

Y. M. C. A. IS OUT FOR 1000 IN 14 HOURS

Portland and Seattle to Vie for Laurels in Third Membership Contest.

START TO BE ON TUESDAY

City Is Divided Into 50 Districts for Campaign—Results to Be Tabulated Each Day and Compared for Rating.

One thousand members in 14 hours! Two hundred and twenty-four men, welded into a magnificent piece of organization machinery, on Tuesday will launch the greatest membership campaign in the history of the Portland Young Men's Christian Association in the effort to sweep in 1900 new members between February 23 and March 2.

At the same moment on Tuesday a campaign of like proportions will receive the starting gun in the Seattle Y. M. C. A. In a sensational campaign of seven days the two associations will compete on the number of men, boys, money and points. Each organization has one membership campaign to its credit. This will settle the best out of three teams of seven men each. During the campaign each team will be divided into subteams to cover a section of the territory.

Four Colonels in Command. Portland has been divided into 50 districts. The officers, commanded by "General" E. L. Thompson, of Hartman & Thompson, and coached by John D. Goodell, Northwest Industrial Young Men's Christian Association secretary, have been assigned to four divisions commanded in each instance by a colonel. The divisions again are divided into eight teams of seven men each. During the campaign each team will be divided into subteams to cover a section of the territory.

Results to Be Tabulated Daily. The Portland teams will be called into conference at a luncheon at 12:15 each day, when the results of that day will be tabulated and compared with those from Seattle. The members of the organization are instructed that they cannot invite any young men into the association except those whose names they receive when they report for work in the morning. Strict rules have been formulated and instructions issued that no infringement will be tolerated.

Portland Is Rated Seventh. The Portland association now ranks seventh in North America. It has 4220 members on its roll. With the additional 1000 it would leap to fourth place in an associational rating. Following are the Young Men's Christian Associations as they rank in the United States and Canada: Boston 6487, New York, West Side, 6120, Los Angeles 6033, Detroit 6032, Philadelphia 5221, Chicago 5017, Portland 4220, Seattle 4283.

At the same time that the men are conducting their canvases, 200 boys will be scouring the city for more members of that department. The youngsters also have divided into teams. The rules on which the scoring of points will be figured are: Two hundred points for each member or renewal. One hundred points for each dollar paid in.

PERSONAL MENTION.

L. J. Hart, of Aurora, is at the Perkins. J. Joseph, of Hoquiam, is at the Perkins. M. S. Johnson and Sam Hodges, of Gold Hill, are both at the Multnomah.

Dr. G. S. Holsington, of Pendleton, is at the Multnomah. J. C. Woods, of Seattle, is at the Carlton. Guy O. Smith, of Salem, is at the Seward. M. D. Good, of Albany, is at the Seward. O. Kirkpatrick, of Albany, is at the Perkins. Royall Condit, of Turner, is at the Cornelius. H. C. Wirtz, of Hillsboro, is at the Cornelius. K. C. Eldridge, of Independence, is at the Seward. F. A. Crammery, of San Jose, Cal., is at the Oregon. H. Willingham, of San Francisco, is at the Carlton. Dr. J. L. Callaway, of Independence, is at the Seward. W. H. Lerchin, a druggist of Salem, is at the Oregon. H. W. Kesslery, of Oak Point, Wash., is at the Nortonia. Charles J. Ferguson, of Klamath Falls, is at the Imperial. M. A. Rickard, a business man of Corvallis, is at the Oregon. J. S. Cooper, a hosiery of Independence, is at the Imperial. Mrs. L. E. MacFarland is registered from Seattle at the Carlton. Ed Freeman, a business man of Woodburn, is at the Nortonia. T. O. Hearn, of Linyang, China, is at the Carlton with his family. A. H. May, a bellboy at the Benson,

PRESS BEST MEDIUM

Charles F. Berg Shows How Advertising Pays.

PROFIT INSTANCES CITED

Class at State University Gets First-Hand Information From Portland Man Who Lectures in Series Being Held at Eugene.

