also president of the Aberdeen chamber of commerce. He expects to move his family to Portland soon after June 1.

GETTING REPORT ON CONDITION OF PACIFIC HIGHWAY

Secretary Fretwell Has Written to Mayors of All Cities En Route to Furnish Facts of Interest to Motorists.

Following out the idea of securing all available information which will be of value to motorists making the trip over the Pacific highway this year, Frank M. Fretwell, secretary of the Pacific Highway association, has written the mayors of the principal towns on the Pacific highway concerning conditions of the road between their city and the next town.

In this way the highway association expects to be able to furnish very accurate information as to road conditions all along the route from Tia Juana, Mexico, to Vancouver, B. C. This action was deemed necessary because of numerous inquiries that are constantly coming either from people

who are making the trip or those contemplating starting out in the near future. From present indications there will be many more tourists traveling north and south in the Pacific highway this year than ever before, and, undoubtedly, each succeeding year will see the number increase in a very rapid manner.

In writing the officials of the various towns on the route they have been asked to suggest to their county authorities that effort be concentrated on the route of the Pacific highway in their respective communities, that it may be comfortably passable just as early as possible. There is no question but what this is of vital importance to the communities along the route of the international highway project, as every motorist making the trip will see more of the country, a dozen times more, than if he went through the same country on a railroad train. This point of view is appealing especially to southern Oregon towns as they realize the benefits to be derived by getting possible investors through the country who may be interested in fruit lands and other irrigation projects.

W. J. Roberts, the new highway commissioner of Washington, has already received many inquiries as to condition of Pacific highway for touring. These inquiries will be answered from information that Mr. Roberts has in his office concerning Washington roads, and outside of the state, Pacific highway officials will cooperate with him in furnishing details that he may want.

Chehalis Hard Surface Extended.

(Special Dispatch to The Journal.)
Chehalis, Wash., May 20.—The city council has passed ordinances for \$3100 more of hard surface paving, and will also call for bids for \$14,000 worth of plank for streets leading to the re-

note residence portions of the slip. Bids opened for about \$60,000 worth of hard surface paving showed but two bidders. The Morris Construction company of Seattle bid \$88,200 on asphalt and specified that 20,000 yards must be let or the bid would not stand. On some of the districts its bid was lower than that of the Warren Construction company, which bid on bitulithic and Warrenite. On the total, however, the latter company's offer was \$160 less than that for asphalt.

Motor trucks are gaining as good a foothold in Salem as they are in Portland. A Buick light delivery truck was placed in service there last week.

Do You Know

What "E-M-F Service" means, and that when you buy an E-M-F "30" or Flanders "20," you get not only a perfect automobile, but automobile service?

If you are not

Familiar with our system, you should investigate. Automobile service, such as is accorded the owner of every E-M-F or Flanders is impossible for you to secure in the purchase of any other car at any price, as it requires systematic organization, complete. In every branch from the factory to the user—and means that the success of your individual car is of as much importance to the factory as to yourself.

When you become

The owner of an E-M-F or Flanders you are immediately just as much a part of the E-M-F organization as if you held a block of stock in the company.

The success of

The great E-M-F Co. depends on the success of each individual car produced by it, and this is your insurance as an owner.

Telephone or write

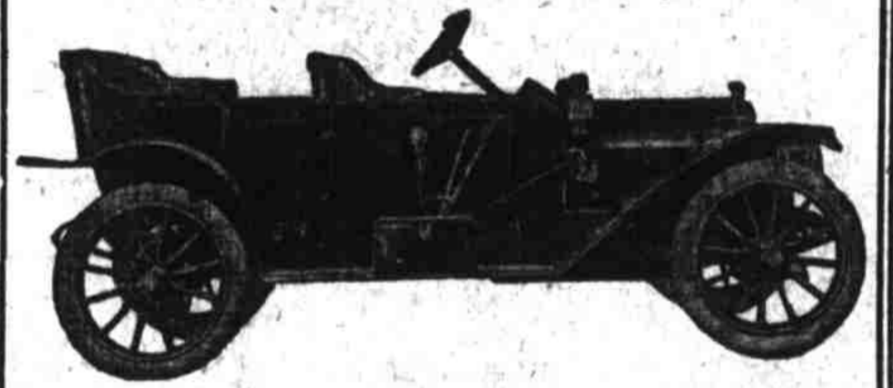
For one of our representatives to call on you and explain the real meaning of

"E-M-F Service"

Do It Now.
TELEPHONE MAIN 1853
L. H. Rose, Mgr.

