

CALLS TWO CLASSES DANGEROUS TO GOOD OF THEIR COMMUNITY

Knocker and the Man Who, Thinking He Is Aiding, Is, in Fact Only Talking.

J. L. DUFFY GIVES VIEWS

Secretary of Ad Club Makes Report on Convention of Associated Ad Clubs of World; Adds Ideas.

"To my mind there are two classes of people who are dangerous to a community—the knocker and the man who is continually kidding himself along and thinking he is doing something, when in fact he is doing nothing but talk," said J. L. Duffy, secretary of the Portland Ad club, in connection with his report of the annual convention at Philadelphia of the Associated Ad Clubs of the World.

"A lot of us have been kidding ourselves along thinking that 'business will get better,' but doing nothing to make it better—waiting for the other fellow to do it. There are enough of the right kind of men in the Ad club to arouse our citizens to a realization of the urgent needs of our community, and to bring co-operation out of chaos. Farmers should be aided.

"We can start a movement to put our farm lands on such a basis that a man can farm the land and make a decent living off of it, and not have to pay all his profits in interest and taxes. There are enough of us to kill off the knockers and make the truthful booster again honored in the land.

"Let this and similar organizations set themselves to so mould public opinion that the men of wealth—especially he who made his 'pile' by what the single taxer calls 'the unearned increment of wealth, the rise in real estate values—who does not employ a good proportion of that wealth in enterprises that help in the upbuilding of the community shall become a parish and an outcast from the society of real men who have red blood in their necks and are not afraid to stand up and say what they think. Club Has Duty to Perform.

"The Ad club has a distinctive duty to perform. In addition to the fostering of the movement for truth in adver-

FRATERNAL WEDDING HELD



Mr. and Mrs. Edward C. Copple.

The Knights and Ladies of Security of Portland attended the fraternal wedding given by Kirkpatrick council Friday night, in Moose hall, and crowded it to the doors. Edward C. Copple, driver of Engine No. 8, of the Portland fire department, and Ruth Evelyn Dickinson, one of the members of the degree staff of Kirkpatrick council, were married. The ceremony was performed by Judge W. N. Gatens. Mac-

Donald, and that is to advertise our state,—to hold old markets and create new ones; to advertise for national products; to advertise our factory products, and help to create a demand for our goods. We can do it.

"We have already made a splendid start in the matter of our scenic attractions. The Berger-Jones pictures sent east under our auspices have had a tremendous advertising value. They have made known to eastern people our great Columbia river highway and have drawn thousands of tourists to our state.

"One day, while in New York I picked up the Evening Sun and this is

A. Smith was best man, and Miss May Hart, chief bridesmaid, with four little girls assisting. Mervyn and Elizabeth Brown and Harriet and Evelyn Dickinson. Lafayette M. Thomas, state manager of the K. and L. of S., gave the bride away.

Before the wedding ceremony the lodge received 25 applications and initiated a class of nine. After the ceremonies refreshments were served and many presents were given to the bride.

what I read in a headline on their editorial pages: "Portland Shames New York." The article went on to state how Multnomah county, Oregon, in which Portland is located, is worthy of emulation by New York county and city in making their Riverside drive improvement.

"Multnomah county has just opened to the public a great boulevard 4 1/2 miles long and paved like a city street through the Columbia river gorge in the Cascade mountains," it went on. "Portland and Multnomah county have spared no expense to take advantage of every scenic opportunity offered by one of the most magnificent combinations of mountains, canyon and river to be found anywhere in the world. They have built the flying buttresses to carry automobiles around sheer cliffs and have pierced mountains through with cloistered tunnels that no bit of nature's masterpiece may be lost to vision."

"The time for talking and waiting for some one else to start things is past. The time for doing is here right now. If we are ever going to make anything of our city and state. Let's peel our coats right now and get busy. Let's give freely of our thought, time and efforts and, with the Ad club as a medium, all pull together for the upbuilding of our community.

"The convention was an inspiration. It was a liberal education in business practices and methods, an enjoyable and helpful meeting with some of the really big men of our day; men who are moulding public opinion and doing things. There were things said and done and movements carried forward at that convention that will leave their imprint on the future history of our land. Those of us in attendance could not help but feel that that association of advertising men, working harmoniously together, could exert more influence than any other group of men in the country today.

"Business men everywhere are realizing the fact that it is only the truthful advertising that can build a permanent success. The day is fast approaching when the newspaper, magazine, billboard, or street car cards that carry ads of fake fire and bankrupt sales, of medicines that will cure cancer or consumption in 10 days, of get-rich-quick stock and mining schemes, or indecent or suggestive movie ads will carry nothing else. The honest merchant will refuse to have his ad in such a paper.

German Army Officer Compliments English

With the British Armies in France. (Via London), Aug. 5.—(I. N. S.)—A German army officer who brought reinforcements from Verdun to the British front and is now a prisoner, said: "Your artillery is better than any that I have seen before, even at Verdun, and worse than anything I had suffered."

All German officers are surprised that an army of amateurs, as they call the British, should produce such scientific artillery work as they show a time. They also pay tribute to the daring of the field gunners.

