

ADVERTISING USED IN METHODISTS' CAUSE

Dr. Christian F. Reiser Talks on Favorite Topic.

ELECTRIC SIGN EMPLOYED

Chairman of Minute-Men in Centenary Drive Justifies Sensation in Aiding Christianity.

As dear as the dulcet murmuring of a big contract would be the forceful expressions of Dr. Christian F. Reiser to the attentive ears of advertising men when that particular and prominent pillar of Methodism and the New York clergy dwells upon his favorite topic of publicity.

Dr. Reiser, an executive chairman of the Methodist minute-men, is now in the city attending the world-wide programme conference of the Methodist centenary.

Now Dr. Reiser any type at the practical end of the publicity game, which he has applied with vigor and effect to Grace Methodist church, his New York chapter and the latest Broadway hit. He is the leader of the greatest publicity feature in Methodism's drive for \$100,000,000 to spend in broadening the influence of Christianity.

Electric Sign Used. Above Grace church of nights there flames a huge electric beacon sign. Just such an intermittent, dazzling eye-catcher as heralds the latest Broadway hit. He it was who pioneered in the placing of church advertisements amid the amusement columns of New York dailies, convinced that a good cause need not shun any company so long as that cause is served thereby.

"I would rather see a crude bit of advertising that catches the sight than none at all," exclaimed Dr. Reiser yesterday at a luncheon in the conference. "In New York we spent \$7,000 in advertising in the daily papers and as a result \$500,000 came in."

At a superficial glance there is more of the alert, quick-thinking business man in Dr. Reiser's comports than of the studious clergyman. He is distinctly a modernist minister, who has kept pace with the times while retaining the deep fundamentals of the faith. He talks directly, incisively, with the unassuming confidence of one who knows whereof he speaks.

Sensation Held Justified. "I would rather be a sensationalist than a dead one," continued Dr. Reiser. "The man who does not create a sensation in the Lord's work is something you can guess what. We called those in this country who were not for us during the war, pro-Germans."

"It is my hope that we will get where we will not take up a subscription, or collection, or use the word 'beg.' Advertising is literature put into the hearts and heads of people until they believe it a privilege to invest in God's liberty bonds."

Men who play golf and baseball on Monday will not be as ready for business on Sunday as the men who go to church. You have to make the people know that the church is doing business. There is no hope for this work without Jesus Christ. We have to make people believe this by preaching it in the shop, the church, the office, or wherever we find them. We must show them the way to God. We must get our faces into the papers, even though we are loquacious."

Films Freely Used. In the centenary drive Dr. Reiser will command an army of 60,000 minute-men of Methodism, largely recruited from the multitude of four-minute men who preached the jihad of America's cause to such purpose during the late war. By exhibition and authorization of President Wilson, the Methodist leaders have christened their division of publicity crusaders, the "minute-men."

One of Dr. Reiser's pet projects is co-operating with motion picture producers to the end that films that have passed their review by the censor be turned over to the Methodist church for use in its Sunday schools. He is a firm friend of D. W. Griffith, noted American producer of motion picture spectacles, and it is Mr. Griffith who has promised to film for the Methodists their tremendous pageant and centenary celebration which is to be held at Columbus, Ohio, during July.

METHODIST CONFERENCE ON

(Continued From First Page.)

big campaign conference is the singing under the leadership of E. O. Excell, the publisher of more gospel hymns than any other man in the world. Mr. Excell waxes a song of hysteric spell about his audience which wins instant favor. A. W. Roper, pianist, caught the instant favor of the audience with his variations in playing the old familiar tunes.

If for the 53,000 Methodists required to devote their lives to the service of Christianizing the world, there should be lacking volunteers, then the church would have recourse to the selective draft. In the view of Rev. G. Franklin Reiser, executive secretary of the department of life service, who was one of the speakers at the morning conference which preceded the afternoon opening session.

Young People Available. "For the 53,000 young people we need

For Biliousness

Sick Headache, Sour Stomach, Bloating, Gas, Constipation—all these distressing consequences of indigestion are avoided if the bowels are kept open and regular.

FOLEY CATHARTIC TABLETS

act promptly, without pain or nausea. They clear the bowels, sweeten the stomach and tone up the liver.

E. R. Whitehead, R. F. D. 1, Norfolk, Va. "Foley's Cathartic Tablets have done more good for me than any medicine I ever used."

