



Remember, life insurance is not all in merely "taking out a policy"

A policy in New World Life, with its millions of dollars in assets and its unusual surplus to policy holders—\$1,611,340.26—will cost you no more than one in a company of only average resources.

NEW WORLD LIFE
Stevens Bldg., Portland

A splendid opening for a local representative in your territory

AMONG THE CHURCHES

Methodist Church—Rev. Jos. Knotts, pastor. Sunday school at 10 a. m. Regular preaching services at 11 a. m. and 8:00. Epworth league at 7 p. m. Mid-week prayer meeting Thursday evening at 8:00.

Union services at the Presbyterian church at 11 a. m. Sunday. Subject of evening sermon, "The Value of a Life."

Christian Church—Walter Callison, minister. Bible school 9:45 a. m. Y. P. S. C. E. 6:30 p. m. Preaching services at 11 a. m. and 7:30 p. m.

Baptist Church—E. G. O. Groat pastor emeritus. Sunday school at 10 a. m. Preaching at 11 a. m. Prayer meeting Thursday evening at 7:30.

Christian Science Church—Services in the chapel at 242 Second street each Sunday at 11 a. m. Regular testimonial meeting each Wednesday at 7:30 p. m. The building is open for the use of the circulating library each Wednesday from 1:30 to 4:30 p. m. All are cordially invited to the services as well as to make use of the literature.

WE MAKE A SPECIALTY OF Dry Cleaning and Pressing (Saturdays Only)

We call for laundry and cleaning bundles Mondays and Tuesdays until noon. We deliver Fridays only. We charge Eugene prices. Give our rough dry work a trial.

Cottage Grove Laundry

Out of the Gloom

Many a Gloomy Countenance in Cottage Grove Now Lightens With Happiness.

A bad back makes you gloomy. Can't be happy with continual backache.

The aches and pains of a bad back are frequently due to weak kidneys. Doan's Kidney Pills are recommended for weak kidneys.

So Cottage Grove citizens testify. Mrs. J. J. Moore, Sixth St., Cottage Grove, says: "I am more or less subject to kidney trouble. My back gets very sore and lame at times and during this misery, my kidneys act irregularly. I feel tired-out and depressed generally. After I have taken Doan's Kidney Pills for a few days my back feels as strong as ever and my kidneys become normal."

Price 60c, at all dealers. Don't simply ask for a kidney remedy—get Doan's Kidney Pills—the same that Mrs. Moore uses. Foster-Milburn Co., Props., Buffalo, N. Y. m31-j7



What Dye KNOW?

To-day it's a battle of wits—and brains win. Muscle and brawn don't count so much as they used to. The great question now is "What do you know?" It draws the line between failure and success, between a poor job and a good one.

What do you know? Have you special ability? Could you "make good" in a big job right now?

For 25 years the International Correspondence Schools have been training men for better work and bigger salaries. They can train YOU, no matter where you live, what hours you work, or how little your education. Mark and mail the coupon and find out—it won't obligate you in the least.

INTERNATIONAL CORRESPONDENCE SCHOOLS, Box 893, Scranton, Pa. Explain fully about your course in the subject marked X:

- Civil Engineering
- Electrical
- Steam
- Diesel
- Mechanical
- Mechanical Drafting
- Architectural
- Architecture
- Advertising
- Bookkeeping
- Commercial Law
- Stenography
- Civil Service
- Dictation
- Mail Service
- AUTOMOBILES
- CHEMISTRY
- Farming
- French
- German
- Italian
- SPANISH

Name _____ Address _____

PEOPLE ASKED FOR FLOUR DONATIONS

Freewill Offering of Excess Stocks Is Requested.

MEN OVERSEAS NEED GRAIN

Plan Devised to Save Transportation and Time—Local Donations to Be Resold Locally But Release Equal Amount at Atlantic Seaboard For Immediate Shipment to Allies and Troops.

Opportunity is now offered, through Federal Food Administrator W. B. Ayer, for Oregon families and manufacturing firms using wheat flour, to make a voluntary personal sacrifice for the benefit of Uncle Sam's boys in the Army and Navy. Mr. Ayer has announced that any family, public eating place, or factory using wheat flour, such as bakeries and cracker factories, now has the privilege of directly contributing to the flour bins of the Army and Navy by turning back to the government, at the market price, such portion of their wheat flour allowance as they will patriotically refrain from consuming themselves.

