

Portland Is Rated Seventh.

The Portland association now ranks seventh in North America. It has 4320 seventh in North America. It has 4320 members on its roll. With the addi-Monal 1000 it would leap to fourth place in associational rating. Following are the Young Men's Christian Associations as they rank in the United States and Canada: Boston 6487, New York, West Side, 6120, Los Angeles 6033, Detroit 6039, Philadelphia 5221, Chicago 5017, Fortland 4320, Seattle 4285. The members of the campaign strategy board are: E L. Thompson, Hartman & Thompson, general com-manding; J. D. Goodell, Northwest In-dustrial Young Men's Christian Asso-ciation secretary, general coach: H. W.

dustrial foung men's Christian Asso-ciation secretary, general coach: H. W. Stone, general secretary and advisor. The colonels in command of the divi-

sions are: W. M. Umbdenstock, I. C. Cunningham, R. D. Carpenter, E. B. MacNaughton. At the same time that the men are

conducting their canvass, 200 boys will be scouring the city for more mem-bers of that department. The youngsters

bers of that department. The youngsters also have divided into teams. The rules on which the scoring of points will be figured are: Two hundred points for each mem-

or renewal. te hundred points for each dollar renewal paid in.

PERSONAL MENTION.

L. J. Hart. of Aurora, is at the Per-kins. J. Joseph, of Hoquiam, is at the Per-kins. M. S. Johnson and Sam Hodges, of Gold Hill, are both at the Multnomah.

W. H. Hornbrook, of Albany, re-cently appointed United States Minis-ter to Siam, is at the Portland. trademark, a name that has been placed before the public in such a way that everyone knows the article and knows

that it stands for superiority in that Mrs. Phil Metschan, Sr., left last night for Grants Fass, where she will particular article, was one of the values of skillful advertising on which Mr. Berg laid great stress. The success of visit her daughter, Mrs. Kenneth Neil. Max Pudlish, Pacific Coast reprelarge companies who had put their wares on the market was given as an illustration of consistent advertising. Max Pudlish, Pacific Coast repro-sentative of a German wholesale fish concern, is registered from Astoria, where he keeps an office while buying fish for his German employer.

Contractors who have bid on the Interstate bridge are filling the hotels while waiting for Tuesday, when the bids will be opened and the contracts awarded. Many Eastern and Middle Western cities are interested.

CHICAGO, Feb. 20.- (Special.)-W. J. Mason, of Portland, Or., is registered at the Aditorium Hotel.

Mr. Berg said: "Farmers have growing needs to be supplied and they have money to spend, yet they can neither supply their needs or spend their money at home. For a manufacturer to send salesmen to call uses the formers would be slow and PLOT IS CHARGED IN SUIT Auto Company Asks \$95.980 for Loss of Agency for Maxwell.

Conspiracy to take the Maxwell au-Conspiracy to take the anxwell ad-tomobile agency away from them is alleged by the Pacific Motors Company in a suit flied in County Clerk Cof-fey's offices yesterday against the Maxwell Motor Sales Corporation, T. J. Toner, W. H. Beidler, H. C. Skinner rand the H. C. Skinner Company. The completion tasks total damages of

"Annually millions of dollars' worth of labor-saving machinery are sold through the medium of the press." In pointing how valuable is advertising to the man of the rural districts, through the columns of his weekly and his metropolitan daily, plus the pages of periodicals and current magazines.

All-Steel Coaches Ordered to Meet New Liner Service.

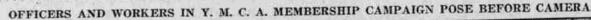
theodole's work in gramatization has in-terested a large number of people, and the plays presented by his students last year were well received. "Rosa-lind," a one-act comedy, by James M. Barrie, will be given as a curtain lifter.

pressed a while head to do any any of work. "There certainly are hundreds of peo-ple in Portland who would be willing to help these deserving men." said Mayor Albee yesterday. "Give them a day's work spading up vacant lots or clean-ing up vacant property, cutting wood or doing any kind of work." Mrs. Josephine Sharp, of the Alberta Woman's Improvement Club, was at the meeting and after adjournment took the names of the men who are desirous of moving into tents on vacant prop-erty, where they can raise gardens and will not have to pay rent. About 50 of the men signed their names to the peor spend their money at home. For a manufacturer to send salesmen to call upon the farmers would be slow and hexpensive, but the press brings the manufacturers' messages to millions of farmers and the mails take the orders to the factory, where the supply and demand is co-ordinated to the advan-to the consume." The man," he said, "seeking the economic justification of advertising the success of those who do advertise, and in so doing compare the price and quality of the undvertised, and in so doing compare the price and quality of the undvertised inaugurated so the new steamship service is in-tity of the advertising campaigns fail because the promoters are penny wise and pound foolish. A man driving an automobile does not economize on gas-

ster's office.

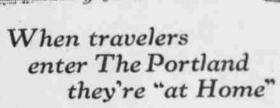
of work.

ster's office. The men present yesterday were not of the Independent Workers of the World ilk. Many of them are tax-payers and practically all are perma-nent residents of the city. They ex-pressed a willingness to do any kind of work

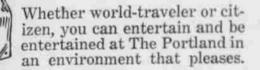




GROUP OF YOUNG MEN IN CONTEST CAUGHT BY PHOTOGRAPHER BEFORE ASSOCIATION BUILDING AFTER LUNCHEON RALLY. ****************



The greeting here is one that is in keeping with the best traditions of this great hotel-kindly, refined, hospitable.



Every choice viand may be served to you in dining-room or grill. The Portland's cuisine is of the highest excellence. Charges are moderate.

A fine orchestra furnishes music for our guests and for visitors

Geo. C. Ober. Manager



Grand Concert-Sunday-in Lobby 8:30 Until 10

> Important-Look for Announcement of Event Extraordinary, This Hotel, Tomorrow's Papers

