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, 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; it has set up professional standards which cannot fail to profit legitimate business and strengthen public protection. By promulgating a-new and better code of advertising morality it enforces a better business morality in general. AIDING CIVILIZATION

"Advertising is something more than the selling of goods and buying of goodwill. It is something higher than 'scientific distribution' or business science. It is a great agent of progress. In its broadest aspect, advertising is and always has been a powerful instrument of civilization.

'Civilized man is distinguished from primitive man only by the number of

"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 method in business, increases effective-ness, out-widens the field and deepens the productivity of industry; coordinates human resourcefulness with natural resources. It is a clearing house of ideas and a developer as well as utilizer of the products of mind; the prime mover of invention no less than of competition. As the free disseminator of useful knowledge, it brings home to common mankind the priceless treasure of prac-tical information he could have through no other means; it appropriates to humanity the new discoveries of science days. and dedicates to universal service every useful accomplishment of genius.

on the programs for the next several

the convention before luncheon were:

Epsteen, attorney for Better Business

"To attempt to force our particular

he wants his bills made out on pink

his cases strapped with wire instead of

bands-wire them, whatever you may

-give them to him. You don't have to

"The chances are more than good

reasons for asking that goods be se-

country, they may violate our precon-

FUTURE IN OUR HANDS

ceived ideas in a dozen different ways

that mistake out to him with a careful

and detailed explanation of why he

should do or order differently, to try to

material is better for him. But be care-

"Just because his methods or wants

are different is far from being enough.

be wrong in Asia-or vice versa. And,

when you do point out the changes that

in your judgment are for his best inter-

ests, be careful to do so in a diplomatic

tempt to cram the changes down his

"We have been given our chance. The

Samuel Nelson of Forest Grove was

verely injured at the Northwest Steel

ompany plant this morning when a uge plank fell, striking his shoulder,

breaking his collar bone and damaging his left knee. He was taken to Good

future is in our own hands. It will be

our own fault if it slips through.

of his business.

tender at the plant.

ful to be sure that he is making a mis-

customers who do.

the unessentials?

The leading addresses of the session of

FIELD OF LABOR GROWS

"For years advertising has been in continuous campaign for sanitation, hygiene, ventilation, dietetics, outdoor living, wholesome exercise, habits of moderation, even morality, and of late has added religion to its sphere of endeavor. "For years the medium of political

reformers, it is now playing a great bureau of San Francisco club. part in international affairs; diffusing nent Idea Advertising," by K. L. Harthe principles of republican government and essential brotherhood. Advertising will prove the powerful means of re
Discharged Soldiers," Lieutenant Laughwill prove the powerful means of refinancing and rehabilitating the de- lin U. S. A., San Francisco vastated countries of Europe, replant- MUST LEARN THEIR WANTS ing their industries and restoring their | One of the timely addresses of the first commerce to its former state.

The new and conscientious character by Welford Beaton, editor and manager of public service must be added to the of Pacific Ports, whose subject, "Adverprivate capacity of advertising counsel, tising Overseas," proved a well advised The relations of the advertising problem exposition of cause and effect. Mr. to the consumer's interests are being dis- Beaton said : cussed. Addressing itself to a public growingly conscious of its power to in- and personal ways of doing business is cultivating & deeper responsibility chants is not only bad business, bad

with a new relationship. SERVING BEST INTERESTS

"Serving the best interests of the consumer underlies many of the recent achievements in advertising and selling practice, and an authority declares: 'It may be said to have already become the measure by which all existing or new methods in advertising must be judged." service of the broader public, service of the government, motives of patriotism. further raise the status and mold the character of the profession. "To the extent that it follows the em-

piric principle of science, advertising will CUSTOMER ALWAYS RIGHT become a learned profession. To the extent that it proclaims truth vitally and tail trade in this country that 'the cusfor human betterment, it will become an tomer always is right.' Apply that to exalted one.

the direction of Charles F. Berg of the absolutely assured. We pride ourthrough which the glad hand of wel- tomed to doing business. What of fine crops all through the Salem dissome was extended, the delegates and that? If the overseas man pays his trict. their friends received true insight into bills, repeats and continues to repeat what is in store for the edification his orders—why should we care about and entertainment during the week. QUARTET SUPPLIES SONGS

Following a luncheon at the Chamber the morning session, the Union County Ad club quartet of LaGrande ushered in the afternoon session with song. Dr. Jonah B. Wise delivered the first address of the afternoon on the "Moral Side of Reconstruction," He was fol-Beaton, editor and manager of Pacific ports, Seattle. Hazen J. Titus, inventor "If, from your more thorough knowlof the "great big baked potato" of edge of the conditions of manufacture, dining car fame, spoke on "Spurring Up of materials or any other essential you the Spud." "Business Statesmanship of see that the overseas man is making a Democracy" was the subject of an address by Felix Orman, director of Les- ers' interests, it is your duty to point tie's Industrial Institutional Advertising Service, New York.

