

AD MEN GIVEN HONORARY CITIZENSHIP AS THEY REACH CITY

Hearty Welcome Extended to Delegates to Big Convention.

FIRST MEETING IS TODAY

Sessions Here to Be Replete With Novel and Interesting Entertaining Features.

"Welcome to our city!" This time-honored greeting, ringing with warm cordiality and backed by substantial evidence of thoughtful hospitality on all sides, is being extended by several hundred happy Portland ad men and their wives to visiting delegations of men and women who began arriving last night from all the leading cities of the Pacific coast, to attend the thirteenth annual convention of the Pacific Coast Advertising Men's association which opens its four-day session here today.

By rail and steamship, by automobile caravan and even by airplane the delegates and visitors are advancing upon the city, and by noon today, it is expected, the greater number of the delegations will have arrived. California ad men and their wives are coming from as far south as San Diego and Los Angeles, with representatives from Fresno, Stockton, Sacramento, Chico, San Francisco, Modesto, Oakland and San Jose. A few of these will come by automobile, the others by rail and steamer.

Antes Come From North.
An automobile caravan, with upward of 20 cars in line and joined by several machines from Vancouver and Victoria, B. C., started from Seattle at an early hour this morning, picking up additional cars en route from Tacoma, Bellingham, Aberdeen, Chehalis, Ellensburg and other points. This caravan is due early this afternoon. Another caravan, starting from Spokane and bringing delegations from Eastern Washington and Idaho, left Spokane Friday and is due about 11 o'clock this morning at the Automobile club, 18 miles east of Portland. At this point the visitors will be met by a reception committee and served with a chowder and sandwich luncheon while a big force of men is busy outside washing up the dusty cars, so that the caravan machines may be decked with their home-city pennants and groomed for their entrance into Portland in time to attend the big opening session of the convention at 3 o'clock this afternoon. More than 100 cars are lined up in this caravan.

A third caravan of more than 50 cars, bringing Eastern Oregon delegations, organized by the Union County Ad club and starting from La Grande yesterday, will arrive before noon today. Last night's trains brought many individual delegates and visitors and more will arrive by rail this morning.

First Meet Is Today.
The first foregathering and big get-together meeting of the visitors and local ad men will be at the Auditorium this afternoon, and the general public is cordially invited to participate in the welcoming session and hear the famous address of Mayor Ole Hanson of Seattle on "Americanism" and other features of the programme, both afternoon and evening.

This afternoon's programme will include, besides Mayor Hanson's speech, addresses by F. W. Kellogg, vice-president of the Associated Advertising Men of the World, and the general public is cordially invited to participate in the welcoming session and hear the famous address of Mayor Ole Hanson of Seattle on "Americanism" and other features of the programme, both afternoon and evening.

The evening programme, beginning at 8 P. M. will include an address on "Human Reconstruction" by Rev. William Trufant, pastor of the First Presbyterian church of Stockton, Cal., president of the National Advertising organization will preside, and features of the musical programme will be vocal numbers by the St. Louis quartet, and Miss Marguerite Carney, selections by the Union County (Or.) and Stockton (Cal.) quartets, and community singing led by Walter Peterson.

The general public will be admitted to both these sessions, and the upper galleries having been thrown open by the convention committee to accommodate high school pupils and all others who wish to hear the addresses on reconstruction topics by men who are equipped to handle these subjects in a broad, comprehensive and effective way from first-hand knowledge.

Tomorrow morning the regular business sessions of the convention will begin at the Auditorium, which will be the official center of all convention activities. As many of the delegations as could secure accommodations at the Auditorium hotel will be quartered there, and all the big general sessions and departmental meetings will be held in the hotel. Official headquarters, with 20 busy local committees at work on convention arrangements and preparations, were established just off the main lobby in the Northeastern corner of the hotel a week ago. Several of the luncheons on the big entertainment programme, the convention banquet and ball, and other social features will also be given at the hotel and as a courtesy to the visiting ad men and their wives Wednesday's big "Animated Trade-mark Review," in which the Ad Men will participate, has been routed so that it will pass the hotel by the Rose Festival management. Many of the delegates will remain in Portland for the entire period of the Rose Festival.