"They came up," said one speaking of the Mametz wood attack, "like knights in a Roman circus at full gallop. Many of their horses were killed but the men, reckless of danger, placed batteries in the open as though in the maneuver. The field observing officers are audacious almost to the point of foolhardiness. Before the ground of attack is cleared of Germans they walk calmly, sit down on the crest of a knoll commanding the field of observation and send back messages to a battery a mile or so behind.

Aged War Veteran Haled Into Court First Time in Life

For the first time in his life, and probably the last time, Neal Campbell, 77 years old, a Civil war veteran, was haled into court yesterday. He had to answer a charge of selling tobacco to a minor and was found guilty. A fine of \$15 drove him into convulsions of tears. "I buried my wife June 5," he said, "and I have but \$5 between me and the poor house. I have a little store out in Lents with a few dollars in the money till. That is all. The stock you could take away in a wheelbarrow." The despair of the old man reached Judge Langruth. The sentence was remitted. Campbell's store is at Ninety-ninth street and Fifty-seventh avenue. He was accused of selling cigarette tobacco to a 13 year old boy.

CAPTAIN HELME SAYS OREGON BOYS HAVE NO CAUSE TO COMPLAIN

Food Plentiful, of Best and Cooked by Best Cooks in the Country.

COMPANIONSHIP MISSED

Advises That Money Being Raised for Mess Fund Be Used for Families, as It Is Not Needed There.

Calexico, Cal., July 30.—To the Mothers, Wives, Sisters and Friends of the boys of Battery A. I have wanted to write a letter telling you how the boys of Battery A are getting along, and have decided that an open letter to The Journal would be the best way to reach all of you.

Now, after our first month of military service, the boys of Battery A, I believe, have made as good a record as any military organization in the service. We were the first battery of field artillery mustered into the U. S. service since the outbreak of the war. The first military organization to reach the border, and, despite the heat, we are having less sickness than any organization of any strength that I know of. Since we left Portland there has not been a single case of drunkenness, there has been no one in the guardhouse, and we have received nothing but praise from the regular army officers about us.

You would hardly know the delicate, pale-face boys that reported to the armory on June 15, for now they are all tan, straight and stout, and believe that the military training that they are receiving is doing them more good than anything else in the world; and it was just what they needed.

I am sorry to note that a very few of the boys have written home, complaining of the food that they are receiving, and I am sure that no one could ask for more or better food than we are getting right now. We have three of the best cooks there are in the country with us, and they are so much of experts in their line that the regular army is sending men down here to learn from them. One of our men has been detailed as instructor for the regular army bakery; so you will see that they are competent in every way to handle the regular army ration. The following is the menu for today: Breakfast—Eggs, oranges, breakfast food, bread and butter, with coffee or tea. Dinner—Roast beef, mashed potatoes and brown gravy, cakes, ice cream and lemonade. Supper—Clam chowder, sliced tomatoes, cold slaw, apple pie and iced tea.

Now, can you see by that that the men are not suffering for the want of something to eat; in fact, I think sometimes some of them eat too much. The government at the present time is furnishing us with 250 pounds of ice a day, and through the generosity of Mr. Holman and the people of Calexico we are buying about 450 pounds of ice more a day, which gives the men an ample supply of cool drinking water.

Use Funds for Families. I see by the papers that the friends of Battery A are planning to give a card party or some other entertainment to raise funds for the battery, to be applied to our mess fund. I don't think this is necessary at all, and I believe it would be a great deal better if any such funds would be given to the families of those left behind.

We have with us Dr. Birney, of Portland, who is looking after the boys as far as their health is concerned. He inspects their tents, their clothes and their bodies every day, and I am sure there is no one in civil life that gets the care that these boys do. The one thing that I think they miss more than anything else is the companionship of women, and I am sure that is more the cause of any complaints than anything else; and I believe that, if they had their friends from Portland here they would all be satisfied and contented. From this end of the line it looks as if it won't be long until the militia is ordered to move out of here, and I am sure that when that time comes that I will bring the boys back to Portland in a great deal better condition than when they left.

C. W. HELME, Captain Oregon Field Artillery, Commanding Battery A.

Recruiting Stops In Washington

Orders From Washington to Adjutant General Thompson Cause Wonderment or Part of National Guardsmen.

Seattle, Wash., Aug. 5.—(P. N. S.)—National Guard officers in the state of Washington are wondering today why the federal government had suddenly issued an order not to continue recruiting longer for new militia companies.

Companies of militiamen are being formed over the entire state. Adjutant General Maurice Thompson received instructions from the war department to cease recruiting. The order was dated July 26.

In Seattle an engineer company and Battery A are affected. At Spokane an engineer company and three field artillery batteries at Tacoma and Walla Walla, three batteries of field artillery, at Ellensburg a troop of cavalry and an ambulance corps.

Acting Adjutant General W. W. Wilson of Oregon says that no orders to cease recruiting have been received in this state.

New Krupp Plant to Be of Enormous Size

Work on Great Gun and Ammunition Factory in Southern Germany Is Progressing Rapidly.

