

AD MEN OF COAST OPEN CONVENTION AT MULTNOMAH

Welford Beaton, Editor of Pacific Ports, Gives Some Tips on How to Hold Foreign Trade.

LUNCHEON HELD AT CHAMBER

William C. D'Arcy of St. Louis Makes Plea for Merger With Advertising Clubs of World.

(Continued From Page One.) national, international, support, not alone local noise.

Mr. D'Arcy also chronicled the advance in advertising. He said:

"In the past 10 years the advertising profession has accomplished a great and distinct work for itself, for business and for the world; it has clearly demonstrated that there are two separate kinds of advertising men, good and bad."

AIDING CIVILIZATION

"Advertising is something more than the selling of goods and buying of goods. It is something higher than scientific distribution or business science. It is a great agent of progress."

"Civilized man is distinguished from primitive man only by the number of his wants."

"Advertising creates and supplies new wants, adding to the facilities of living, multiplying creature comforts. It promotes ease and lightens labor in the household. It enhances and simplifies the method in business, increases effectiveness, out-widens the field and deepens the productivity of industry."

"The leading addresses of the session of the convention before luncheon were: Greetings to P. C. A. M. A., by William C. D'Arcy, president of the Associated Advertising Clubs of the World, of St. Louis; 'Our National Duty,' by Professor Norman F. Coleman, national director of Y. M. C. A. educational work in Europe; 'Value of the Better Business Bureau to the Community,' by Elliot M. Epstein, attorney for Better Business Bureau of San Francisco club; 'Dominant Idea Advertising,' by K. L. Harman, president of Oakland (Cal.) Ad club; 'Feddling and Panhandling by Discharged Soldiers,' Lieutenant Laughlin U. S. A., San Francisco.

"To attempt to force our particular views on the world is to do business and to do it in a way that is not only bad business, but manners and bad policy—but it won't work. If we want the trade of the overseas man—as we most emphatically do—then we must trade in his way. If he wants his bills made out on pink paper—see that the paper is the particular shade he most fancies. If he wants his cases strapped with wire instead of bands—wire them, whatever you may have been in the habit of using. If he asks for green shirts with purple stripes—give them to him. If he has to wear them, but he has to sell them to his customers who do."

"The new and conscientious character of public service must be added to the private capacity of the advertiser. The relations of the advertising problem to the consumer's interests are being discussed. Addressing itself to a public growingly conscious of the value of its money, the advertiser must be a public servant, not a public parasite."

"The extent that it follows the empiric principle of science, advertising will become a learned profession. To the extent that it proclaims truth vitally and with earnestness, it will become an exalted one."

Opening at the Multnomah hotel under the direction of Charles F. Berg of the Portland club, president of the coast association, the convention was patriotically launched when the Stoughton Ad club led in singing "America," and under pressure of several addresses, through which the delegates and their friends received true insight into what is in store for the edification and entertainment during the week.

QUARTET SINGS SONGS

Following a luncheon at the Chamber of Commerce which marked the close of the morning session, the Union County Ad club quartet of LaGrande ushered in the afternoon session with song. Dr. Joseph B. Wise delivered the first address of the afternoon on the "Moral Side of Reconstruction." He was followed by the highly interesting address on "Advertising Overseas," by Welford Beaton, editor and manager of Pacific Ports, Seattle. Hazen J. Titus, inventor of the "great big tickle potato" of dining car fame, spoke on "Spurring Up the Spud." "Business Statemanship of Democracy" was the subject of an address by Felix Orman, director of Leslie's Industrial Institutional Advertising Service, New York.

The speakers' luncheon at the Chamber of Commerce took place at noon today in which Pacific coast community speakers argued the business advantages of their various products. Frank Butterworth of Los Angeles first award for his eloquent presentation of the business advantages of Los Angeles. Ray Bigelow of Spokane and Rawley C. Ayer of San Francisco were awarded second and third prizes respectively.