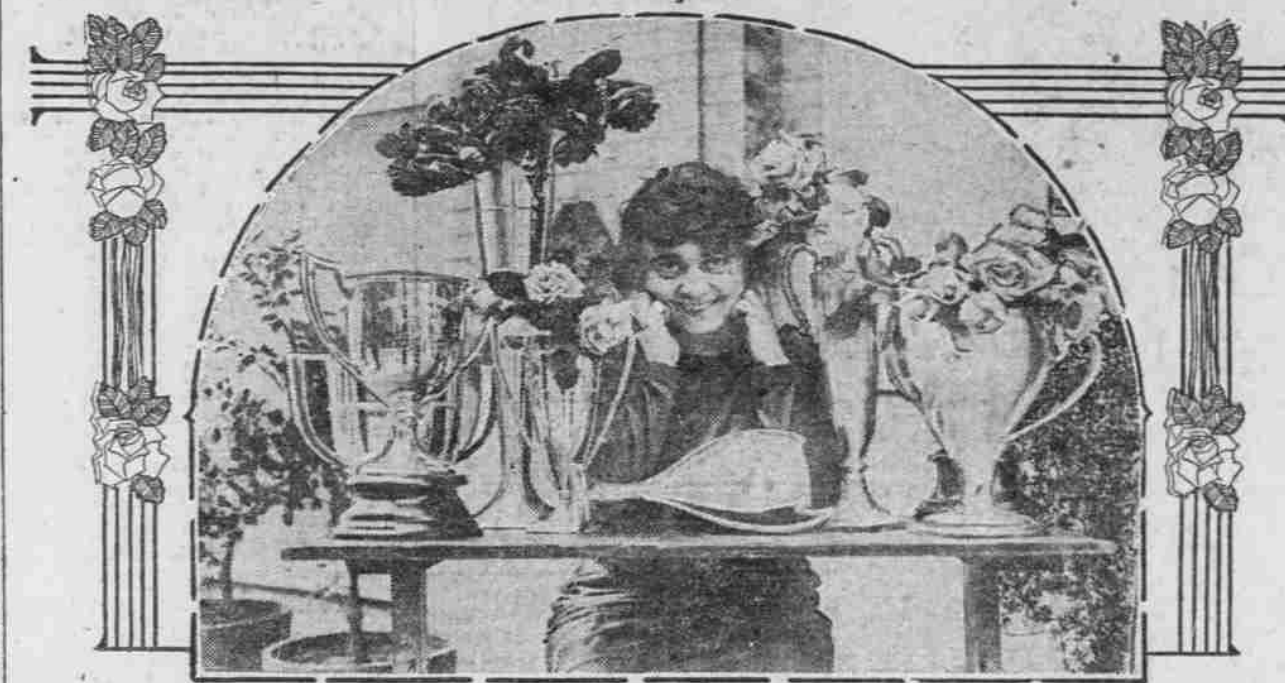
Highway to Be Viewed.
Among the special entertainment features provided for the visitors between the business sessions will be a trip over the Columbia River highway terminating in a big out-of-door trout breakfast served under the big eagle creek. Special entertainment is being provided by a reception and entertainment committee composed of the Women's Ad club members and wives of Portland ad men for the visiting women.

For the business sessions of the convention a notable assemblage of speakers has been secured by the convention committee. Among the speakers whom every ad man and woman on the Pacific coast will be eager to hear will be William C. D'Arcy, president of the Associated Advertising Men of the World, who will arrive tomorrow morning and who will make the main address at the opening session. Mr. D'Arcy comes from St. Louis and has won international fame as the only man ever holding the presidency of the world organization two terms. And also for his leadership in connection with the great nation-wide advertising campaign for the various patriotic activities carried on by the government during the war. Mr. D'Arcy was called to Washington by President Wilson when

DELEGATES TO PACIFIC COAST ADVERTISING MEN'S CONVENTION WHO WILL BE WELCOMED IN PORTLAND TODAY.



F.W. Kellogg, Vice-President of The Associated Advertising Clubs of the World. Thos. M. Keane, Of Spokane, Wash., In Charge Of Retail Department. K.L. Hamman, President of Oakland Advertising Club.