SHAKE INTO YOUR SHOES

Allen's Foot-Powder, the antiseptic powder to be shaken into the shoes and sprinkled in the foot. The Flatburgh Camp Manual advises men in training to use Foot-Powder in their shoes each morning. It prevents blisters, chafing, itching and keeps the feet cool, sweet and healthy. A certain relief for sore, chafed, itching feet. Always use Allen's Foot-Powder to break in new shoes. Sold everywhere.—Adv.

Clear Your Skin While You Sleep with Cuticura

All druggists. Soap 5c. Ointment 25c. Talcom 25c. Sample each free of "Cuticura, Dept. E. Boston."

PREACHERS OF NATIONAL REPUTATION WHO WILL BE IN PORTLAND TODAY, AND MAN WHO HEADS \$100,000,000 DRIVE FOR METHODISM.



Dr. John W. Hancher, Director of Organization. S. Earl Taylor, Executive Secretary. Dr. Christian F. Reiser, Pastor of Largest Methodist Church in New York.

there is plenty of available timber," said Dr. Reiser, who has already enrolled 60,000 of the 100,000 Methodist minute men the church intends to enroll that the story of the centenary may be told every Sunday by a layman in every church in the land, spoke on and to the minute men.

"Men who dodge the centenary will feel awfully cheap and they will be awfully cheap," said Dr. Reiser. "Minute men may speak only five minutes. Whenever I hear of a minute man who more than once has overstepped his time, I ask for his resignation."

Dr. William A. Brown spoke of the requirements of stewardship in the Methodist church, of the decision to enroll 1,000,000 titlers who shall pledge one-tenth of their income to the work of God.

"Nothing had been the custom, last year alone enough money would have been raised to meet the current budget of \$46,000,000 for the year, and the \$105,000,000 for which the Methodist centenary is now asking to carry on its work, and also several of the bigger war funds."

"The purpose of the centenary is to plant so firmly stewardship in the churches that it will prove a success for each local church."

VICTORY BANQUETS SERVED

Problems of Church Discussed by Well-Known Speakers.

Some of the big problems which the Methodist of America face at home and abroad were related in personal, straight-from-the-heart talks to the church laity at victory banquets given at the First Methodist Episcopal church last evening.

Dr. Christian F. Reiser was in charge of the dinner for laymen and the compelling personality of the man aroused his hearers to a high pitch of enthusiasm. Dr. Reiser was preceded by Dr. Edward Lair Mills of Montana, who applied the problem facing the Methodist centenary to the problem which faced the early trail-blazers in the west.

More than 100 of the Methodist minute men were enlisted at the dinner last evening, and two of their number delivered typical minute-man addresses, which indicated the strength which this great speaking organization soon will attain.

Dr. Carl Elise made an emphatic appeal for the boys and girls of this community. While others of the church shall devote their life work toward spreading the gospel of Christ to the people of far-off lands, he urged that they do not forget the boys and girls at home.

"There is not a church in the denomination that is not a man who could and who should draw a check to the centenary for more than the whole quota of that church for the drive," said Dr. Brown. "Our people should learn the pleasure of consecrating their wealth to God. In all my years in the ministry I have seen more homes broken by too much money than by lack of it. The centenary proposes in its survey to find the needs of the world and then to supply them."

Dr. Vinton, who is the 29th member of his family to enter the missionary field and who has recently returned from China and Japan, closed the programme with an interesting talk on the needs of a wider evangelism in the far east.

"The women, girls and children of Japan have been swept along on the great tide of modern industrialism which has invaded that section and religion has been left behind," said Dr. Vinton. "There are girls in the factories of the south of Japan receiving less than \$1.50 a month, herded like animals. That would be as a Methodist we do not do to help better their condition."

WOMEN'S POSITION OUTLINED

National Representative of Board of Missions Speaks.

More than 200 women of the Foreign and Home missionary societies of the Methodist churches of Portland assembled at dinner at the First Methodist church last night to hear of their position on the centenary programme as outlined by Dr. William Brown, national representative of the board of home missions, and Dr. Sumner Vinton, representative of the board of foreign missions. Mrs. A. R. McLeslie presided at the meeting and short talks were given by two minute men, O. V. Badley and E. R. Andrews.

"There is not a church in the denomination that has not a man who could and who should draw a check to the centenary for more than the whole quota of that church for the drive," said Dr. Brown. "Our people should learn the pleasure of consecrating their wealth to God. In all my years in the ministry I have seen more homes broken by too much money than by lack of it. The centenary proposes in its survey to find the needs of the world and then to supply them."

