

AD CLUB'S "JINKS" MARK CLOSING OF SUCCESSFUL YEAR

With Annual Celebration Ad Club Closes 1919 Books Which Record Remarkable Achievements.

"New Year" came to the Portland Ad club last Thursday evening. At that time the organization installed its newly elected officers and bade farewell to the officers who have administered club affairs during the past year. It was the occasion, too, for the annual "Jinks." The entire eighth floor of the Oregon building was transformed for the occasion into the similitude of a barn. Those in attendance wore appropriate rural costumes. Anybody "dressed up" except in country style was forbidden admission.

The newly elected officers are E. N. Strong, president; William S. Kirkpatrick and George Rauch, vice presidents; William J. Piepenbrink, secretary-treasurer; H. B. Alnoworth, Milton Reed Klepper, Frank Nau, D. T. Short, W. H. Chatten, W. E. Conklin, Miles Standish, directors.

Important accomplishments in advancing the cause of truth in advertising and in community service were revealed in the report of the retiring president. The work of the Better Business bureau of the club, which dealt with 656 cases involving advertising, was considered particularly notable. Appreciation was voiced for the support of Portland and Oregon newspapers, the report reading: "Newspaper publicity and support accorded Ad club activities during 1919 far exceeded previous years. It aggregated the surprising total of 437 articles, covering 1248 column inches. Segregated as follows: Ad club activities in general, 385 articles of 861 inches. Better Business bureau, 52 articles of 387 inches, plus 1242 inches of advertising space. The Ad club is especially indebted to the newspapers of Portland."

LIST OF ACTIVITIES

Under the list of accomplishments, the report reads: "During 1919 the Portland Ad club financed its Better Business bureau, securing for it nearly \$8000 and enabling it to respond efficiently to 656 calls for service as a practical means of sustaining the standard of 'Truth in Advertising.'"

Provided "investigation clearing house" on advertising schemes and enterprises for city in Orltkab, Chamber of Commerce, Portland Typothetne and other organizations.

Inaugurated campaign for truthful branding of Oregon apples, prunes, nuts and other products. Gave whole programs to exposition of fruit juice industries and Fruit Growers' Cooperative organization.

Took the initiative in launching and organizing the financing campaign of the Pacific International Livestock exposition, as a result of which about \$250,000 was invested, making Portland permanently the livestock center of the West. The original committee named by the club was retained as the general committee in charge of the community drive. This campaign was endorsed and vigorously aided by other local organizations and furnished an excellent demonstration of community efficiency.

Entertained the Pacific Coast Association of Advertising Clubs, this convention proving to be the most successful gathering of advertising men ever held in the West, and being supplemented by one of the largest and best arranged advertising exhibits ever shown. Made an equally creditable first advertising exhibit at the Oregon state fair.

Reaffiliated with the Associated Advertising Clubs of the World, involving a contribution of between \$500 and \$600 a year, and sent a strong delegation to the international advertising convention in New Orleans.

Organized the presidents' council of civil and business clubs, to coordinate local programs of community service and to pass upon applications made by solicitors of charitable and other drives who desired hearing before the various organizations. The presidents' council was appointed by the mayor and city council to act as a board of censors to pass upon applications for permits from the city for such drives.

FINANCED HEALTH CAMPAIGN
Financed the Visiting Nurse association, which provides heroic nursing care to the needy sick, securing for it more than \$21,000 to cover a two-year period, together with more than 300 members.

Took a leading part in port publicity, secured by contest the now generally accepted slogan, "Oregon Will Be Saved by Routing Your Pacific Coast Freight Via the Columbia River Gateway"; prepared exhibitional programs on foreign trade opportunities and the fight to retain local shipbuilding, and established the custom of inviting masters of ships in foreign trade to attend club meetings as speakers and guests.

Inaugurated the Apple Blossom festival at Hood River, which is to be made a permanent annual event.

Financed the purchase of Cloud Cap Inn, enabling the Mount Hood lodge campaign to establish a trio of tourist hotels on the north slope of Mount Hood, and also furnished from the membership of the club the directors to aid in the advertising, business and accounting divisions of the company.

Took an advanced position on community publicity, contributed \$200 toward the expense of Frank Branch Riley's last eastern tour to lecture about Oregon and the Pacific Northwest, and presented programs on state industry and scenery.

Devoted programs to national advertising campaigns as handled by local agencies.

