

BIG PROFITS BLAMED FOR HIGH FOOD COST

Charles R. Van Hise, Representative of Hoover, Says U. S. Supervision Needed.

CO-OPERATION IS KEYNOTE

Laws of Supply and Demand and Competition Are Broken Down Under Conditions of War, Members' Council Hears.

The law of supply and demand and the laws of competition having broken down under the unusual conditions of war, co-operation is the principle that must be applied, but applied under the supervision of the Federal Government if the United States is to carry through this war successfully.

This, in effect, was the idea expressed by Charles R. Van Hise, president of the University of Wisconsin, at the luncheon of the members' council of the Chamber of Commerce yesterday.

Mr. Van Hise is the official representative of Herbert C. Hoover, chairman of the Government Food Conservation Commission, and his address yesterday was on "Governmental Control of Industries in Wartime."

High Prices Explained.
"It is apparent that the law of supply and demand as a regulator of prices has absolutely broken down in this crisis," he said. "It is foolish, which may work in times of normal demand and supply, but not when there is an excess demand for all essential commodities."

"The tendency to increase prices, once started, is cumulative and the enhancement of prices goes on with increasing velocity. For fundamental products, such as wheat, corn, coal and iron, due to the unusual conditions of the producers or manipulators, or both, prices are beyond all reason; and the public is being subjected to gross extortion."

"There is no sound reason why prices for almost all standard articles should be double what they were a year ago, and for many of them triple what they were two years ago. The demand exceeds the supply by a moderate percentage, but so little has been the principle of competition to control the prices when united with co-operation of the producers to control the market and the co-operation of manipulators that prices have soared to the sky."

Individual Not Blamed.
"I do not blame the individual producer for this. I blame instead the system. It is to be assumed that the producers will get all the profits they can. There has also undoubtedly been co-operation for the purpose of controlling the market and the co-operation of manipulators that prices have soared to the sky."

"We have had the Sherman act on the statute books for 25 years and it has proved absolutely futile to prevent co-operation in the enhancement of prices. At the same time we have tried to prevent co-operation in industry we have enforced co-operation to prevent co-operation in the interstate Commerce Commission. One law to prevent co-operation and another to enforce it."

"The fact that co-operation is inevitable under the conditions that exist today. There is no law which can prevent it, and no law which can be profitable to co-operate to compete."

"But if co-operation in business is to be allowed, there must be some regulation. The war has tremendously accelerated the movement for regulation."

Extortion at Present Charged.
"We are to win this war. We cannot expect to continue to suffer the extortion they are being subjected to now. Already there is discontent among the people. The Government must be allowed to dictate the control of prices, the priority of shipment and of manufacture. The Government must be filled without an order from the priority board."

"In America there has been a frenzy of buying far ahead of actual needs. This is one cause of the enhancement of prices. It can be overcome to some extent by a campaign of education, but that is not sufficient. If priority boards of the sort which I have described can control distribution, this hoarding of supplies can be overcome."

"There remains another important reform connected with the subject under discussion, which cannot be accomplished just now, but which should be brought about as soon as possible. The Sherman act should be amended to provide that the 'restraint of trade' prohibited is only that which is detrimental to the public welfare. If such an amendment can be made, businessmen will be able to co-operate publicly."

New Economy is Forecast.
"When the war is over there will be two great alliances, the new economy, which will act as economic units. Already these two groups are acting together. We have come to realize the economy of buying on a national scale, and this is likely to continue for a considerable period after the war."

"Even if we do not keep all the measures which we are adopting in wartime we shall at least sort out those which we find to be of permanent value. This, it seems to me, is the only way in which Socialism can be escaped. It is the man who is making unfair profits out of the necessities of the people who is promoting Socialism today."

"I believe that the war will help us introduce a more efficient system of production and distribution than we have had in the past."

New Line Connects With Southern.
KLAMATH FALLS, Or., July 9.—(Special)—The first work being done on the new Klamath Falls municipal railway from this city to Delany station, 20 miles east, is the grading of half a mile of spur from the Southern Pacific Y to a point on the Strahorn survey, where rails and other materials can be unloaded.

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Send 10c for Trial Size
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SOCIETIES

BY GERTRUDE P. CORBETT

ATTRACTIVE MINNEAPOLIS GIRL, BRIDE OF PORTLAND BUSINESS MAN.



Mrs. Helen Ladd, bride of Alan Green.