The entire meeting was one of the most enthusiastic demonstrations of community pride and spirit ever held on the Pacific coast. Other speakers participating in the contest were: A. L. Hamman, Oakland; R. A. Cleveland, Modesto; Robert A. Gornall, Pendleton; Kenneth Carr, Seattle, and Rev. Harvey Miller, Sacramento.

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LIVE ONES AMONG AD MEN IN CONVENTION



Above, from left—Herbert Cuthbert, executive secretary Northwest Tourist association; F. W. Kellogg, Los Angeles and San Francisco publisher, vice president of association; B. C. Beck, Seattle. Below, from left—W. W. Cooley of San Francisco, adding machine exploiter; Welford Beaton of Seattle, publisher of Pacific Ports; Dr. J. M. Skinner of Stockton, Cal.; J. Rhodes, Seattle.

1500 BERRY PICKERS REQUIRED AT SALEM FOR COMING SEASON

Request Sent to State Chamber for Workers to Harvest Crop in Oregon.

At least 1500 berry pickers will be needed badly in the Salem district from June 21 to July 31, according to word received this morning by the Oregon State Chamber of Commerce from the Salem Commercial club. This message was in reply to the request sent to the various organizations affiliated with the state chamber for information of probable labor needs during the coming months. Other replies are being received from various clubs over the state.

Salem sends the word that they will pay 2 cents a pound to berry pickers and that the growers will take the pickers from the train to the fields and carry them back to the train after the season is over. The growers are looking for fine crops all through the Salem district.

H. Hirschberg, one of the directors of the state chamber and president of the Independence National bank, informs the state chamber that the Independence district will need many helpers in the hop fields during September. Last year the pickers were paid 50 cents a box, but Mr. Hirschberg is unable to say what compensation will be effective this year.

The Eugene district is now in need of 1500 men for lumber mill work, according to W. G. Gordon, assistant cashier of the First National bank of Eugene. Mr. Gordon also predicts a shortage of harvest field labor during the fall. Judge George G. Bingham of Marion county says that there will be a shortage of harvest hands in Marion county and urges that the chamber help that district secure additional help. Farm laborers are paid \$3 a day and board.

All these communications will be referred to various labor employment channels.

Just because his methods or wants are different is far from being wrong. What is right in the United States may be wrong in Asia—or vice versa. And, when you do point out the changes that the overseas man is making, be careful to do so in a diplomatic and not a didactic manner—don't attempt to cram the changes down his throat or, which is worse, into the soul of his business.

"We have been given our chance. The future is in our own hands. It will be our own fault if it slips through."

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MODIFIED CONTROL OF RAILROADS URGED BY STATE CHAMBER

Resolution Favoring Federal Department of Transportation Is Drawn Up Here.

Representing the opinion of a majority of the commercial clubs of the state expressed in the recent referendum of the Oregon State Chamber of Commerce regarding the disposal of the railroads of the United States, a resolution has been drawn up by the chamber urging that modified control of the railroads be adopted as the plan for final return to private ownership.

The resolution as drafted concurs in general with the resolution of railroad executives favoring a federal department of transportation, enlarged interstate commercial control, powers and supervision of securities issued by the railroads. Portions of the resolution are as follows:

This organization is opposed to the principle of government ownership and operation as being destructive of American initiative and initiative of the American people, and believe that it is for the best interest of the public that the railroads and supervisory powers now operated by the federal government be returned to the owners of such property in the most expeditious manner possible as soon as adequate reconstruction legislation can be accomplished.

We further favor the enactment of such laws as will secure a unified system of interstate and intrastate regulations and practices, both interstate and intrastate, under the authority of non-partisan commissions, which shall be as far removed from political control as possible, and the establishment of a permanent commission of interstate commerce to be composed of non-partisan members well familiar with construction, traffic and transportation conditions in the regions for which they act.