UNIVERSITY OF OREGON, Eugene, Or., Feb. 20.—(Special).—"Advertising pays." One hundred and thirty thousand dollars invested in advertising brought \$13,000,000 to one insurance company in one year. "The man who does not advertise is the one who bears the expense of the other fellow's campaign; that is to say that advertising so reduces the cost of

oline when he comes to a hill, but he throws on the throttle, advances the spark and bowls over the steepest grade. If he were to retard the spark and pinch on the gas he would stop before much headway was made. The same principle applies to advertising. There must be enough of it. You must advance the spark and gas, for business is all up hill; there are no level and smooth grades.

LINE ADVERTISES OREGON

North Bank Road Issues Booklet Illustrating Scenic Attractions.

In commemoration of the 26th annual congress of the Society of the Sons of the American Revolution, to be held in Portland July 19, 20 and 21, the North Bank Road has published an illustrated booklet in colors for special distribution among the members of the society in a state of the Union. There are over 15,000 names on the membership rolls of the society. The Columbia River scenic attractions, the Columbia Highway, Portland, the Oregon coast resorts and various points of interest to tourists and convention delegates are covered.

This is the first congress of the society ever held in the Far West and the special booklet was prepared for the purpose of fully informing prospective travelers concerning Portland and its environs. The local committee on railroads and accommodations is on

"STRATEGY BOARD" IN Y. M. C. A. MEMBERSHIP CAMPAIGN WHICH WILL BE LAUNCHED TUESDAY



E. L. Thompson.



H. W. Stone



J. D. Goodell.

has been advanced to a clerkship for efficient clerical work. L. J. Bissell, of Seattle, a well-known lumberman, is at the Nortonia. R. Logan, a prominent business man of La Grande, is at the Oregon. J. R. Shand, a lumberman of Mills City, is registered at the Imperial. Dr. Elizabeth Lane Howells, of Corvallis, is staying at the Multnomah. W. G. Fortman, an insurance man of San Francisco, is at the Multnomah. E. H. Springer, a business man of Seattle, is registered at the Perkins. J. E. Gleason, a prominent farmer of Goldendale, Wash., is at the Cornelius. W. J. Stack, a steam-fitting contractor, is registered from Superior, Wis., at the Imperial. O. C. Letter, formerly city editor of The Oregonian, is registered from La Grande at the Oregon.

Lewis F. Anderson, an educator of Portland, is registered from Walla Walla at the Portland. P. E. Fitzgerald, a prominent resident of Cleveland who is touring the West, is at the Nortonia. E. H. Cannon and C. F. Greaver, construction engineers of Leavenworth, Kan., are at the Portland. W. H. Hornbrook, of Albany, recently appointed United States Minister to Spain, is at the Portland. Mrs. Phil Metehan, Sr., left last night for Grants Pass, where she will visit her daughter, Mrs. Kenneth Neil.

Max Pudlich, Pacific Coast representative of a German wholesale fish concern, is registered from Astoria, where he keeps an office while buying fish for his German employer. Contractors who have bid on the Interstate bridge are filling the hotels while waiting for Tuesday, when the bids will be opened and the contracts awarded. Many Eastern and Middle Western cities are interested.

CHICAGO, Feb. 20.—(Special).—W. J. Mason, of Portland, Or., is registered at the Auditorium Hotel.

PLOT IS CHARGED IN SUIT

Auto Company Asks \$95,000 for Loss of Agency for Maxwell.

Conspiracy to take the Maxwell automobile agency away from them is alleged by the Pacific Motors Company in a suit filed in County Clerk Coffey's office yesterday against the Maxwell Motor Sales Corporation, T. J. Toner, W. H. Beidler, H. C. Skinner and the H. C. Skinner Company. The complaint asks total damages of \$95,000, of which \$50,000 is exemplary damages for the action of the Maxwell company in taking away the agency. A similar suit filed a week ago asked \$5,000, but did not allege conspiracy in the changing of the agency.

composed of General Charles F. Beebe, D. W. Wakefield and W. G. Oberstuffer. The committee is sending out letters to the state secretaries giving information regarding hotel rates and assuring visitors that provision will be made for their comfort and entertainment. Among other features of the convention probably will be a side trip up Columbia Gorge. The new booklet, which was designed by the North Bank Road publication, contains a topographic panorama of the Columbia River district.