Such gifts of wheat flour, while not going directly to France for the boys overseas, will be turned into the government commissary at the nearest point, and will release an equal quantity of wheat flour on the Atlantic seaboard for immediate shipment "over there." Under this novel plan when a patriotic Oregon family goes on a wheatless diet for a week or a month, or longer period, the wheat flour they save and turn back to the government actually represents an equivalent of wheat flour three thousand miles away, which immediately starts to move forward to the fighting forces. This arrangement has been made in order to save transportation across the continent.

"I am hoping for a splendid wheat saving record in Oregon," said Mr. Ayer the other day. "For I believe when Oregon families and public eating places in the state know that the flour they save will go direct to the boys of the Army and Navy they will not hesitate to respond in the usual patriotic Oregon way. I had a telegram from Mr. Hoover today in which he asked me for an estimate on what I thought Oregon could be relied upon to save under the new plan. I wished to be conservative, and I replied that my estimate would be 30 to 35 per cent of the normal wheat flour consumption. This is a much lower estimate than other states had made, and I realize that it will probably be unsatisfactory at Washington. I am hoping that the people of the state will exceed this estimate by a generous margin. The county administrators have in hand the full details of the plan for saving wheat in this way for the needs of our fighting men, and any one wishing to personally contribute wheat flour should get in touch at once with the Food Administrator of the county in which he or she lives."

The wheat-saving plan announced by Mr. Ayer is a national one, and it is now operative in all the states. The states of Washington, Idaho and Oregon are now co-operating in an effort to make a big wheat-saving record for the Northwest. Federal Food Administrators R. F. Bicknell of Idaho and Charles Heberd of Washington join with Federal Food Administrator W. B. Ayer for Oregon in the following announcement, which gives in detail the plan of handling the returned wheat:

"Mr. Hoover has wired all Federal Food Administrators that the excess stocks of flour held by public eating places, bakers, dealers and consumers may be voluntarily surrendered for the use of the Army and Navy and the Allies. This action has been prompted by the many voluntary offerings from different parts of the country.

"The practical method of handling such returned flour will be through the local merchant, who is hereby requested to receive all such flour and pay the holding consumer the actual cost of same, and then re-distribute it without any additional charge to the ultimate consumer. Where merchants accumulate more than their thirty days' supply and all hotels, bakers, etc., that have an excess amount that cannot be disposed of locally, they should immediately communicate with Mr. M. H. Houser, Grain Commissioner of the Food Administration, Board of Trade Building, Portland, and he will arrange for the transportation to the seaboard. All flour returned to the merchant that is resold to the consumer should be reported to Mr. Houser, in order that an equal amount may be released for shipment to the Allies.

"The whole object of the above arrangement is to provide a channel through which all excess quantities of flour may reach the Army and Navy or the Allied armies as a voluntary offering of the people of this country."

If you have a food conservation plan or recipe pass it on to your neighbors and your friends—be "in the service."



WHEN BANKS ARE CLOSED HOLIDAYS THAT DELAY THE WORLD'S BUSINESS

Only 84 Days in the Year in Which the World's Business Is Not Interrupted Somewhere by Holidays and Sundays.

- *****
- * CURIOUS FACTS ABOUT THE WORLD'S HOLIDAYS. *
- * There is no national legal holiday in the United States.
- * Massachusetts does not observe New Year's Day as a legal holiday.
- * Five Christian countries do not observe Christmas as a legal holiday.
- * New Year's Day is the only holiday observed throughout the world.
- * Eleven different dates are observed as New Year's Day in different parts of the world.
- * International business will be interfered with by holidays or Sundays in 281 days in 1918, of these 261 days being holidays.
- * This leaves only 84 days in which universal banking business is possible.
- * November, with 26 holidays in different parts of the world, leads the months.
- * March, with 19, has the fewest holidays.
- * Brazil leads the nations of the world with 84 holidays.
- * The United States comes next with 54.
- *****

By GARRET SMITH. WHILE man plays or prays the world's business will be interfered with on 281 days during 1918. In other words, there will be only 84 days in this coming year that are not Sundays or special holidays in one or more important commercial regions of the earth.