The E-M-F Northwest Co.
CHAPMAN AND ALDER STS
Portland

Enjoy Your Summer In An



\$2100 f. o. b. Portland, Oregon

Fully equipped, for this neat and up-to-date Auburn car. The season of 1911 is now almost at its height. Buy now in order to enjoy all the pleasures to be derived from motoring in this glorious Northwest. Take the long drives along the cool and shady country roads, enjoy the scenery unsurpassed. The really only enjoyable way to spend the summer without a care or trouble—

Drive the Auburn

It always attracts attention. Sooner or later you will want our car. Take it now.

We Will Always Demonstrate for You

The Auburn Motor Car Co.
507 BURNSIDE

Built to Stand the Grind



Schacht 40 Horsepower, 120-inch Wheel Base, \$1900 Portland, Fully Equipped.

EVENTUALLY A SCHACHT 40 HORSEPOWER—WHY NOT NOW?

The same grade workmanship, material, etc., that you find in the highest-priced cars of today. YOU WILL BE DOUBLY IMPRESSED, TOO, when you try its individual features, such as: COMFORT, EASY RIDING, SMOOTHNESS IN OPERATION AND POWER.

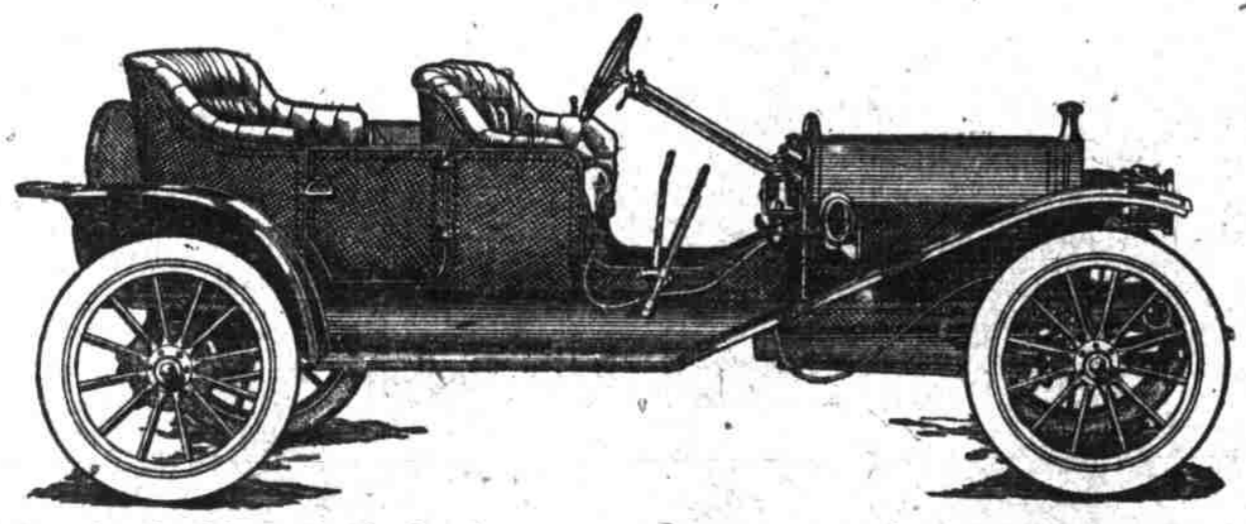
Careful comparison will reveal to you why it is needless to pay more than \$1900 for a 40-horsepower car to get: SOLID COMFORT IN AN AUTOMOBILE.

LET US DEMONSTRATE AND CONVINCING YOU. CALL MAIN 7093 OR A-7093

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FIFTH AND HOYT STREETS
We still have some choice territory open for agents. Write for proposition.

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110-inch wheel base shock-absorbers; complete equipment, including top, top cover, wind shield, five lamps and generator.....\$1075 f. o. b. Portland
Same with fore doors.....\$1100 f. o. b. Portland

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PORTLAND, OREGON
COUCH AND SEVENTH STREETS