Miss Florence Prevost and some of Admen's trophy cups.



Gordon C. Corbaley, Executive Secretary Seattle Chamber of Commerce. E.K. Hoak, Publisher Financial Insurance News of Los Angeles California. Hazen J. Titus, Of Seattle.

The United States entered the war to take up this work and he was active in this branch of governmental work throughout the war.

Hoover Aide to Talk.
Another speaker will be Ben S. Allen, who was with Herbert Hoover and one of his right-hand men in the work of the commission for Belgian relief in the early period of the war, returning to Washington to take charge of the nation-wide educational work of the food administration when the United States entered the war and continuing in that capacity as one of Hoover's most important chiefs throughout the war. Mr. Allen is a pioneer newspaper man, serving many years in Washington, D. C., and later as London correspondent for the big American dailies. He is now owner and publisher of the Sacramento Spokesman, the oldest morning newspaper west of the Rockies.

Other speakers will be F. W. Kellogg, vice-president of the Associated Advertising Clubs of the World and publisher of the Los Angeles Express, who was also one of the national figures in preparing and developing the advertising campaign for the war; Colonel Harris Weinstein, state market inspector of California; E. K. Hoak, manager of the southern California publicity board; T. M. Kline of Spokane, who will have charge of the retail section of the convention; Gordon C. Corbaley, executive secretary of the Seattle chamber of commerce and commercial club; K. L. Hamman, advertising expert of Oakland, and president of the Oakland Ad club; Hazen J. Titus, who invented "the great big baked potato," and who is now president of the chancey Wright Restaurant company; H. G. Stibbs of Chicago, advertising manager of the Carnation Milk Products company; W. O. Coward, advertising manager of the Burroughs Adding Machine company of San Francisco; Colonel P. J. Hennessy, chief recruiting officer for the United States army for the western division, and Professor Norman F. Coleman of Reed college, who has just returned from nearly two years in France at the head of the Y. M. C. A. educational work there.

The local list of convention speakers numbers more than 100.

DUNDEE MAN REWARDED
Michael Muller Receives German Helmet as Loan Trophy.

DUNDEE, Or., June 7.—(Special.)—Michael Muller, prominent fruit grower and enthusiastic Red Cross worker and one of Dundee's most enterprising citizens, has been awarded a German helmet. In the recent victory liberty loan campaign two German helmets were allotted to each county in the state, to be awarded to the largest individual subscriber to the loan. Mr. Muller has been notified that he is one of the successful contributors. Both Mr. and Mrs. Muller were born in Alsace, having been in America 28 years. They have been identified with all patriotic movements during the war.

South Bend Has New Treasurer.
SOUTH BEND, Wash., June 1.—(Special.)—F. R. Wright, commander of the world organization two terms, and also for his leadership in connection with the great nation-wide advertising campaign for the various patriotic activities carried on by the government during the war. Mr. D'Arcy was called to Washington by President Wilson when

CLASS OF '79 TO REUNITE

FIVE MEMBERS LIVING, ALL RESIDENTS OF PORTLAND.

Dean John Straub, Youthful Professor 40 Years Ago, Will Welcome Former Students.

UNIVERSITY OF OREGON, Eugene, June 7.—(Special.)—Graduates of the University of Oregon 40 years ago, members of the class of 1879, will hold their first class reunion on the campus here as a feature of alumni day, June 14. Of the six members one is dead, but the other five, all of whom are now residents of Portland, are expected to attend a banquet, a dance and luncheon at the University Hotel, June 14. Dean John Straub, then a youthful professor, some many years ago.

The surviving members of the class are John A. McQuinn, engineer; Joel N. Peary, attorney; Miss Mary Hayes, who later retired from a career as a public school teacher, part of which was spent in California; Mrs. Carrie Cornelia McQuinn, who bears the name of her old classmate, and Mrs. Julia Adams McQuinn.

The deceased member was Harvey C. Condon, who died five years ago. He had been a resident of the state of Washington.

