

SPOTLIGHT

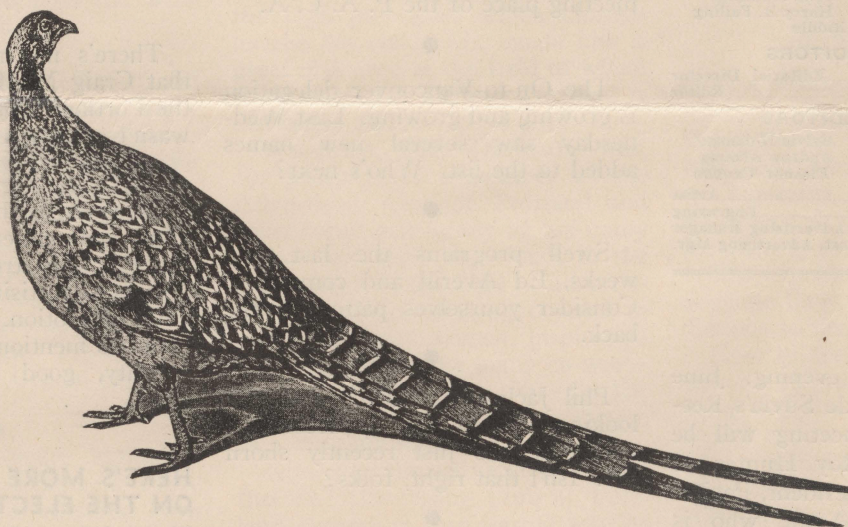
THE OFFICIAL PUBLICATION OF THE ADVERTISING CLUB OF PORTLAND

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OUTDOOR LIFE in the Great NORTHWEST by WILLIAM L. FINLEY

Noted Oregon Naturalist, Author and Lecturer

This promises to be one of the outstanding programs of the year. Mr. Finley will lecture and exhibit two reels of remarkable moving pictures of wild life in Oregon.

These pictures show wild animal life in its natural habitat, and were made possible only by reason of the unexcelled skill and patience of Mr. Finley and his assistants.

This story has thrilled hundreds of audiences throughout Eastern cities.

THE ROSE FESTIVAL

Our own Josephine Forney and Eddie Smith—either in person or by proxy—will give us the very latest on Portland's greatest advertising asset.

ANOTHER SCREEN CELEBRITY

We have another big surprise in the person of an important luminary of the stage or screen. Who is it? That's for you to find out at Wednesday's luncheon. But we assure you it will be worth your while for this part of the program alone.

SPOTLIGHT

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ROY HUNTER TO VISIT PORTLAND

ON FRIDAY evening, June 10, at 6:00 p. m. at de Silvia's Restaurant a dinner meeting will be held in honor of Roy Hunter of Vancouver, B. C., President, Pacific Advertising Clubs Assn., who is contacting all advertising clubs up and down the coast in the interest of the P. A. C. A. convention which is to be held in Vancouver July 5, 6, 7 and 8.

The Boards of Directors and the On-To-Vancouver convention committees of the Women's Advertising Club and the Advertising Club of Portland will be present and any member who is desirous of hearing Mr. Hunter's message is invited to attend this meeting. Reservations must be made in advance — cost per plate \$1.00. Telephone AT 8885 if you will be present.

Mr. Hunter will address the Salem Advertising Club Friday noon, June 10, and we are invited to join with them for this meeting. Mr. Robinson, Vice President of P. A. C. A., is very anxious to have as large a representation from the Portland club as possible.

Let's all declare a half holiday, Friday, June 10, and journey to Salem for this meeting.

THIS AND THAT

By ANNE KEIL ROBINSON

The caucus of clubs in this district, presided over by H. B. Robinson, vice-president of the P. A. C. A., will be held next Wednesday afternoon at 2:00 p. m. in the Benson Hotel immediately following the regular meeting. At this time representatives of the various clubs will be on hand and consideration will be given to suggestions or recommendations for next year's president, vice-president for this district, secretary-treasurer and the next meeting place of the P. A. C. A.

The On-to-Vancouver delegation is growing and growing. Last Wednesday saw several new names added to the list. Who's next?

Swell programs the last two weeks, Ed Averill and committee. Consider yourselves patted on the back.

Phil Jackson is much handsomer looking without that lip decoration which he has just recently shorn off. Isn't that right, folks?

What's become of Marshall N. Dana? Have you transferred your affections, Marsh? R. S. V. P.

Jack Luhn says he caught a fish the other day as long as one of Tommy Luke's drives on the golf course—so he threw it back.

Chief Jenkins is getting rested up between times so he will be in perfect condition to entertain the International Chief of Police convention which is scheduled for this month.

And speaking of conventions, Fred Spoeri is in charge of "housing" for the American Legion gang that's due here in September. Ah me, play that little assignment over on your piano and then laff if you can.

George Bernard Shaw says American women lack sex appeal. George is now going on 85. (Don't

blame us for this. We got it out of Paul Hosmer's "Pine Echoes.")

Have you been out to A. B. Lambert's beautiful gardens yet? If not, you've missed a wonderful thrill. They are at their best right now, and not only soothe you with their beauty, but they bring peace to the soul.

A Texas man of 98 says honey kept him alive. On the other hand, we know a guy who was killed by one.

There's no truth in the rumor that Craig McMicken went around the Portland Golf Course in 76. He wasn't even born then.