Miss Helen Ladd and Alan Green were married on July 25 at 6 o'clock at the home of Mrs. Helen Ladd Corbett, aunt of the bride-elect. The Rev. John H. Boyd will officiate. A simple, informal wedding has been planned, as it is possible that Mr. Green will be called into military service in the near future. The young couple will take a short trip, and after their return will remain at the J. Wesley Ladd residence until Mr. Green's departure. The bride-elect is the only daughter of Mr. and Mrs. J. Wesley Ladd, and is one of the most attractive and loveliest of the society girls of the West. She is president of the Junior League and was the first state leader of the Girls' National Honor Guard. Mr. Green is the son of Mrs. C. H. Green, of Sault Ste. Marie, Mich., and a brother of Donald Green of this city. He is a member of the University and other clubs and of Delta Kappa Epsilon Fraternity. The engagement was announced at a luncheon given at Easter time at the home of Mrs. Helen Ladd Corbett.

The Misses Madge and Alice McGreevy, attractive daughters of Mr. and Mrs. M. G. McGreevy, spent the weekend in Seaside. Mrs. McGreevy left for an extended visit with friends in Spokane.

Miss Evelyn Somerville, president of the Girls' Honor Guard of Pendleton, has returned to her home after a visit with Miss Gwendolyn Smith, of Alameda Park.

Miss Gwendolyn Smith has returned from a delightful visit in Eastern Oregon and Idaho. While in Idaho Miss Smith was the house guest of Miss Geraldine Dewey.

Mrs. Clifford E. Smith and small son, Gilbert, of Kansas City, Mo., are the guests of Mr. and Mrs. George W. Stearns, of Capitol Hill.

Miss June Nissen, of the Juvenile Court, is spending a few days with friends at Gearhart.

Twelve close friends were invited to the home of Mrs. P. Wagner, 361 Multnomah street, on Saturday, when the engagement of Miss Anna Wagner to Hugo Rayman, a graduate with large interests in the vicinity of Spokane, was announced. The guests at the recent festivity enjoyed a game of cards and a dainty repast. The rooms were decorated attractively in pink and blue flowers. At the table places were marked with old-fashioned nosegays which covered the festivity tables. The announcement cards, Mrs. Wagner was assisted by Mrs. Paul Wagner and Mrs. Morey, of California.

The marriage of Miss Hazel Peters and Frederick E. Collins was solemnized on Wednesday of last week in Seattle. The marriage was kept a secret from all except the immediate relatives. The couple will remain in Seaside until the fall. The bride is a graduate of Lincoln High School and has many friends here. She is the daughter of Mr. and Mrs. I. D. Peters. The bridegroom is the son of Mr. and Mrs. John Collins, of Indiana.

On Thursday evening Utopia Rebekah Lodge will install their officers in Orient Hall. Mrs. Nellie Barney, district deputy, has called a drill of the installing staff for tomorrow afternoon 1:30 o'clock. The following committee was appointed for the arrangement for the evening: Robert Andrews, George Minor, Matthew Steele, N. P. Tomlinson, J. H. Kistler. At their last meeting the noble and vice-grand-elect qualified.

Miss Helen B. Wittrill recently returned to Portland after a year's visit with relatives in Minneapolis and Winnipeg, Manitoba.

Miss Anna Earl Grady, of Seattle, is in Portland for the N. E. A. convention and is the guest of her brother, John C. Grady, 725 Wasco street.

Smart social events planned in honor of the visiting educators and celebrities will occupy a large share of the time of society this week.

The home of Mrs. Helen Ekin Starrett was the scene yesterday of an interesting reception given by the Association of Collegiate Alumnae and the graduates of Mills College in compliment to the honor guests, Mrs. Starrett is a gracious hostess, and always attracts about her the interesting and bright young women of the coast.

"This time of opportunity," said Dr. Reinhardt, "let us not be found wanting, and to every task, from the least to the greatest, give ourselves willingly. Let us not overlook the smaller tasks. They are important."

Dr. Reinhardt has a deep, rich voice that carries well, and she has a strikingly charming personality. The standing of the stand-ardization of colleges, and praised the splendid rank that Mills College occupies.

Presiding at the tea table serving ices and cakes were Mrs. J. C. Elliott King, Miss Laura Northrup, Mrs. Harry Warren, Mrs. E. J. French, Mrs. E. French, president of the Association of Collegiate Alumnae; Miss Ethel Moore, Merriam, secretary of the same organization; Mrs. Aley, wife of the president of the N. E. A.; Mrs. W. T. Foster, Mrs. Russell, Mrs. Walter Smith and Dr. Aurelia Henry Reinhardt, president of Mills College. Dr. Reinhardt, the honor guests, were introduced by Mrs. French, and gave a short talk in which she urged college women to keep the right perspective.

Dr. Reinhardt will entertain today for Dr. Reinhardt and several other educators, and for the presidents of parent-teacher associations.