Adopted strong program in aid of home industries by sponsoring numerous prize contests in behalf of same, the subject being given much exhibitional attention. Appointed committee to co-operate with Realty board in program of business men's visit to local industries.

Created a strong organization for graphic marking of Oregon's chief scenic and industrial highways.

OFFICERS FOR 1920 ELECTED BY AD CLUB



Above, left to right—W. S. Kirkpatrick, vice president; E. N. Strong, president; G. L. Rauch, second vice president. Center, left to right—W. H. Chatten, William J. Piepenbrink, (Peterson Photo), D. T. Short, Walter E. Conklin (Grove). Below—Frank Nau, (Bushnell Photo), Milton R. Klepper, (Grove Photo), and Miles Standish, (Grove).

calism and indorsed reenactment of the capital punishment law.

Reorganized and reequipped the business and office administration of the club, providing new furniture and facilities, securing quarterly audits and putting disbursements under the check and balance system.

Raised and spent about twice as much money as in preceding years, but arranged disbursements so that a balance was left in the general fund and that special funds as well as the club's finances generally were in healthy condition.

Brought membership from 320 at beginning of year to constitutional membership of 400 at close with a waiting list of 10.

Affiliated with the Oregon Chamber of Commerce and with the Portland Service Legion.

Presented a succession of programs dealing with standards, progress and achievements in advertising of all kinds, endeavoring to show that the subject of advertising can be as attractive as any other popularized by advertising, and tried to reveal the purposes of the club to business men through correspondence and by entertaining them as guests at the club's meetings.

Held Christmas party in South Portland Children's home, providing presents, candies, nuts and apples for 80 little children. This proved to be the happiest event of the year.

Labor Notes

LABOR temple bids will be considered at a special meeting of stockholders to be held at Machinists' hall, Friday evening.

The Central Labor council is annoyed and its time consumed by a man who has been elected as a delegate from a new union, and by actual count took the floor 33 times at one of its recent meetings.

Webb pressman have elected the following officers: R. W. Brown, president; J. Albert Ober, vice president; J. P. Harper, secretary-treasurer; Paul H. Richter, corresponding secretary.

Bakery workers have elected Fred W. Zepp, president; H. Krause, vice president; Richard Kroll, business agent and financial secretary.

S. L. Shreffler of Idaho, a member of the Portland bricklayers, is busy darning that he is dead. Some other Shreffler may have died, but not he.

Miss Beattie Smith, stenographer of the State Federation of Labor and well

Sob Sister Views Models One Is Rather Growsome

The staff "sob sister," ever intent upon the pursuit of tearful tales, was ordered out Tuesday afternoon to garner a "whale of a story" among the ruins of the old medical school building of the University of Oregon, at Twenty-third and Lovejoy streets.

The story was shaping itself beautifully as she followed in the wake of new horrors at every blow of the pick and every crunch of the saw. There was a note in the groan of a shoveler as he hauled from the debris what seemed to be the remnant of a tiny torso and cast it into the growing "bone pile," with an assortment of arms, legs, hands and feet taken from the ruins. Into the furnace had been stuffed other mute evidences of wholesale butchery.

She was taking her final note just as a late graduate of the famous old school appeared at the scene of many laboratory vigils to ruminate upon the glories of the past. He cast his knowing eye over the "find."

"Bunk!" he exclaimed. "These sorrowful souvenirs are nothing but a worthless and very aged collection of plaster of Paris casts and rubber models in the shape of human bones and organs."

When the old medical school building had been deserted for more modern quarters the students had failed to eliminate signs of their studies. Their "models" were very realistic and workmen have been pardoned for their hasty conclusion by those who have seen the "bone pile."

But in a dark corner of the fire-charred ruins workmen later unearthed a human body, practically entire. Lightly referred to by medical students as a "stiff," some sad sacrifice to the advancement of medical research had found his tomb in the debris of the deserted building, forsaken by those whose purposes had been served in study.

The body had occupied the ruined sepulchre since fire razed the old building May 29, and probably for some time before.

Oscar Moore, foreman of the wrecking crew, notified his employers, the Elmer Steel & Iron Works, of the find. Elmerath in turn reported the facts to the city health officer who made arrangements for proper interment for the body.

week to inspect locations and discuss the type of memorial to be adopted.

Find Mother Ledge Which Assays \$820

Warren, Idaho, Jan. 10.—Walter V. Martin and E. P. Adams have reported a strike said to be one of the largest made in this district. They say they found a 5 foot 6 inch contact vein between granite and porphyry and that assays show \$820 to the ton gold values. It is thought to be the mother lode of the district. The vein, it is said, holds its width for 7500 feet.