We further favor the adjudication of way disputes between railroads and their employees before a non-partisan body not subject to political control, and legislation to secure uniformity of interstate and intrastate regulations and practices, both interstate and intrastate, under the authority of non-partisan commissions, which shall be as far removed from political control as possible, and the establishment of a permanent commission of interstate commerce to be composed of non-partisan members well familiar with construction, traffic and transportation conditions in the regions for which they act.

Pending final action by congress department of transportation, the management of the railway lines of the United States with a view to some form of government regulation, it is desirable that as a temporary measure the actual operation of the railway lines should be put under the officers of the corporation, subject to the general control and supervision of the director-general, who may act through a board representing the corporate railway interests, maintaining and enforcing regulations to carry out the policies of the director-general and of the government.

Senator Borah introduced as the first bit of testimony the president's message, after Senator Fall of New Mexico had made a motion that the acting secretary of state be summoned as the first witness.

Senator John Sharp Williams of Mississippi insisted that the president's message be read, after which the Fall motion was adopted.

Senator Borah was placed upon the witness stand and told of his hearing that the peace treaty was in the possession of such men as Jacob Schiff, Thomas F. Lamont, H. P. Davison, Paul Warburg and J. P. Morgan. Senator Borah stated that he did not feel that he could disclose the source of his information because it would be breach of faith, and furthermore "because it would perhaps stop what I believe is the real duty of this investigation to determine the connection between these gentlemen and the treaty."

Senator Hitchcock moved that the name of Frank A. Vandenberg be added, and both motions were adopted.

Laden with souvenirs of all sorts, including iron crosses and remnants of a shell that nearly snuffed out his life, and suffering from a fractured knee obtained in the attack on the German trenches at the battlefields of France, Lieutenant William H. Royle, former Portland police inspector, returned to this city this morning on his way to the Letterman General Hospital at San Francisco, where he will undergo an operation on his injured limb.

Lieutenant Royle has been in charge of schools and squadrons of the air service and spent four months on the flying fronts as an observer and liaison officer.

"With him Lieutenant Royle brought an iron cross taken from a captured German aviator and the remains of a shell that exploded in a building of which he was an occupant, spraying stones and dirt over him. 'I had it been 50 feet farther back, I wouldn't have brought the shell with me,' the lieutenant smilingly remarked. 'The iron cross I took from a captured German aviator, flashy in the extreme and a former resident of Chicago.'"

Roscoe Fawcett, former Portland sporting writer, and Robert Fithian, son of the senior member of the Fithian-Barker Shoe company, recently married in San Francisco, are two men who were near Lieutenant Royle on the other side.

"Fawcett was our chief coordination officer in England, and Fithian was with me at Tours," explained the aviator. "And I want to say here that both knew their business. Fawcett is an extremely competent officer."

Mc. Royle left Portland to attend a cadets' training school at the University of California in April, 1917. He graduated among the five highest in the class with a mark above 95 per cent, and as a result was immediately sent to France. For seven months he was attached to the French at Tours during which time he received his commission as a flyer. He

"Outside of the copy in possession of the state department this is one of the few original copies there are in America."

The copy brought by me to America entitled 'Conditions of Peace,' is printed in English and French, the French text appearing on the left and English on the right hand pages. The book is bound in paper and is, roughly \$14 inches and a little over an inch thick. There are 416 pages of text running about 75,000 words, and four large maps are pasted in the volume."

AMERICANS NOT WORRIED OVER RUMSP IN SENATE

Paris, June 9.—(I. N. S.)—The rumsp caused in American senatorial circles over the charge by Senator Lodge that certain bankers in New York were in possession of the treaty while the text was sent to the senate, is not causing any alarm among the Americans here.

It has been no secret that copies were available in Germany and neutral countries, but the position of the American delegation is that they agreed not to make the treaty public until it is signed. The explanation was that changes may be made and that it would be folly to publish the text of the document, because, until it is signed, it is merely a form of negotiation and not a complete treaty.