The growth of international finance has made the world's aggregate of closed days a serious factor and an expensive one. Not until now, how-



New York City's Financial District Decorated in Honor of a Foreign War Mission.

ever, has any attempt been made to compile an exhaustive list of holidays for the guidance of bankers and merchants. This task has just been completed by the Guaranty Trust Company of New York City.

Contrary to the popular notion, the new democracies of the west enjoy a greater number of holidays than their sister nations of the eastern hemisphere. Of the 97 nations or dependencies listed Brazil leads, with 84 holidays. The United States, with 54, is a close second, although she, unlike Brazil, practically ignores the church days. Another popular delusion is shattered when we find that France has only 18 formally observed days and Italy only 23. We had supposed the Latins always outdid us in this particular. Among the other belligerents Germany, it is presumed, will observe 20 days next year, Great Britain 16, Japan 15 and Russia 17.

The United States has no national holiday. Acts of Congress and Presidents' pronouncements in this respect apply only to the District of Columbia and the territories.

Among the favorite months of holidays the world over November leads, with 26 out of its possible 30 days. May comes next, with 25 and an additional Sunday not otherwise celebrated, thus actually tying November in the number of days closed to business. March, on the other hand, is the longest all around business month, having only 19 holidays.

New Year's Day is the only holiday universally observed. But, alas, it falls on 11 different dates in different parts of the globe, and some countries observe more than one of them.

Christmas Day, due to its religious significance, is not so generally observed as New Year's Day. It has, moreover, only three different dates.

GROCCERS HELP IN 50-50 PLAN

SIGN PLEDGE TO CARRY OUT FOOD ADMINISTRATION PROGRAM.

POST CARDS IN STORES.

Explain New Wheat Ruling to Thousands of Customers—Insures Greater Food Saving.

Groccers of the nation have accepted enthusiastically the 50-50 basis for the purchase of wheat flour and are doing their utmost to explain the new regulation to the housewife. This ruling by the U. S. Food Administration requires each purchaser of wheat flour to buy one pound of cereal substitute, one kind or assorted, for every pound of wheat flour. It was necessary to restrict the use of wheat flour in order that the allies and our fighting forces abroad might be assured of an adequate supply of wheat to meet their vital needs. This supply must come from our savings because we have already sent our normal surplus.

Wheat saving pledge cards were forwarded by the Food Administration to all retail food merchants, and these are being signed and posted in stores throughout the country. This card states, "We pledge ourselves loyally to carry out the Food Administration program. In accordance with this order we will not sell any wheat flour except where the purchaser buys an equal weight of one or more of the following, a greater use of which in the home will save wheat:

"Cornmeal, corn flour, edible corn starch, hominy, corn grits, barley flour, potato flour, sweet potato flour, soy bean flour, feterita flour and meals, rice, rice flour, oatmeal, rolled oats and buckwheat flour."

Some confusion has resulted on the part of the consumer in construing this "50-50" ruling to mean that an equal amount in value of substitutes must be purchased with wheat flour. This is a mistaken idea. The ruling states that the consumer in purchasing flour shall "buy at the same time an equal weight of other cereals."

One exception to this ruling is concerning Graham flour and whole wheat flour, which may be sold at the ratio of three pounds to five pounds of wheat flour. This provision is made because approximately 25 per cent more of the wheat berry is used in the manufacture of these flours than standard wheat flour.

Another exception is that concerning mixed flours containing less than 50 per cent of wheat flour, which may be sold without substitutes. Retailers, however, are forbidden to sell mixed flours containing more than 50 per cent of wheat flour to any person unless the amount of wheat flour substitutes sold is sufficient to make the total amount of substitutes, including those mixed in flours, equal to the total amount in wheat flour in the mixed flour. For instance, if any mixed flour is purchased containing 60 per cent wheat flour and 40 per cent substitutes it is necessary that an additional 20 per cent of substitutes be purchased. This brings it to the basis of one pound of substitutes for each pound of wheat flour.

A special exemption may be granted upon application in the case of specially prepared infants' and invalids' food containing flour where the necessity is shown.