Advertising Does Pay. "The Economic Justification of Advertising" was the title of Mr. Berg's discourse. "Does advertising pay?" This was the current running theme and the speaker backed each remark and statement with an abundance of facts which proved conclusively that advertising through the columns of the daily newspaper, periodical, and magazine is profitable for the advertiser. The value of an advertised brand, a trademark, a name that has been placed before the public in such a way that everyone knows the article and knows that it stands for superiority in that particular article, was one of the values of skillful advertising which Mr. Berg laid great stress. The success of large companies who had put their wares on the market was given as an illustration of consistent advertising.

Medium of Press Vital. "Annually millions of dollars' worth of labor-saving machinery are sold through the medium of the press." In pointing how valuable is advertising to the man of the rural districts, through the columns of his weekly and his metropolitan daily, plus the pages of periodicals and current magazines, Mr. Berg said: "Farmers have growing needs to be supplied and they have money to spend, yet they can neither supply their needs or spend their money at home. For a manufacturer to send salesmen to call upon the farmers would be slow and expensive, but the press brings the manufacturer's messages to millions of farmers and the mails take the orders to the factory, where the supply and demand is co-ordinated to the advantage of the producer and the saving of the consumer."

"The man," he said, "seeking the economic justification of advertising can do no better than to observe the success of those who do advertise, and in so doing compare the price and quality of the advertised goods with the price and quality of the unadvertised lines. Many advertising campaigns fail because the promoters are penny wise and pound foolish. A man driving an automobile does not economize on gas-

DRAMA TO AID CLASS FUND

"The Newly Married Couple" Is for Lincoln High Scholarship.

The drama, "The Newly Married Couple," by Bjornstjerne Bjornson, the great Norwegian dramatist, is to be presented on March 13 at the Lincoln High School by Professor Archibald Reddie, of the University of Oregon, and members of his class in dramatic interpretation. The play has been exceedingly popular on the Scandinavian stage since its first production at the Christiania Theater in 1857. This is, however, the first time that the people of Portland have had an opportunity to witness it. Professor Reddie's work in dramatization has interested a large number of people, and the plays presented by his students last year were well received. "Rosalind," a one-act comedy, by James M. Barrie, will be given as a curtain lifter.

The proceeds from the play are to go to the fund for a University of Oregon scholarship which is to be given each year by the pupils of the Lincoln High School to some member of the senior class.

20 CARS PUT IN BOAT LINE

All-Steel Coaches Ordered to Meet New Liner Service.

New all-steel passenger coaches are on their way from the Eastern shops to go into service on the Spokane, Portland & Seattle Railroad between Portland and Plavel. They are a part of the new transportation plan in connection with the new steamship service inaugurated by the company to San Francisco. The new equipment will make up the steamer trains to be run on fast schedule from Portland to connect with the new liners. Twenty coaches have been ordered, including parlor cars, baggage and mail cars. The new rolling stock is expected to arrive here before the end of the month, so as to be available when the new steamship service is inaugurated.

AID IS PLEDGED TO IDLE

CAMPAIGN FOR WORK IS OUTLINED AT CITY HALL MEETING.

Mayor Joins in Work by Hiring Lot Spaded and Urging Contractors to Start on Streets Soon.

As a result of a mass-meeting of unemployed men in the Council Chamber at the City Hall yesterday, at which it was shown to the satisfaction of the Council that there are many deserving men of families in need of employment, arrangements were made for a campaign to get residents of the city to employ men work at odd jobs. In addition, the Council gave its support to a plan promoted by the Alberta Women's Improvement Club to erect tents on vacant lots for men to use by unemployed men with families.

The meeting was attended by about 150 men, who explained the difficulty in getting work of any kind. Pledges of destitution were told by some. For the immediate benefit of some of the most needy, Mayor Albee hired three men to spade up a vacant lot next to his home, personally paid the water bills of some of the men and promised to devote as much of his time and energy as possible to helping the men find work.

