

BIG TERRITORY SENDS PASTORS

WASHINGTON, IDAHO AND OREGON MINISTERS HERE.

Three-day Conference Will Be Held By M. E. Church South.

Reports from all parts of the Oregon branch of the East Columbia conference of the Methodist church, South, all of which showed a rapid and pleasing advancement for the past year, appointment of committees for the three-day session, and a draft of the program of speeches to be heard for the next three days, comprised the bulk of work done at the initial session of the annual district conference, which the M. E. church, South, is conducting in this city. The meetings are held in the church on North Fir street.

Several ministers and lay delegates arrived this morning, and some are yet to come. However, in the meantime, the work is progressing. Rev. W. A. Orr, of Milton, is presiding elder of this district and he is the presiding officer.

The list of ministers in this district of the Oregon conference include the following, the pulpits they fill and their address following consecutively:

Rev. Lester Taber, Wingville, Baker, Ore., R. F. D.
Rev. S. B. Tabor, Boise Valley, Boise.
Rev. J. D. Crooks, Heppner and Lexington, Heppner, Ore.
Rev. J. H. Kincaid, Pleasant Valley, Idaho.
Rev. J. H. Lumper, La Grande, La Grande, Ore.
Rev. S. G. Rogers, Milton, Milton, Ore.
Rev. C. R. Howard, Walla Walla, Walla Walla, Wash.
Rev. Frank Hopkins, Richland, Richland, Ore.
Rev. N. D. Wood, Weston, Weston, Ore.
Rev. E. R. Naylor, President Columbia College, Milton, Ore.
Rev. C. R. Sims, student, Milton, Ore.

Out of this list, a few will not come and some will arrive tonight. Mr. Tabor, of Boise, and Rev. C. R. Sims, of Milton, were not present this morning when the roll call was held, and neither were Frank Hopkins or N. D. Wood, but these will arrive on later trains. This afternoon an address by Rev. Lester Taber, of Wingville, was the principal number on the program, and tonight Rev. Kincaid will preach. The speaker for Saturday afternoon will be E. L. Gritton, of Pleasant Valley, Idaho, who is then to give his trial sermon, and C. R. Howard, of Walla Walla, will speak Saturday evening. Sunday morning Rev. E. R. Naylor, D. D., president of Columbia college at Milton, will address the conference, and President Orr is to speak Sunday evening.

Lay delegates present included: George Hodgins, John Andrews, Wingville, and four visitors, all of Wingville; several from Pleasant Valley, F. C. Herr, Fred Belden and V. V. Croix, from La Grande. No lay

delegates came from Milton or Walla Walla.

AD LOOSENS WAVE.

(Continued from Page 4.)

the twenty-four hours picking out the phrases that were not good enough and throwing them away. Finally there was only one phrase left. It reads:

"Your king and country need you."

The newspapers blazed forth that advertisement that night.

They called attention to the fact that this phrase was to appear on posters and billboards everywhere. The public read the newspapers and watched for the posters. The phrase met the English mind exactly in the center. The seven words became a watchword.

And then le Bas set out a terrific advertising plan. He followed English public opinion. He kept his nerves raw to English feeling. Lord Roberts died at the front.

"Lord Roberts did his duty. Will you do yours?" was thundered in the newspapers and on billboards, even while the public attention was still fixed on the old hero's death.

When some English ships had been sunk le Bas knew that there would be a flutter of worry in the English mind. And so he put out this message through the press: "Britain's strong arm and YOURS will carry us through."

The messages were to the masses. What about the employers whose businesses might suffer heavily by letting their men go. Le Bas handed these thoughts to them, in one huge blast in the evening papers:

"Is there some man serving you who ought to be serving his country?"

"Is there man preserving your game, who ought to be preserving the country?"

These two queries were punches. Landowners and employers wrote to the newspapers in which the advertisements had appeared saying that they had never looked at the matter in this new light.

"Of course they hadn't," said le Bas. "In effect, that's what advertising is supposed to make a man do."

Then came a boastful period in English thought. Le Bas was equal to it. The public must not get the idea in its head that everything was all right.

"We shall win, but YOU must help," replied le Bas, in display type.

When the soldiers' letters began to come from the front and England was dotted with proud homes and neighborhoods, le Bas sensed the real feeling.

"You're proud of your pals in the army, of course, but what will your pals think of you?"