ACADEMY CLASSES INTERMINGLE FUN WITH SCHOOL WORK

Children at Academy of Holy Child Resume Studies After Holiday Festivities.

The little blue frocked girls who make up the happy family of day and boarding pupils at the Academy of the Holy Child, corner East Fifty-fourth street and The Alameda, came trooping back to their studies Wednesday after a two weeks' holiday and are once more busily engaged in alternate study and recreation which makes up the day's program. For the girls who come from a distance and could not go home for the holidays special Christmas festivities, with a gaily decorated tree and other treats dear to the childish heart, were provided.

A notable feature of the Christmas festival was the beautiful replica of a bit of Bethlehem with the manger and its occupants of animals and the holy folk. The little hillock surmounted by the stable was fashioned of rocks, moss, bark, lichen and dried shrubbery, many varieties, these having been gathered from the neighboring woods and fields by one of the sisters who began her garnering as early as October.

SCHOOL HAS MANY FEATURES
This academy was established six years ago, the Sisters of the Holy Child having come to Portland on the special invitation of Archbishop Christie, under whose patronage the school is conducted.

The society gives to its pupils religious training while devoting special attention to the formation of the character and to intellectual development; its aim being to train the child to become a useful and intelligent member of society, an end which the sisters feel can be attained not by any merely mechanical process of acquiring knowledge, but by training the mind to think for itself and to realize that no facts will avail it save those which it has thoroughly mastered and made its own.

Sixteen sisters, most of whom are European trained and exceptionally cultivated women, are in charge of the academy and the institution is permeated by an atmosphere of refinement and culture such as is appreciated by discriminating parents. The classrooms are small, thus insuring much individual attention. There are individual rooms for the teaching of music. The dormitories are large, airy and attractively furnished. Outdoor games and physical culture are featured. The art department has a large enrollment, a real studio with skylights making this especially enjoyable. An unusual feature is the teaching of French and literature, beginning with the first grade; thus, by the time a child is ready for high school, she has a good knowledge of both.

Fiction furnishes no more romantic tale than that which surrounds the founding of the order of the Holy Child. Its founder was Cornelia Peacock, a Philadelphia woman, who married an Episcopal rector, Rev. Pierce Connelly. She became the mother of three children. Later she was converted to the Catholic faith and led her husband and children, and several others, in her footsteps. A series of remarkable spiritual experiences followed and finally Mr. Connelly decided to enter the priesthood, and, simultaneously with his decision, she announced her intention of entering a religious order. As all of their relatives were Protestants, their children were given to Catholic friends. Instead of admitting Mrs. Connelly to an existing order, Pope Gregory XVI requested that she found a new order of nuns to undertake the work of Catholic education in England, which she did, the order being the Society of the Holy Child, which she founded in 1846.

Judge M. G. Munly is chairman of the newly formed educational committee of the Knights of Columbus, which is bending every effort to assist the various parochial schools of the city. At Thanksgiving time the knights gave a ball which netted a substantial sum which has been turned over to the academy and they are continuing their good work in an effort to enlarge the enrollment at the school. Other members of the committee are Michael Brennan, the Rev. Father O'Farrell, Patrick H. Hanley, John F. Daly, E. J. Dixon, Charles B. Duffy and Charles F. Neil.

The fifth annual exhibition of work of artists of the Pacific Northwest, given under the auspices of the Seattle Fine Arts society, will be held in the Fine Arts galleries in Seattle from February 1 to March 5.

The exhibition will consist of original work in oils, water colors and black and white not before exhibited in Seattle.

All work will be passed on by a jury appointed by the society.

Notification of entries including titles, number and value of same, together with name and address of the artist should be sent to the society, 1213 Fourth avenue, before January 28. Entries close January 29. All works must bear entry card filled out in duplicate.

Time to Begin Planting
Various indications point to an early spring, this season, but even when severe storms have visited us early in the winter this has been the case. The daffodils are showing above the ground and the buds are swelling. If the weather is fortunate enough to have a piece of well drained ground in a somewhat sheltered locality, peas, lettuce, early cabbage, onion sets and peapods may safely be planted now.

Soil is in condition to be spaded when a handful crumbles on being released from compression. It is true that severe weather before the peas are up may cause them to rot, but even then only a little seed is lost, while peas early in June will be the result in case the venture is successful. In all very early planting it is well to sow seeds thickly, for germination is not so sure as when the weather is warmer.