The speakers' contest at the Chamber of Commerce luncheon at noon today in which Pacific coast community speakers argued the business advantages of their various districts, gave Fred Butter- him. worth of Los Angeles first award for his eloquent presentation of the business advantages of Los Angeles. Ray Bige- What is right in the United States may low of Spokane and Rawlin C. Ayer of San Francisco were awarded second and third prizes respectively.

The entire meeting was one of the most enthusiastic demonstrations of and not a didactic manner-don't atcommunity pride and spirit ever held on the Pacific coast. Other speakers par- throat, or, which is worse, into the soul ticipating in the contest were: A. L. Hamman, Oakland; R. A. Cleveland, Modesto; Robert A. Gornall, Pendleton; Kenneth Carr, Seattle, and Rev. Harvey

Departmental conventions will be or ganized this afternoon and a series of interesting trade talks will be featured Corvallis Man Hurt



LIVE ONES AMONG AD MEN IN CONVENTION



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 Profes-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, Scattle. Below, from sor Norman F. Coleman, national direcleft-W. W. Cooley of San Francisco, adding machine exploiter; Wel-Europe; "Value of the Better Business ford Beaton of Seattle, publisher of Pacific Ports; Dr. J. M. Skinner Bureau to the Community," by Elliot M. of Stockton, Cal.; J. Rhodes, Scattle.

> 1500 BERRY PICKERS FOR COMING SEASON

sist upon being well served, advertising down the throats of the foreign mer- Request Sent to State Chamber for Workers to Harvest manners and bad policy-but-it won't work. If we want the trade of the Crop in Oregon. overseas man-as we most emphatically do-then we must trade in his way. If

paper-see that the paper is the particu-At least 1500 berry pickers will be lar shade he most fancies. If he wants June 21 to July 31, according to word | many it contained. He also stated he have been in the habit of using. If he asks for green shirts with purple stripes State Chamber of Commerce from the WILL SUMMON BANKERS Salem Commercial club. This message wear them, but he has to sell them to his "It has become a maxim of the re- state chamber for information of probable labor needs during the coming foreign trade as well and as thoroughly months. Other replies are being re-Opening at the Multnomah hotel under and the success of our export trade is ceived from various clubs over the state. Salem sends the word that they will Portland club, president of the coast as selves on our adaptability. Let us pay 2 cents a pound to berry pickers and sociation, the convention was patrio- justify that pride. Adapt ourselves to that the growers will take the pickers tically launched when the Stockton Ad the other man's ideas-to even what from the train to the fields and carry club led in singing "America," and un- we may consider his whims. Suppose them back to the train after the season der pressure of several addresses, it isn't the way we have been accus- is over. The growers are looking for

H. Hirschberg, one of the directors of the state chamber and president of the New York men. Independence National bank, informs the state chamber that the Independence that he has very excellent commercial district will need many helpers in the hop fields during September. Last year of Commerce which marked the close of lected, packed, shipped, billed and paid the pickers were paid 50 cents a box. for in certain well defined ways. Those but Mr. Hirschberg is unable to say reasons may not appeal to us, they may what compensation will be effective this

The Eugene district is now in need of 150 men for lumber mill work, accord--but it is the man who pays the piper ing to W. T. Gordon, assistant cashier lowed by the highly interesting address who has the right to choose the tune. 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 dis-trict secure additional help. Farm laborers are paid \$3 a day and board. All these communications will be referred to various labor employment make him see why another method or channels.

take before you undertake to instruct

(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 Frazier Hunt, of the Chi-

cago Tribune, 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 dis-At Northwest Steel tributed 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 docu-

Senator Hitchcock of Nebraska mediately opposed and read into the record the cablegram which he received this morning from Presiden Samaritan hospital. Nelson is a hook Wilson stating that those who hold copies of the English text of the treaty

held that "which they are not entitled to have or to communicate." BORAH MOTION CARRIES

interests," Senator Lodge stated. he said he had received one copy of believe is the real duty of this investi-

later more copies in a pouch. "All of the copies are in my safe and have been seen by no one but myself penaed at the convenience of the comand my assistant, Mr. Shaw," he said. I had directions from the peace confer-ence to hold these copies of the treaty

Mr. Polk stated that he had about 35 copies, although he had not opened the needed badly in the Salem district from last package and did not know how has received sections of the treaty, about 80 per cent, by cable.