And then there was a display ad, showing a soldier silhouetted on a hill, holding his rifle.

"Are you content for him to fight for YOUR bit?" asked this advertisement.

Everyone of these advertisements hammered away at the public opinion of England just as the German guns had hammered away at the fortification of Liege. It was a hammering that Kitchener didn't understand. His soldier ears didn't catch the explosions in this psychological cannonading. His military senses did not feel the vibration of the crashing walls of personalities. Recruits were coming in too slowly. Conscription was talked about. The newspapers began to prepare to public mind for

ELKS RE-ELECT OFFICERS

PRESENT BODY TO COMPLETE NEW BUILDING

M. B. Donohue Chosen Delegate to Los Angeles Convention.

At the annual election of officers last evening in the Elks lodge it was decided to hold all the old officers in their places for another year owing to the fact that the new building is progressing well under the present organization, and the lodge deemed it an act of wisdom to let the ones who had personally managed the work thus far to carry it to a final completion.

The re-elected officers follow: Exalted Ruler—M. B. Donohue. Leading Knight—F. C. Bramwell. Loyal Knight—Norman Desilet. Lecturing Knight—Harvey M. Bay. Secretary—Adna B. Rogers. Treasurer—Charles R. Harding. Tiler—Jake Gulling. Trustee—J. H. Pearce for three year term.

M. B. Donohue was elected as grand lodge representative to attend the grand lodge at Los Angeles this summer, and T. J. Scroggin was chosen as alternate.

But these same newspapers were carrying, day by day, the forceful, unresistible advertisements prepared by le Bas.

The question of football and sports came up in the public prints. Le Bas countered with:

"Halt! Go into training and help the boys at the front."

Then arose talk about the necessity of some sort of badge for those who had been refused on account of health. It was a popular theme. Le Bas had his word to say:

"If you cannot join the army try to get a recruit."

The army council and Kitchener can put their finger on the day and hour when the torrent broke. The battering of advertising had done its work. Recruits began to come in faster than they could be equipped.

That was five weeks ago. The tide has been flowing ever since.

But le Bas is still at it. For instance, there was a spell of peace talk, and everybody began to hopefully ask: "When shall this thing be settled?" It was a dinner table question; you heard it everywhere.

And le Bas answered, in a glowing advertisement: "Trained men. It is your duty to become one."

Le Bas' job isn't done yet. He's still on it. Incidentally, he works for nothing. He knows that, if the English people really knew the true facts and pondered them long enough they would fight without conscription. And what is advertising but letting the people know? There are plenty of new features in this war but le Bas' advertising campaign in England is perhaps the twentieth-century thing that has been done in the great European struggle.

CHICKEN STEALING CHARGED

B. Tiffany Accused in Connection with Hen Roost Episode.

Because the Platt hen roost at the east end of T avenue was robbed, B. Tiffany has been accused of the crime and was arraigned late this afternoon before Justice Williams.

VETERANS WILL MEET.

Spanish-American War Camp Will Convene This Evening.

There will be an important meeting of the Spanish-American war veterans who constitute the La Grande camp, this evening at 8:30. It is important that a big delegation be present.

Boer War Hero Americanized.

Baker, March 5.—"Most people in this section of the country are citizens of the United States because they couldn't help themselves. I am a citizen by choice," is the way A. A. Campbell, a recent arrival in Baker, and a former subject of Great Britain, expresses himself. Mr. Campbell enlisted during the last Boer war, and saw service in Africa at the siege of Ladysmith. After peace was declared, he moved from Canada to the United States and took out naturalization papers.

With the European war in progress, Mr. Campbell does not seem at all regretful that he has severed connections with one of the belligerents.

Pittsburg Prohibits Meet.

Pittsburg, March 5.—Senator W. S. Kenyon, of Iowa, one of the principals in the framing of the Webb-Kenyon bill, was to be the principal speaker tonight at a prohibition mass meeting under auspices of the Board of Temperance of the churches of this city.

ADDITIONAL PERSONALS.

Mrs. J. M. Honeyman, of Domestic Arts Shop who has been in Portland for six weeks buying goods for the shop returned this morning.

J. C. Brill, connected with the People's store, has returned from Portland and was accompanied by his wife, who remained there while he came on to seek a suitable apartment.

CLIMATIC DATA.

Climatic data, based on readings for 24 hours ending last night at 6 o'clock:
Maximum, 43; Minimum, 37.
Lowest temperature last night 37.