MURINE Night and Morning, Eyes. If they Tired, Itchy, Smart or Burn, if Sore, Irritated, Inflamed or Swollen, use Murine often. Soothes, Refreshes. Safe for Infants or Adults. At All Druggists. Write for Free Eye Book. State Eye Exam Co. Chicago

BROAD TRAINING IS GIVEN CHILDREN



Pupils Are Pledged By Fraternities on Campus at U. of O.

University of Oregon, Eugene, Jan. 10.—Fraternities and sororities of the university campus announced new pledges as follows:

Men: Kappa Sigma—Alfred Krohn, Delta Tau Delta—Conrad Roth, Portland; Lee Wilson, Grants Pass, and Ranie Burkhead, Monmouth. Beta Theta Pi—Carol Akers, Wasco. Phi Gamma Delta—George Roger and George Sosenich, both of Portland; Harry Holister, Ogden, Utah. Sigma Alpha Epsilon—Frank Carter, Eugene. Sigma Nu—Richard Reed, Eugene, and John Hyde, Twin Falls, Idaho. Sigma Chi—Berrian Dunn, Eugene. Phi Delta Theta—Richard Dixon, Robert Mann, James Pierson, Fred Dunn and Kenneth Cockerline, all of Eugene.

Women: Alpha Phi—Miriam Stockton, Hillsboro. Chi Omega—Mildred Lauderdale, Portland. Delta Gamma—Aleretta Sage, Ontario. Dymon Povey, Portland. Epsilon Alpha Theta—Marion Linn, Eugene. Hilma Honkanen, Seaside. Elizabeth Giesler, Portland. Beta Phi—Mrs. Raymond H. Wheeler, Margaret Carter, Eugene; Miller Calkins, Klamath Falls. Gamma Phi Beta—Leanne West and Dorothy Condon of Portland; Helen Day, Eugene; Helen Gardiner, Baker, and Winona Dyer, Astoria.

Above—Girls' class in sketching at the academy of the Society of the Holy Child. Below—Two bright lassies whose smiles show that education and joy can be mixed.

Prof. J. Matthews to Lecture on Teaching

Salem, Jan. 10.—Professor James T. Matthews of Williamsite university is scheduled to deliver 10 lectures on the "Principles of Teaching" before the Marion county Sunday school training

school, beginning January 19. The lectures will cover such subjects as biology and psychology applied to teaching, the art of questioning, attention, methods of Bible study, personality of the teacher, class discipline and the like.

A man should have plenty of backbone for himself—and plenty of ham-bone for the rest of the family.

Lay-It-Away Sale of Wall Paper AT SMITH'S

The thrifty housewife will be quick to take advantage of the saving to her home which this sale affords. We have kept the price of Wall Paper down throughout the year, but our next carload is costing us a lot more and we will be forced to advance our prices. Buy your paper now—lay it away until you are ready to paper.

These Prices Good for Next Ten Days



15c Double Roll
20c, 25c, 30c, 35c

These papers are worth 20 to 25c today, but during this sale you can choose from about 40 patterns at 15c double roll.

Dozens of nifty patterns at these prices. Papers suitable for any room in the house, and two or three dollars will paper the whole room.

Ingrain Papers, 30 inches wide, special for full bolt. 39c
Best Duplex Oatmeal, 30 inches wide, special for full bolt. . 50c
Varnish Tiles, the washable paper, special for full bolt. . . 50c
Moire Ceilings, in white or cream, special for full bolt. . . . 20c

The New Harmonellas
These 30 in. papers come in the two-toned or clouded effects. Special at 75c bolt.

Cut Out Borders
A pretty cut out border adds wonderfully to the beauty of your room. We have a big assortment at 5c, 7c, 10c, 12c, 15c yard.

Beautiful Tapestries
The latest decoration for the living room or dining room, especially priced at 50c to \$4.50 bolt. Both 18 and 30 inch widths.

Deadening Felt for house lining, \$3.00 for full roll of 450 sq. ft. Glidden's Paints, Japalac, Stains and Enamels, Kalsomine

Competent Workmen at Your Service
Phone Marshall 454

Estimates cheerfully given on your work. If you have painting, papering or tinting to be done, get our figures on the job. No job too large or too small to receive prompt and courteous attention. Satisfaction guaranteed.

Smith's Busy Wall Paper House
Wholesale and Retail
108-110 Second Street, bet. Washington and Stark Sts., Portland