YAKIMA PLANS PROGRAMME
State Druggists' Association to Be Entertained This Week.
YAKIMA, Wash., June 7.—(Special.)—Visiting members of the state druggists' association, who will hold their state convention here June 11-12, will be entertained at a banquet, a dance and luncheon at the Yakima County club, theater parties, etc., according to announcement by the local druggists who are arranging for the gathering. D. C. attorney for the American Pharmaceutical association, will be the principal speaker at the convention. A. D. Sloan of this city is the association president and Elmer G. Brown of Spokane is secretary.

NORMAL TO GRADUATE 47

Commencement Exercises at Monmouth Begin Saturday Evening.
OREGON NORMAL SCHOOL, Monmouth, June 7.—(Special.)—Commencement exercises at the Oregon Normal school will begin with the junior prom on Saturday evening, June 14. On Sunday, June 15, the baccalaureate sermon will be delivered by Rev. W. W. Willard, pastor of the First Congregational church of Portland, at 10:30 A. M. in the chapel of the normal. On Monday, June 16, the faculty reception will be given from 2 to 4 in the reception room of the dormitory. In the evening the senior class play will be given. The title of the play is "Everywoman's Road."

DR. WILLARD WILL SPEAK

Monmouth Normal Commencement Exercises Announced.
OREGON NORMAL SCHOOL, Monmouth, Or., June 7.—(Special.)—All the different features of the commencement week programme, June 14 to 18, have been arranged by the administration. The registrar's office reports that the week promises to be the most interesting in the history of the school.

The completed programme is as follows:
Saturday—Morning: President Ackerman's address to the senior class; 8:30 P. M. Junior prom.
Sunday—10:30 A. M. Baccalaureate sermon by Dr. Willard of Chicago, now in Portland.

Monday—8:30 P. M. Faculty reception to alumni at seniors at 8:15 P. M. Senior play, "Everywoman's Road."
Tuesday—9:30 A. M. Last chapel exercises. 1:30 P. M. dedication of memorial site on campus for honoring Normal boys in the World War. 8 P. M. alumni programme, address by A. H. Hamman of La Grande.

Wednesday—10:30 A. M. Commencement exercises proper. 8:30 P. M. Banquet and entertainment delivered the address. Diplomas awarded.

CENTRALIA TO CELEBRATE

American Legion Veterans Will Take Part in Programme.

CENTRALIA, Wash., June 7.—(Special.)—Centralia's Fourth of July committee has reported to the Chamber of Commerce that plans are progressing for making the coming celebration the biggest ever staged in the city. The Lewis county central trades committee has appointed a committee of which Secretary L. F. Dixon is chairman, to have charge of the part that labor will play in the programme of the day. The council will have a big float in the Fourth of July parade.

The Lewis county branch of the American Legion of World War Veterans has also appointed a committee to work out a programme for the veterans. A sham battle or some other big entertainment feature is promised by the legion.

American Legion to Organize.
SOUTH BEND, Wash., June 7.—(Special.)—A local branch of the American Legion is to be organized by a committee from the City Council. The committee was named by Mayor Larson Monday night upon receipt of a request from the headquarters of the organization at St. Louis. The councilmen named on the committee are C. F. Clyde, K. M. Leach and George C. Cassels. Mayor Larson will assist the committee also.

MAY CARS LOADED FOR ADVERTISING MEN

Portland Citizens to Entertain Delegates.

SPOKANE CARS TO BE MET

Tour of Columbia Highway Thursday to Terminate With Trout Breakfast at Eagle Creek.

Portland automobiles—a whole flotilla of 'em—have been requisitioned for the entertainment of delegates to the Pacific coast advertising men's convention, which opens here today, with representatives by the scores from all the leading cities of the coast country. Cars for the convenience and pleasure of the big convention, for spins about town and tours of the highway, have been offered by citizens at the solicitation of M. E. Smead, chairman of the convention automobile committee.

The Portland flotilla of automobiles will be augmented by the arrival of more than 300 out-of-town cars, which are now speeding an army of delegates toward convention center. Chief of Police Johnson, interviewed by the automobile committee, has promised that all traffic of delegates will be given the freedom of the city, with the sole reservation that they must not be parked along the route of the Rose Festival parades. Special garage facilities will be provided by M. E. Smead for the guests of the convention, and Seattle cars have been assigned to quarters at the establishment of L. E. Obyre, 31 Grand avenue and Burnside street.