Arrangements were made for an exchange in City Commissioner Brewster's office for men of families seeking work and people willing to engage men to do odd jobs. All persons who have work which they are willing to give to needy men are asked by the Council to communicate with Commissioner Brewster's office.

The men present yesterday were not World War veterans, but many of them are taxpayers and practically all are permanent residents of the city. They expressed a willingness to do any kind of work. "There certainly are hundreds of people in Portland who would be willing to help these deserving men," said Mayor Albee yesterday. "Give them a day's work spading up vacant lots or cleaning up vacant property, cutting wood or doing any kind of work."

Mrs. Josephine Sharp, of the Alberta Women's Improvement Club, was at the meeting and after adjournment took the names of the men who are desirous of moving into tents on vacant property, where they can raise gardens and will not have to pay rent. About 50 of the men signed their names to the petition for tents. Commissioner Dieck announced at the meeting that he is endeavoring to get contractors to start work on street improvement contracts as soon as possible. He says this will give work to many men. Commissioner Daly said he is doing all he can to give men work in the water bureau, as much as possible of the year's construction being under way now and planned for the immediate future.

Astoria Firm to Dike Land Tract.

GRAYS RIVER, Wash., Feb. 20.—(Special).—Carruthers & Behlke, of

"1000 in 14 Hours"

WHAT? The Portland Young Men's Christian Association proposes to secure 1000 new members in 14 hours during the week of February 23 to March 2, inclusive, between the hours of 10 A. M. to 12 M. each day except Sunday.

WHY? Our building as it now stands will accommodate 1000 new members. We OUGHT to have the limit with a big waiting list, for the young men need us and desire to come.

WHO? Every man, young man and boy over 10 years old has an opportunity to join, as well as securing at least one other new member. The other fellow is simply awaiting your request for him to join. This is a big, worthy event—one that needs your help. You should do your part!

Seattle Also has a similar contest on! Never! Shall we let them beat Portland? Never!

"1000 in 14 Hours" You! Y. M. C. A.

That Great Man-Making Plant of Portland

TRAVEL EFFECTS NOTED

Exposition Visitors From Portland to South Begin to Leave.

The effects of the opening of the Panama-Pacific Exposition in San Francisco already are apparent in the travel from Portland to the South, according to J. M. Scott, general passenger agent for the Southern Pacific. "Things have been rather quiet for the past two months and the marked increase in the travel that already is apparent gives good indication for an excellent season during the exposition year," said Mr. Scott yesterday. "We already have been obliged to add to our service and it is probable that more additions will be necessary in the immediate future. The Coast travel should continue to increase from now on, for our tickets have been on sale since February 15. In the East they will not go on sale until March 1 and we can expect the vanguard of the Eastern

CODE TO BE DISCUSSED

Electrical Ordinance to Be Topic at Meeting on Tuesday.

Questions which have been raised by City Attorney La Roche regarding the legality of certain provisions of the proposed new electrical ordinance will be discussed at a meeting of the various interests concerned in the office of City Commissioner Dieck Tuesday at 2 o'clock. The electrical code, which has been before the Council for more than two months, has been changed in various ways to enable the electrical inspection division of the department of public works to keep incompetent wiremen from doing contracting. A provision was placed in the ordinance making it impossible for a property owner to engage an electrician to assist him with wiring. The legality of this has been questioned.

\$10 cash will send a \$225 Upright Piano to your home for \$165. Graves Music Co., 151 Fourth st.—Adv.

Advertisement for Hotel Multnomah featuring an illustration of a man with a suitcase and text: "When travelers enter The Portland they're 'at Home'". The text describes the hotel's amenities, including a fine orchestra and dining options.



GROUP OF YOUNG MEN IN CONTEST CAUGHT BY PHOTOGRAPHER BEFORE ASSOCIATION BUILDING AFTER LUNCHEON RALLY.

Advertisement for Hotel Multnomah listing dining options: "Table d'Hote Dinner, Sunday, 6 Until 8" and "Grand Concert—Sunday—in Lobby 8:30 Until 10". It also mentions an important announcement of an event in tomorrow's papers.