Montague to Discuss League of Nations

Richard W. Montague will discuss the League of Nations at a meeting of the Jackson club at 8 o'clock tonight at Central library.

was then placed in charge of 180 cadets in instruction and combat work, and later commanded the aerial section observers school at Tours. Lieutenant Royle was in charge of pilots, machines, and night and day flying. He was later transferred to Beauvais. He was also wounded in the leg by shrapnel. After three weeks in the hospital he again went to the front and fell to the ground at Colombes when his gas tank was emptied. His broken knee is the result.

Reed Collegians To Have Outing on River on Tuesday

Tuesday is "River day" for students, faculty and alumni of Reed college, and plans are being made for a memorable outing on the Columbia. The steamer Joseph Kellogg has been chartered for the day and all Reedites have been invited to assemble at the Ash street dock at 7:15 in anticipation of a great day. The only change in plans this year is the inclusion of prospective Reed students in the list of invitees, and it is expected that at least two hundred will participate in the excursion up the river.

Carl Williams, a Reedite, is in charge of the day's festivities, and he will be aided by special food and stunts committees which will plan happenings of interest at various intervals throughout the day. A landing will be made near Moffatt Springs, where Miss Elizabeth Reed of the college commons will be hostess at an elaborate picnic dinner, including several helpings of her famous shortcake.

The arrest at Chicago of Joseph Edwards brought to a close a series of high finance extraordinary—support of three wives on \$100 a month.

NATORIUM PERMIT WILL STAND; HOURS FOR USING CHANGED

Compromise Reached in Protest Filed After Permit Has Been Given by City.

Deciding that the city council has not "a legal leg to stand upon" in any attempt to revoke the permit to build a public natorium on Park street, the council in special session this morning obviated further trouble by a compromise agreement.

The owners of the natorium will so change the open hours of the swimming place that there will be no possibility of noises from that source interfering with regular services in the adjacent church where complaints against the natorium were inspired and where the campaign for the revocation of the building permit was launched.

P. C. A. M. A. Plans to Secure 5000 Members

The report by W. F. Stranborg, secretary-treasurer of the P. C. A. M. A. showed that the association has 3000 members and that most of the Pacific Coast clubs are represented at the convention. Plans are being made to increase the membership to 5000 and to employ a Pacific Coast executive secretary who will knit more closely the work that is being done.

LIBERTY BELL TODAY-TUESDAY Only Two Days Left for You to See Your Favorite WILLIAMS. HART IN "The Night Watchman" An action-packed drama of New York and Montana, with Hart shooting the dates out of dime "n everything." Max Sennett Comedy "Love's False Faces" An entirely new assortment of thrills and spills with a manly cast and a funnier monkey. COMING WEDNESDAY MARGUERITE CLARK in "Come Out of the Kitchen"

BELLANS INDIGESTION 6 BELLANS Hot water Sure Relief BELLANS FOR INDIGESTION The "cannon ball service" of tennis means tired muscles. BAUME ANALGESIQUE BENGUE quickly relieves all muscular strains. Get a tube today Theo. Leunis & Co., N. Y. THE CLICQUOT CLUB'S COMPANY MILLIS, MASS., U. S. A.

Corvallis Man Hurt At Northwest Steel

Samuel Nelson of Forest Grove was severely injured at the Northwest Steel company plant this morning when a huge plank fell striking his shoulder, breaking his collar bone and damaging his left knee. He was taken to Good Samaritan hospital. Nelson is a hook tender at the plant.

TEXT READ IN SENATE BY BORAH

(Continued From Page One) was proposed by Senator Borah of Idaho, who presented a copy which he declared had been brought to this country by the official English text of the peace treaty, and which he declared he had been authorized by the Chicago Tribune to make public if he saw fit. "Beyond question, the peace treaty is a matter of public record abroad," Senator Borah said. "It is freely distributed in Germany, Denmark and Sweden, and there is no reason why it should not be presented here. I move that it be printed as a senate document."

WOODROW WILSON. Open doors for the investigation came as a surprise, as it had been planned