STEAMER CAUGHT IN ICE JAM

HALIFAX, N. S., Feb. 28.—The Furber line steamer Graciana reported by wireless today that she was caught in an ice jam two miles off Cape Race. The Graciana left here last Saturday for St. Johns, N. E., and Liverpool, England.

U. S. SENDS SILVER TO INDIA

PHILADELPHIA, Feb. 28.—The United States mint started here today a shipment of \$1,000,000 for India. The value of \$1,000,000 for India. They will be sent there by way of San Francisco.

Seasoned slabwood and inside wood-green stamps, for cash. Holman Fuel Co., Main 353, A. 353.—Adv.



R. A. Ward, Who Went Through Chinese Rebellion 1915.



Dr. G. Franklin Reiser, Who Expects To Enroll 53,000 To Give Lives To Work.

KEYMEN TAKE STRIKE VOTE

TELEGRAPHERS OUTSIDE PORTLAND BALLOTING.

Official of Local Union Intimates That First Decisions Received Favor Walkout.

Members of local No. 52, Commercial Telegraphers of America, living outside of Portland, already are balloting in a strike vote, which will be completed by local members on Sunday. Intimation is given by C. H. Preston, secretary-treasurer of the union, that all ballots thus far received have been in favor of a strike.

This is the first definite announcement that the telegraph employes here have taken actual steps leading up to a strike. It had been stated previously that telephone operators and members of the International Brotherhood of Electrical Workers were balloting on a proposal to strike.

Grievances of all three of these unions are practically identical. They grow out of dissatisfaction with conditions of telegraph and telephone officials, both local and national, and with the attitude of Postmaster-General Burleson in directing control of the wire systems. Plans for redress have been sent repeatedly to Mr. Burleson, his bureau chiefs, heads of the telegraph and telephone systems, and finally to members of the Oregon delegation in congress.

The vote is expected merely to authorize a strike at some date to be fixed later.

JUDGES ASK FOR RELIEF

APPLICATIONS POURING IN FOR DOMESTIC RELATIONS JOB.

Presiding Judge Stapleton Explains Method for Filing Requests. Politics Not Considered.

"We are being pestered to death by applications and recommendations for appointment to the newly created judgeship of the court of domestic relations—please tell would-be applicants and their friends to leave us alone."

Presiding Judge Stapleton explained the method for filing requests for consideration in the appointment.

HAVE YOU GOT YOUR GARDEN BOOK?

Get your garden growing while the growing's good! If you are one of the millions who raised war gardens, you don't need this advice. Experience has taught you that February is the month to plan your garden if you live in the north, too plan it if you live in the south.

You won't need to be told, either, that backyard gardens are just as much needed in 1919 as they were in 1918. Besides, if you have once raised a garden, you probably have the habit for life.

But—whether you are a confirmed backyard gardener, with a fierce enmity for potato bugs and a cultivated taste in early radishes, or one of those who has merely looked on and envied in former years, but is determined to get into the game this year—now is the time to get your Official Illustrated Government Garden Book.

There are several different kinds, adapted to different parts of the country. We will send you the one that exactly fits your needs. Address The Portland Oregonian Information Bureau, Frederick J. Haackin, director, Washington, D. C. Enclose a 2-cent stamp for return postage. Say Garden Book, and write your name and address plainly.

Note that the book is not sent from Portland, but from Washington, D. C. Employ only the address given in the foregoing paragraph.

SUFFRAGISTS STILL HOPE

ANOTHER FIGHT TO BE MADE FOR AMENDMENT.

Committee Chairman Hopes for Action Before Congress Adjourns. New Resolution Introduced.

WASHINGTON, Feb. 28.—Chairman Jones of the woman suffrage committee announced today that before congress adjourns another effort would be made to secure adoption of a resolution authorizing submission of an equal suffrage amendment to the federal constitution. In making the announcement Senator Jones introduced a modified resolution giving states initial authority to enforce the proposed amendment.

The new resolution was designed to meet objections of senators from the southern states and was reported to have the approval of a majority measure, of President Wilson and leaders of woman suffrage organizations.

Senator Jones discussed the subject yesterday with the president, who was said to have expressed hope that the resolution would be adopted before adjournment.

The measure provides that franchise shall not be abridged because of sex.