Munich, Aug. 5.—(I. N. S.)—The new plant of the Krupp company near Schwabing, a northern suburb of Munich, will be the largest industrial establishment of southern Germany. The company has bought over three hundred acres of ground in the village of Freimann, two miles from Schwabing, adjoining the Maffel Locomotive Works.

The work on the enormous new gun and ammunition factory is progressing rapidly. Some of the buildings are already completed and it is expected that the plant, which will employ between 25,000 and 30,000 men and women, will be partly in operation by October.

This Feline Must Have Used Several Of Its Nine Lives

Rejected, kidnapped, chloroformed, buried, disinterred, revived, accepted, given back home and mother—this is the story of a much experienced three-weeks-old gray kitten belonging to Eddie Stevens, Seventeenth and Harney streets, Vancouver. When Eddie's pet mother cat gave birth to this little gray babe, Eddie was promptly instructed to dispose of the new comer. A chum told him that the most merciful way to kill a kitten was to give it chloroform. Under the house vent Eddie and slipped the kitten away. The chloroform was administered, and the kitten buried. But grief overcame Eddie and he dug the kitten up. A restorative brought it to life. The kitten was restored to its mother with a promise of uninterrupted life in the future so far as Eddie is concerned.

ILLINOIS GOOD ROADS ENTHUSIAST LEARNS A LESSON IN ROADS

Chicago Banker Will Return Home With Inspiration for New Campaign.

LAUDS PORTLAND ENERGY

Says Farmers of Illinois Are Beginning to Learn Value of Hard Surface Roads to Communities.

It is with new inspiration for carrying forward the good roads campaign in Illinois that William G. Edens of Chicago will return to his home when the Knights of Pythias supreme lodge sessions are over. His trip over the Columbia river highway on Wednesday

convinced him anew of the courage of the western people in undertaking such a stupendous task and linking river and forest and mountain into one comprehensive scenic boulevard. Mr. Edens is chairman of the good roads committee of the Chicago Association of Commerce and it was largely through his influence that a \$1,000,000 bond issue was carried through for permanent highways in Cook county. For that reason he extended his Wednesday trip to Hood River and studied the character of the road work all the way. He went up the Hood River valley for some distance over the proposed road around Mount Hood.

His Story to Tell. "Now I shall have something new to tell the road workers of the middle west," said Mr. Edens yesterday. "I shall tell them of the boundless energy of the people of Portland in building a great highway to bring the most wonderful scenery of the northwest into such close touch with such a wonderful city.

"It is hard to convince the farmers of Illinois that permanent road improvement benefits anyone except the dealer in hard surfacing material and the railroads who profit from the freight haul. It was not, in fact, until the farmers began getting automobiles of their own and especially until the truck farmers began seeing their competitors using motor wagons, that

the idea sifted in that the original mud road could be improved upon. Now we are making some progress. Farmers Had Autos. "The most encouraging thing was when we sent a special train to help dedicate a new highway in central Illinois, 15 miles from the county seat, when we saw fully 500 automobiles filled with enthusiastic people.

"The new Dixie highway is a great thing and has the same sentiment as the Columbia river highway. The keynote was sounded when J. M. Dickinson, former secretary of war in the Taft cabinet and now receiver of the Rock Island, declared to a party of southerners who had traveled from Florida over the highway that if such a road had been in existence prior to 1861, there would have been no Civil war."

Mr. Edens is supreme representative from Illinois and was in charge of the official train bearing the supreme officers of the lodge and temple. It was in Portland once before back in the eighties when he was traveling organizer for the brakemen's brotherhood. He later became a banker and is now engaged in that business.

Great Money-Saving Bargains at Our Clearance Sale



An excellent fitter, in all colors, of the softest glove kid skin.

\$5.00—Reduced to \$3.85



Tailored in white kid, also comes in the various colors and leathers so popular this season.

\$5.50—Reduced to \$3.85



"The Sign of Your Satisfaction"



\$6.00—Reduced to \$4.85

Comes in six colors and in all leathers. Soft turn soles. LXV heels



Here five especially recommended bargains, which are but examples of the many excellent values offered at these reduced prices



White Nubuck, in two different original designs.

\$7.00—Reduced to \$4.85



White Nubuck, in three styles, with welt soles and leather LXV heels.

\$6.00—Reduced to \$3.85

Thousands of people who are wearing shoes purchased at our sale are pleased because they know the worth of our bargains

Sole Agent of Nettleton Shoes

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Largest Retailer of Shoes West of Chicago

380 Washington Street
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BEGINNING TODAY

Talk About Your DOUBLE BILLS!

Well, Here's the Biggest Knockout Ever Presented to Portland Fans—Think of It!

WILLIAM FARNUM

in the

END OF THE TRAIL

A Soul - Stirring Story of the Rugged North—A Realistic Fight—Dog Teams—And Perilous Snow Scenes

ALSO

CHARLIE CHAPLIN

In the Funniest Film He Has Ever Made

"ONE A. M."

Can you imagine what funny things Charlie does when he comes home in his glad rags with a lovely jag at ONE A. M.?

Regular Prices Pathe News