Some misunderstanding seems to exist on the part of consumers in assuming that with the purchase of wheat flour one must confine the additional 50 per cent purchase to one of the substitutes. This is not the case. One may select from the entire range of substitutes a sufficient amount of each to bring the total weight of all substitutes equal to the weight of the wheat flour purchased. For instance, if a purchase of 24 pounds of wheat flour is made a range of substitutes may be selected as follows:

Cornmeal, 8 pounds; corn grits, 4 pounds; rice, 4 pounds; buckwheat, 2 pounds; corn starch, 1 pound; hominy, 2 pounds; rolled oats, 3 pounds.

These substitutes may be used in the following manner:

Cornmeal, 8 Pounds.—Corn bread, no flour; corn muffins or spoon bread, one-fourth flour or one-third rice or one-third hominy; 20 per cent. substitutes in whole bread.

Corn Starch, 1 Pound.—Thickening gravy, making custards, one-third substitute in cake.

Corn Grits, 4 Pounds.—Fried like mush, used with meal in making corn bread.

Roller Oats, 3 Pounds.—One-fourth to one-third substitutes in bread, one-half substitute in muffins; breakfast porridge, use freely; oatmeal cookies, oatmeal soup.

Buckwheat Flour, 2 Pounds.—One-fourth substitute in bread, buckwheat cakes.

Hominy, 2 Pounds.—Boiled for dinner, baked for dinner, with cheese sauce.

Rice, 4 Pounds.—One-fourth substitute in wheat bread, one-third substitute in corn bread, boiled for dinner (a bread cut), as a breakfast food, to thicken soups, rice pudding instead of cake or pie, rice batter cakes.

Plan Your War Garden Now, Save Time and Money.



HELP INCREASE OUR EXPORT FOOD STOCKS



The Farmer's Share

Live stock is marketed from farmer to consumer at a lower cost than almost any other farm product.

The United States Department of agriculture reported in 1916 that the farmer gets for his cattle "approximately two-thirds to three-fourths" of the final retail price paid by the consumer for the resulting beef.

Under normal conditions, the farmer's share of retail prices of various farm products is approximately as follows:

Butter	71 per cent
CATTLE	66 2/3 to 75 per cent
Eggs	65 per cent
Potatoes	55 per cent
Poultry	45 per cent
Fruits	35 per cent

The difference between farmer's price and retail price represents the necessary expenses of packing, freight and wholesale and retail distribution.

Swift & Company not only performs the manufacturing operations of preparing cattle for market in its well-equipped packing plants, but it pays the freight on meat to all parts of the United States, operates 500 branch distributing houses, and in most cases even delivers to the retail butcher. All this is done at an expense of less than 2 cents per pound, and at a profit of only about 1/4 of a cent per pound of beef.

Large volume of business and expert management, make possible this indispensable service to the live-stock raiser and to the consumer, and make possible the larger proportion of retail prices received by farmers.

Year Book of interesting and instructive facts sent on request. Address Swift & Company, Union Stock Yards, Chicago, Illinois

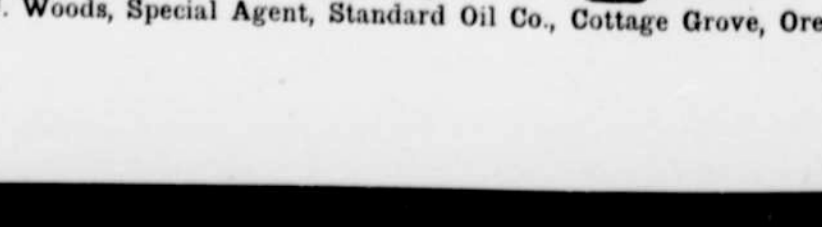
Swift & Company, U.S.A.

The Choice of Those Who Know

Manufacturers and leading motor car distributors recommend ZEROLENE. The majority of motorists use ZEROLENE. ZEROLENE reduces wear and gives more power because it keeps its lubricating body at cylinder heat. Gives less carbon because, being refined from selected California asphalt-base crude, it burns clean and goes out with exhaust. ZEROLENE is the correct oil for all types of automobile engines. It is the correct oil for your automobile. Get our lubrication chart showing the correct consistency for your car.

At dealers everywhere and Standard Oil Service Stations. STANDARD OIL COMPANY (California)

ZEROLENE The Standard Oil for Motor Cars



W. J. Woods, Special Agent, Standard Oil Co., Cottage Grove, Ore.