The summary of the treaty which was in reply to the request sent to the was published in this country was put various organizations affiliated with the out by the committee on public information, Polk testified and he did not know whether it was in conformance with the latest copies of the treaty that he had received.

Mr, Polk stated that he did not know whether the League of Nations covenant which has been made public has been revised or not, but stated that he believed that the committee on the League of Nations had been discharged from its duties, its work having been completed. At the conclusion of Polk's testimony, the committee adjourned at the call of the chairman. It will meet again as soon as it is possible to subpena the

PRESIDENT SAYS NO ONE IS AUTHORIZED TO HAVE COPY

Washington, June 3 .- (f. N. S.)-Anyone who has the official English text of the peace treaty, "has what he is clearly not entitled to have." President Wilson today cabled Senator Hitchcock of Nebraska, author of the resolution calling for an investigation of charges that copies of the treaty were in the hands of certain New York interests. The cablegram, expressing hope that the investigation would be 'most thor-oughly prosecuted," and stating the in English and French, the French president's belief that it would be unwise text appearing on the left and English submit a document still in the course of negotiation, was submitted by Senator Hitchcok to the foreign retations committee today, when the probe was started. Immediately after the president's cablegram had been read into maps are pasted in the volume." the record the committee announced that six of the leading financiers of the country were to be subpoenzed. They were: J. P. Morgan, Frank A. Vanderlip, Jacob Schiff, Thomas F. Lamont, H. C. Davison and Paul Warburg. WILSON SENDS CABLEGRAM

The text of the president's cablegram

I am heartily glad that you have gard to the possession of text in full of the treaty by unauthorized persons. I have felt that it was highly undesirable officially to communicate the text of a document which is still in negotiation and subject to change. Anyone who has possession of the official English text has what he is clearly not entitled to have or to communicate. I have felt in honor bound to act in the same spirit and in the same way as the representatives of the other great powers in this matter and am confident that my fellow countrymen will not expect me to break faith with them. I hope the investigation will be most thoroughly prosecuted. WOODROW WILSON.

Open doors for the investigation came as a surprise, as it had been planned Central Hibrary.

to have merely a meeting for organiza-Senator Hitchcock introduced as the first bit of testimony the president's

nessage, after Senator Fall of New Mexico had made a motion that the acting secretary of state be summoned as the first witness. BORAH SMILES IN ANSWER

Senator John Sharp Williams of Mississippl 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 pos session of such men as Jacob Schiff, Thomas F. Lamont, H. P. Davison, Despite the presentation of the president's statement, by a viva vote vete Paul Warburg and J. P. Morgan. Sen the senate voted to adopt Senstor Bo-rah's motion.

"Their interests were whelly general his information because it would be breach of faith, and furthermore "be-When Secretary Polk took the stand cause it would perhaps stop what I the treaty by special courier on May 19, gation to determine the connection belater 10 more copies by courier and still tween these gentlemen and the treaty.

Senator Hitchcock moved that the men named by Senator Borah be submittee. Senator Williams of Missis-They have not been out of my office. sippi moved that the name of Frank A. Vanderlip be added, and both mo-tions were adopted.

> HOUSE WILL DEBATE CUT IN ARMY APPROPRIATIONS

Washington, June 9 .- (U. P.)-The house today will start what is ex-pected to be a sharp debate over the reduction of more than \$300,000,000 in the army appropriation bill, which many Democrats believe will seriously hamper the war department next year. Efforts will be made on the floor to increase many of the items. Consideration of the \$30,000,000 agricultural appropriation bill will begin

in the senate agricultural committee Secretary of Agriculture Houston will appear before the committee to urge additional appropriations for the pro-

posed bureau of farm management. CHICAGO TRIBUNE PRINTS

FAC SIMILE OF THE TREATY Chicago, June 9 .- (U. P.) -The Chicago Tribune today published what it

said was a "complete text of the German peace treaty, together with photographic fac similes of the first two pages, printed in French and English. The text was obtained in Paris by Frazier Hunt, Tribune correspondent, according to the story. In his accompanying story, Hunt said:

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

"The copy brought by me to America on the right hand pages. The book is bound in paper and is, roughly 8x14 inches and a little over an inch thick. There are 416 pages of text running about 75,000 words, and four large

AMERICANS NOT WORRIED OVER RUMPUS IN SENATE

Paris, June 9 .- (I. N. S.) -The rumpus 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 denied 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

MODIFIED CONTROL OF RAILWAYS 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 re garding the disposal of the railroads of the United States, a resolution has been drawn up by the chamber urging that I 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 commerce commission 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 against the interests of the American people, and believe that it is for the best interest of the public that the railways and express companies now operated by the federal government be returned to the owners of such properties and competitive conditions restored as soon as adequate reconstruction legislation can be accomplished which will protect alike the interests of the employes, the public and the owners of the securities representing so large a papportion of the nation's wealth.