And Priced To Meet Every-
body's Pocket-
CLOTHES book.

Rich or Poor--
You Can Buy
Here and Save
Money.

OUR SPRING SUITS AND COATS ARE HERE

Ladies' Spring Coats	\$4.98	\$5.90	\$6.90	\$8.90	\$9.90
Ladies' Spring Suits	\$9.90	\$12.50	\$14.75	\$16.50	
Ladies' Spring Dresses	\$4.98	\$5.90	\$6.90	\$8.90	\$9.90
Ladies' Spring Skirts	\$2.98	\$3.98	\$4.98	\$5.90	

Men—A large shipment of new Spring Suits just received—all wool and well tailored \$9.90 \$12.50 \$14.75

YOU CAN ALWAYS DO BETTER AT **THE UNITED STORE** 83 BIG BUSY STORES
J. C. PENNEY CO.

FAMOUS PLAYERS PRODUCTION IS BANNER ONE.

Marguerite Clark in Powerful Film Portrayal, "The Crucible."

Following her triumphant appearance in motion pictures, in the title role of "Wildflower," the fascinating and irresistible Marguerite Clark is again presented on the Famous Players-Paramount Program in Mark Lee Luther's powerful story "The Crucible," the pathetic story of a soul's ordeal in the melting-pot of suffering, from which fiery furnace it emerges unscathed, and strengthened by its agonies.

In this powerful five-part production, Marguerite Clark portrays the

role of Jean Fanshaw, at first hoyden and tomboy, unjustly condemned to a reformatory, but who later triumphs over the shame of her imprisonment and the sordid corruption of her environment, returning good for evil to those who worked havoc with her life. How she is rewarded for her long struggle against evil and despair by the attainment of a wonderful love is vividly unfolded in this unusually strong photo-play. The development of this subject differs greatly from the plot of "Wildflower," in which Marguerite Clark made her debut before the motion picture camera, providing many opportunities for strong emotional portrayal which the simplicity and naïveté of Miss Clark's first screen im-

personation necessarily lacked, and the resulting test of this charming star's degree of versatility is more than met by the complete success of the role.

The subject opens Friday at the Arcade, where it will undoubtedly sufficiently thrill and interest audiences during Friday and Saturday.—Adv.

BARGAIN—Near Portland, 350 acres or part; \$5,000 cash, bal. 6 per cent. Owner, 726 N. W. Bank bldg. Wkly 3-12,3t.pd.

FOR RENT—Two room furnished house. Inquire 1306 O Ave., or call black 562. 3-5,6t.

Lenten Art Talks

Mrs. E. P. Mossman assisted by Mrs. Jessie M. Honeyman will give a Course of Six Talks on

The Cross in Art As Portrayed by the Master

Years of thorough study of pictures have qualified these ladies to handle successfully this subject.

Time--Monday at 4 P. M.

Place--Domestic Art Shop 1104 Spring Street.

Tickets \$1 Now on Sale Telephone, Main 763

FELICE LYNE

Prima Donna Soprano

Fri. Eve. Mar. 19 at 8:15 L. D. S. Tabernacle

J. J. McCLELLAN

Organist and Accompanist

PRICES: \$1.50, \$1.00, 75c

Tickets placed on sale Monday, March 15, at Jay Van Buren's Store.

AUSPICES GRANDE RONDE CHAUTAUQUA ASSOCIATION

Are You Cheating Yourself? SATURDAY SPECIALS

That's exactly what you are doing if you overlook Newlin Drug Co. Saturday

ON SATURDAY, MARCH THE 6TH

We are going to give three cakes of Palm Olive soap free with one 50c jar of Palm Olive cream.

With one package of San Tox or Meritol Tooth Paste we are going to give one regular 25c tooth brush. Remember the two for 25c.

LOOK HERE

One pound of any of our fresh 40c candy mixed to suit yourself	10¢
1-2 pound	10¢
No more than one pound to the person	
Eight boxes 4000 Silver Tip Easy Strike matches for	25¢
Regular \$1.00 pt. Thermo bottles	69¢
Regular \$1.50 qt. Thermo bottles	98¢
3 cakes of genuine Meritol soap, violet, arbutus and rose	25¢
If you know the value of this Meritol soap you'd never be without it in your home.	

Newlin Drug Co.