Spokane Autos to Be Met.

Chairman Frank McCrillis of the entertainment committee and Chairman Smead of the automobile committee will spin away with the Spokane delegation to the automobile club on the Columbia highway, where they will meet the flotilla of 150 cars from Spokane, which are to arrive at the rendezvous at noon today. Luncheon will be served at the club, and when the Spokane delegation leaves the final lap of their trip to Portland they will find their automobiles splendidly groomed and polished for the convention entry. Expert attention will be given to the convention cars whirling into Portland from every quarter of the compass.

But it is on Thursday morning next that the need for cars and more cars, Frank Dooley, Mr. Galloway, George will be most pressing. Shortly after sunrise, at 8:30, to be exact, all the visiting cars and all those locally loaned for the convention will be drawn in line for the Columbia highway tour, which will start at 9 o'clock. Early creek and rally round the appetizing fragrance of the trout breakfast which will be served there.

Seattle Police Band to Play.

From Mayor Hanson of Seattle has been received assurance that the celebrated Seattle police band will be ordered to report to Chief of Police Johnson of Portland to accompany the convention tourists on the highway trout breakfast. The band will be on hand to make melody while the trip and to make melody while the trip and to make melody while the trip. The band will be on hand to make melody while the trip and to make melody while the trip.

Many Automobiles Provided.

Cars of the following persons have been provided by the motor corps of National League for Women's Service, with Adjutant Caroline Jones in command.

Colonel A. B. Beach, Captain R. C. Bell, Lieutenant M. R. Whitten, Lieutenant L. Gerlach, Lieutenant L. Gray, Lieutenant L. Brown, Lieutenant L. Enke, G. Rohrer, John Yeon, L. Lefebvre, W. A. Cadwell, W. Knight, Selby Back, J. Carlson, W. J. Roop, Lovjoy, K. K. Kubl, Dr. Milroy, Wagner, N. C. Ringler, I. W. Vogan, Mrs. E. Holman, Mrs. G. M. McDowell, Miss M. M. Malley, Mrs. F. J. Booth, Miss L. Lyons, C. O. Pick Jr., Dr. A. Stratton, Mrs. Tucker.

The following citizens have volunteered their cars to the service of the automobile committee on one or more days of the convention: P. A. Schoelen, Mrs. A. C. Callan, Arnold Cohen, Louis B. Seno, W. V. Chatten, A. W. Stynes, G. G. Rohrer, George G. Bowen, W. M. Meyers, F. W. Chausse, E. M. Welch, W. D. McWaters, F. W. Jones, E. F. Powers, E. K. Anderson, A. B. Cleveland, A. R. Ramsan.

Guided Weeds



Chenopodium Album. (Pig-Weed)

ANY of our common imported weeds were introduced into this country as garden ornaments because of their attractive flowers or foliage, but one of the most widely distributed garden weeds can lay no claim to beauty. It just slipped into our boundaries without the knowledge of many. This is the pig weed.

Pig weed (Chenopodium album) is an annual plant introduced from Europe or Asia, probably through impure grain seed. The plant has various other common names—lamb's quarters, fat hen and goose foot, the latter being a translation of the Greek generic name, referring to the shape of the lower leaves.

The plant ordinarily grows from two to four feet tall, is stout and much branched, and is characterized particularly by the whitish, mealy appearance of the stems and leaves. The stems are ridged and often striped with pink, resembling those of the Russian plant of which it is a near relative. The lower leaves are broad and shaped much like the foot of a goose, while the upper leaves become gradually narrower and less irregular on the margin. The flowers, small and inconspicuously greenish in color, are borne in crowded clusters in the leaf axils and at the ends of the branches. The seeds developed from these are small, slightly flattened and shining black in color. Many hundreds are produced by each plant in one season, thus equipping the plant, though only an annual, to maintain its existence in the weed world. The seeds are remarkable for their longevity and may remain alive in the soil for years ready to germinate when conditions become favorable.