Congratulations, Ted Gamble, on your appointment as manager of the Fox Theatres. Every member of the Advertising Club rejoices in your promotion. Ted is a live one—not to mention his delightful personality, good looks and snappy ideas.

HERE'S MORE DOPE ON THE ELECTION Elected for a Period of Two Years

Due to a revision in our constitution and by-laws which allows for a staggered board of directors, the following directors will serve on the board for a period of two years:

Mrs. Joe Sandvall, A. W. Gust and Walter H. Brown.

This was determined by the highest number of votes received.

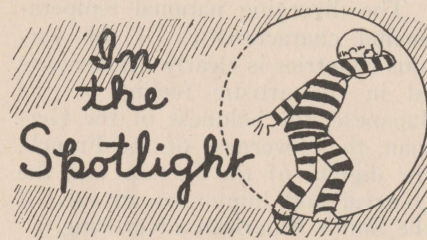
Tied for 11th Place

Due to a tie between Wm. Norvell and E. G. Miller for 11th place for director of the Advertising Club, the present board elected both men to serve as a director during the next administration.

LETTER OF THANKS

"Dear Mrs. Miller: I appreciate very much your letter of the 26th instant and the sympathetic resolution adopted by the Advertising Club.

Very truly yours,
(Signed) FRANKLIN T. GRIFFITH."



By JOSEPHINE H. FORNEY

It was American Legion Day all right last Wednesday and, speaking of parades, it would have taken no small amount of time for all the A. L. there present to pass the well-known "given point."

The inimitable "Vic" Brown did his stuff with the old wim, wigor and witality. When more personality is put into songs Vic will be doing it. His pretty red-headed wife accompanied him.

Eddie Boatright, commander of the Largest-American-Legion-Post in all the world gave us a lesson in Americanism by the "repeat-after-me" method. The Legion preamble was the text used.

It was also "Theatre Manager" day—with Ted Gamble and Floyd Maxwell in the featured roles. Now why doesn't someone on the membership committee go out and get Joe Cooper of R. K. O. "A word to the wise, etc."

That fresh little Anne Keil Robinson wise-cracked in her last week's convention "blurb" re. this columniator's possible attendance at the Vancouver convention, and suggested chaperones, etcetera. When the roll is called up yonder in B. C. I shouldn't wonder if I'd be present (and I submit that I'm one of the most popular and successful chaperones that ever came out of New England. In fact, that's one role that I play excellently and to date I've never had a complaint.)

Advertising Club members should be consulting Allan Rinehart immediately if not sooner as to Festival Membership Buttons. It will be a disgrace to be caught after June 10 without the little pink badge of civic virtue.

Charles Devlin has started his annual questioning campaign regard-

ing the Queen candidates. He is not exactly up to schedule for not long ago he was seen doing the Beau Brummel role with one of the princesses of the 1928 Rose Festival.

MEMORIAL RESOLUTION

WHEREAS, there has been removed from the life of this community a sterling character in the field of advertising, and

WHEREAS, death called Mr. Joseph A. Davidson at a time when the richness of his experience and the high principles which characterized his entire life, made him a great influence in the field to which the Advertising Club of Portland is dedicated, and

WHEREAS, Mr. Davidson was, for many years a member of the Advertising Club of Portland and contributed generously of his many talents and wide experience to the club's work in the field of advertising, giving encouraging counsel to young men and women, inspiration and guidance to his many co-workers and standing at all times for the very finest principles of advertising as a business science,

NOW THEREFORE BE IT RESOLVED that the Advertising Club of Portland express in this formal way its deepest regret of his sudden passing to his reward, and

BE IT FURTHER RESOLVED, that the Advertising Club of Portland make this public indenture to record a loss which the field of advertising will deeply feel, and

BE IT STILL FURTHER RESOLVED that this resolution of recognition and sympathy be spread upon the minutes of this club, and a copy of it be delivered to the members of his immediate family that they may know the high esteem in which this

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311 PINE STREET

worthy member of the Advertising Club of Portland was held by his co-workers and associates.

Unanimously adopted at the regular meeting of the Advertising Club of Portland, Wednesday, May 25, 1932.



By ANDY ALKEMA

New downtown newspaper says, "Better Times Now Due Here." We made the same prediction two years ago, which goes to show that we (meaning this column) are always way ahead of anybody else in forecasting the news.

The trouble is that it takes so doggone long for some of our predictions to materialize.

How to feel prosperous: Throw out that old razor blade you've been using for the past several months. Insert a new blade in your razor. Shave without cutting yourself (if you can). If you get through that without a scratch, you'll feel anything is possible—even the return of prosperity.

"Her Hero" reads the caption on the new Bull Durham billboards. It must be true then that cows have the same reactions as the feminine readers of movie magazines.

I wonder why some cigarette advertiser doesn't conceive the idea of showing a beautiful Southern maiden, clad in a dainty gingham frock, gently cultivating a tobacco plant with a sprinkling can. Perhaps their high standards of truth in advertising would prohibit such an ad. Oh yeah!

JUGGLED AD-JARGON

"Personally, I prefer to get out the good old jimmy pipe and fill it with some good old B. O." "Was it P. A. that made his friends shun him?"

Minnie the Moocher says she knows all about athlete's foot. She danced with a football star last night.

Curtain! Whzzzzzt! Boom! Coo-coo! Coo-coo!