We further favor the enactment of such laws as will secure a unified system of railroad and express rates, fares, 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 regional commissions of the interstate commerce commission to be composed of non-partisan members who are familiar with construction traffic and transportation conditions in the regions for which they act.

We further favor the adjudication of wage disputes between railways and their employes before a non-partisan body not subject to political control, and legislation guaranteeing to the public the uninterrupted functioning of the transportation facilities, to the end that the productive and manufacturing industries of the nation may be hereafter protected from the disasters which of necessity would follow suspension of operations.

Pending final sction by congress deciding the time and manner of turning over permanently to the railway companies the management of the railway lines of the United States with or without 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 an office at Washington to carry out the policies of the director-general and of the government.

ROYLE HOME FROM FRANCE; WILL LEAVE FOR HOSPITAL

Brings With Him Bit of Hun Shell Which Nearly Got Him: Was Gassed.

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 n a crash to earth in an airplane on 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 spital at San Francisco, where he will undergo an operation on his injured

Lieutenant Royle has been in charge of schools and squadrons of the air service and spent four months on the flying ronts as an observer and liaison officer. With him Lieutenant Royle brought an rom cross taken from a captured German aviator and the remains of a shell that exploded in a building of which he an occupant, spraying stone and dirt over him. "Had I been 20 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 Chi-

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."

Mr. 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 received his commission as a flyer. He



The "cannon batl service" of tennis means tired muscles.

BAUME ANALGÉSIQUE

quickly relieves all muscular strains. Get a tube today Thos. Leeming & Co., N. Y.

was then placed in charge of 150 cadets in instruction and combat work, and later commanded the aerial section ob-servers school at Tours. Lieutenant Royle was in charge of pilots, machines,

Royle was in charge of pilots, machines, and night and day flying.

He went to the front, flying on liaisson duty. In June, 1918. At the second battle of the Marne, the Vesle River and in Alsace-Loraine, Lieutenant Royle flew until he was gassed at Beauvides. 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 Joseph Kellogg has been chartered for the day and all Reedites have been invited to assemble at the Ash street dock with regular services in the adjacen at 7:15 in anticipation of a great day, church where complaints against the The only change in plans this year is natatorium were inspired and where the the inclusion of prospective Reed students in the list of invitees, and it is ing permit was launched. expected that at least two hundred will participate in the excursion up the river.

Carl Wilson, a Reed junior, is in charge of the day's festivities, and he will be aided by special food and stunt committees which will plan happenings

Secure 5000 Members of interest at various intervals through-out 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 famour

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

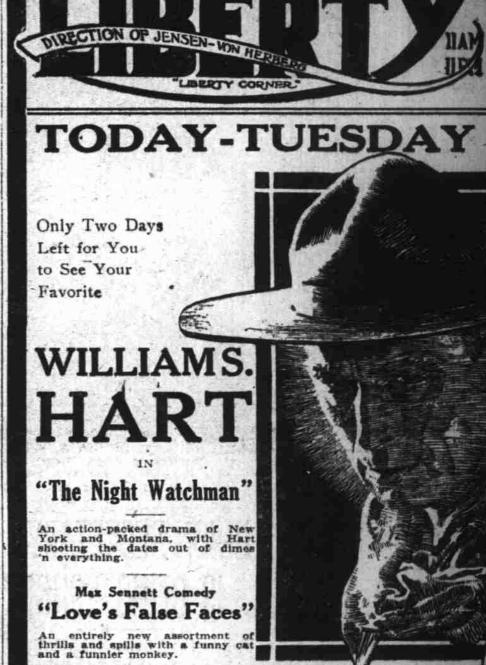
NATATORIUM PERMIT WILL STAND; HOURS FOR USING CHANGED

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 atto revoke the permit to build a public natatorium on Park street, the council in special session this morning obviated further trouble by a compi

The owners of the natatorium will so change the open hours of the swimmin

The report by W. P. Stranborg, secretary-treasurer of the P. C. A. M. A., showed that the association has 2000 nembers and that most of the Pacific Coast clubs are represented at the convention. Plans are being made to in crease the membership to 5000 and to employ a Pacific Coast executive secretary who will knit more closely the work



COMING

MARGUERITE CLARK in WEDNESDAY "Come Out of the Kitchen'