The plant is an undesirable resident of the farm because it takes from the soil large quantities of water and food material needed by the crops whose territory it invades. Its enormous seed production also makes it a dangerous inhabitant of cultivated fields. Of its extermination Professor H. F. Sheehan says:

"Eradication of this weed is not difficult because of its persistent habit of growth, but because of its ability to produce large amounts of seed, many of which live for several years in the soil. Every cultivation brings numerous seeds to a place where they may germinate and until the soil is free of them, their volunteer growth will appear. The first step in eradication is clean tillage, which will check the plant growth. Any that are missed should not be allowed to mature seed. Being only an annual, it is killed out by prevention of seed production. Close watch should always be kept for volunteer plants."

Street Paving Ordered.
SOUTH BEND, Wash., June 7.—(Special.)—The Willapa Electric company, which operates the streetcar line between this city and Raymond, has been ordered by the South Bend City Council to proceed to at once with repaving the car tracks on Water street and Quincy street, where the city has paved the streets, but between the tracks the company has maintained plankings. On Water street between Spruce street and Willapa avenue the company is ordered to make immediate repairs and to repave the tracks with the rails to the pavement level, they having sunk from one to two inches.

MRS. DEVLIN'S WILL FILED
Various Catholic Institutions Receive Bequests.

ASTORIA, Or., June 7.—(Special.)—The will of the late Mrs. Elise Rahles Devlin was admitted to probate today. The document, valued at approximately \$100,000 and S. S. Gordon is named executor. The sum of \$2500 each is left to the Sisters of Mercy Old People's Home at Portland, and the Sisters of Mercy Baby Home at Portland; \$2000 each are given to the Missionary Paulist Fathers of San Francisco, St. Mary's hospital, Astoria; St. Mary's church, Astoria, and the Convent of the Holy Names, Astoria, and \$250 is left to Rev. Father Waters. The balance of the estate goes to the relatives of the deceased, the principal beneficiaries being:

OIL DRILL TO START SOON.
HOQUIAM, Wash., June 7.—(Special.)—A carload of about 25,000 feet of timber and lumber for construction of the Standard Oil company's first test well near Mocilips was sent from one of the local mills to the end of the trail at Mocilips yesterday. The drilling machinery and casing due from California are expected to arrive tomorrow or Monday.

THIN, NERVOUS PEOPLE NEED BITRO-PHOSPHATE

What It Is and How It Increases Weight, Strength and Nerve Force in Many Instances

SHOULD BE PRESCRIBED BY EVERY DOCTOR AND USED IN EVERY HOSPITAL. Says Editor of "Physicians' Who's Who."

Take plain Bitro-phosphate is the advice of these physicians to thin, delicate, nervous people who lack vim, energy and nerve force, and there seems to be ample ground for their recommendation. Moreover, if we judge from the countless preparations and advertisements which are continually being advertised for the purpose of making thin people fleshy, developing arm, neck and bust, and replacing ugly hollows and angles by the soft curved lines of beauty, there are evidently thousands of men and women who keenly feel their weakness and thinness. Thinness and weakness are often due to starved nerves. Our bodies need more phosphate than is contained in modern foods. Physicians who are known as the best authorities on the subject, by most all druggists under a guarantee, will refund the money back by feeding the nerves directly and by supplying the body cells with the necessary phosphoric food elements, bitro-phosphate should produce a welcome increase in weight frequently being astonished.

Bitro-phosphate is made entirely of the organic phosphate compound referred to in the National Standard Dispensary as being an excellent tonic and nerve and a preparation which has recently acquired considerable reputation in the treatment of neurasthenia. The standard of excellence, strength and purity of its substance is beyond question, for every Bitro-phosphate tablet is manufactured in strict accordance with the U. S. Pharmacopoeia test requirements. Bitro-phosphate is therefore not a patent medicine and should not be confused with any of the secret nostrums, so-called tonics or widely advertised "cure-alls."

CAUTION:—Although Bitro-phosphate is unsuited for relieving nervousness, sleeplessness and general weakness, owing to its tendency to raise weight it should not be used by anyone who does not desire to put on flesh.