S. & H. Stamps Bring Added Profit 20 EXTRA STAMPS TODAY WITH THE COUPON 20

'RUNABOUT' Wardrobe Trunks

Just the right size—40 in. high, 22 in. wide, 13 in. deep; round edge construction, hard vulcanized fiber binding on all edges, and fiber covered body. Built for hard service and equipped with self-locking Excelsior Lock, and most improved clasps. Carries 6 suits or gowns.

Special Price \$24.50

REDUCED PRICES 4-oz. Glycerine.....25¢ 3-oz. Camphorated Oil.....25¢ 2-oz. Oil Eucalyptus.....25¢ 8-oz. Witch Hazel, double distilled.....25¢ 2-oz. Spiritus Camphor.....25¢

There's Only One Way to secure a satin skin: Apply Satin Skin Cream. Then Satin Skin Powder.

Use a Harvey Exposure Meter Many films are badly under-exposed, some over-exposed. If you want the best results always use a meter. It saves films.

FRAMES Oval, Gilt and Black, with glass.....19¢ PRINTS -50c to \$2; special.....35¢

Plant Your Sweet Peas Now package, 10¢ up to \$2.50

SPECIALS!

\$4.50 to \$17.50 ladies' all-silk colored Umbrellas, with baccalite trimmings. A full line of colors. At 20% Discount \$2.75 to \$17.50 men's and women's black Umbrellas, in American taffeta, gloria silk and pure silk; nice assortment of handles in both lots—

Whiting's Dualine STATIONERY A large sheet in French blue, buff, lavender, light blue; envelopes are tissue lined. \$1.00 Regular \$1.50, for... \$1.00 Florentine Shell Pyralin Ivory, One-Quarter Off

WOODARD, CLARKE & CO.

and contains the following enforcement clause: "The several states shall have the authority to enforce this article by necessary legislation but if any state shall enforce or enact any law in conflict therewith, then congress shall not be excluded from enacting appropriate legislation to enforce it."

CASTLE ROCK STORE ROBBED. CASTLE ROCK, Wash., Feb. 28.—(Special.)—The general merchandise store of Booth & Lampkin was entered by burglars Tuesday night and about \$150 in goods and a small amount of cash taken. Entrance was made through a basement window and holes drilled through the floor of the main room with an extension bit, making an opening 2x12 inches.

Promotions Data Demanded. WASHINGTON, Feb. 28.—A resolution by Senator McKellar of Tennessee, adopted with a record vote today by the senate asks the war department to furnish information regarding promotions in overseas service and also names of officers who have not seen overseas service.

TIRES Oregon Vulcanizing Company

333-335 Burnside at Broadway Distributor FEDERAL TIRES Extra ply FABRIC TIRES Double Cable Base CORD TIRES You can't beat 'em

Bring This Coupon AND GET 20-EXTRA-20

S. & H. Trading Stamps on your first \$1 cash purchase and double on the balance. Good on first floor and in basement today, MARCH 1.

We Sell Genuine Bayer-Tablets of Aspirin

AYER'S TABLETS OF ASPIRIN. Pocket Boxes of 12. Bottles of 24 and 100. BAYER-CAPSULES OF ASPIRIN. Sealed Boxes of 12 and 24.

Your last summer's hat is still good—Just freshen it up with

'DY-IT'

All colors; easy to apply. Bottle 25¢

FREE FREE

One cake of Creme Oil Soap with purchase of 3 for 25¢

We Are Specialists On SHERWIN-WILLIAMS PRODUCTS

FLAT-TONE—The best of washable wall coverings; 15 colors. Gallons, \$3.80 Quarts, \$1.15

AUTO TOP DRESSING—Pliable, waterproof coat for top and curtains; half pints, pints, quarts. AUTO ENAMELS—Eight pleasing colors; half pints, pints, quarts. FLOOR PAINTS—10 Colors—Quarts, \$1.00 Gallons, \$3.80

ALABASTINE—In all shades of the rainbow; covers all surfaces: Paper, cloth, concrete, fiber board or wood; sanitary and durable; 70c easy to apply. White... 70c 16 colors, package.....75¢

SOLDIERS and SAILORS ATTENTION

To the boys of UNCLE SAM desiring employment The Oregonian will, for a limited time, publish free for three days the advertisement of any soldier or sailor in uniform or those showing credentials that they have been honorably discharged from the service.

ADVERTISEMENTS MUST BE PRESENTED TO THE BUSINESS OFFICE OF THE OREGONIAN. TELEPHONE OR MAIL ORDERS WILL NOT BE ACCEPTED.

DOES YOUR DAUGHTER KNOW? SEE PLAYTHINGS