A social gathering of interest will be the college dinner Thursday night at 8 o'clock at the University Club. Mrs. F. S. Myers is chairman of the committee of arrangements and Miss Sara Frantz is secretary. The toast-mistress. Among those who are assisting are Mrs. Harry Chipman, Mrs. Archibald Moore, Mrs. E. J. French, Mrs. E. P. Geary, Mrs. C. E. Wolterton, Mrs. A. F. S. Dentler, Mrs. A. B. Slauson and Mrs. Gwendolyn Smith, Miss Constance King, Miss Frances Jones and Miss Frances Beck.

A wedding of interest tonight will be that of Miss Bernice Ethel Ruppe and Don Coe Juxthelmer. The ceremony will be in the Adam Ruppe residence in Irvington and Dr. John H. Boyd will officiate.

Mrs. John Keating entertained about 50 guests yesterday in compliment to Mrs. David Johnston, wife of the vice-president of the N. E. A., and Mrs. Warren, McMinville, constitution. In this first discussion our youth grow eager for the success that they tasted so early. They perhaps try to even to defeat. Or they bolster their brilliancy with a short course in some expensive "correspondence university."

WOMEN'S CLUBS

By EDITH DWIGHT HOLMES

CLUBS' CALENDAR FOR TODAY.

Ainsworth Parent-Teacher Association—Tea at Mrs. Starrett's, 720 Sherwood drive, 4 to 6 P. M. for Dr. Reinhardt, president of the National Education Association. Reception, 4 to 6 P. M. Mrs. M. L. King, hostess.

Home Economics Association—Reception, 4 to 6 P. M. Mrs. M. L. King, hostess.

Delegates to N. E. A.—Reception, Multnomah Hotel, tonight. Council Administrative and Executive, Multnomah Hotel, tonight.

Parents' Educational Bureau—Open house every day this week, 550 Courthouse.

Club of Women—Open house every day this week, 550 Courthouse.

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Kellogg's Krumbles
All Wheat Ready to Eat
THE ORIGINAL HAS THIS SIGNATURE
W.K. Kellogg
Look for this signature
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WOMEN! MOTHERS! DAUGHTERS!

how to use it freely. They do not appreciate that M follows ME and ME always is after MA. They have not mastered the alphabetical order of the words. Because they have fumbled so long they become discouraged about looking up words.

I do not think the various miscellaneous "books of facts" are enough more useful than the annual almanacs published by some of the metropolitan newspapers to be worth the difference in price.

An encyclopaedia is to be regarded as a starting point rather than a goal. I favor buying a rather compact one, written from the American standpoint, for use with a growing family. Their take the money thus saved and buy through books on the subjects in which the children develop an interest.

"Children's libraries" are very different in value, as they are different in their aims. Some are distinctly literary, others more informational in character. I will send any one interested a brief analysis of some of the best ones. Usually they cost more than they ought to. Cloth bindings are less expensive and more durable.

A book of synonyms is very useful and is not often recommended. It helps accurate speech and leads to the dictionary.

Art is Long.
Why does nobody ever tell them the truth? Tell your daughter who got a prize for her painting at the country fair before she ever took a lesson how the girls at the academies of Philadelphia, Boston and New York will have every bit of public school art available before they can even enter; how some of them work six years for a traveling scholarship, which in its turn puts them only at the threshold of becoming an artist. Tell your boy, whose first story was accepted by a juvenile weekly, that the space between that recognition and his being able to get a living by his writing means either college, followed by a special course in journalism, or ten years in a newspaper office.

How to Score.
Life is not a 100-yard dash. "Died on third" is an obligatory that has application beyond baseball. Praise your child's fine beginning for his encouragement, but beware of easy satisfactions. Never let him show off without setting for him a higher goal.

Third base is only a point of departure.

Use of Reference Books.
Dear Mr. Forbush: Will you give me some suggestions about buying and using reference books with my children? So many different handbooks are available before they can even enter; how some of them work six years for a traveling scholarship, which in its turn puts them only at the threshold of becoming an artist. Tell your boy, whose first story was accepted by a juvenile weekly, that the space between that recognition and his being able to get a living by his writing means either college, followed by a special course in journalism, or ten years in a newspaper office.

It is the way a reference book is used that really determines its worth. If it is bought and put behind a glass bookcase it might as well be buried as though it were not there. The best place for a book of reference is not in the library, but in the dining-room, next to father's chair, where it may be consulted when all the family are together three times a day.

A good dictionary is, of course, useful, but many children do not know

TRAINING THE CHILD

BY WILLIAM BYRON FORBUSH, PH.D.

SOME children are all flying start. They are regular Ty Cobbs on the get-away. It is exciting to watch those who are so young making three-baggers. And then—and then—somehow they seem to sit down, and they forget that third base is not a foot-stool, only a flag stop.

The world is full of men with silver cups for early eloquence who more adventurous than to come daily at 5:15 and clip the grass around the spring bush. The most versatile man I ever knew, who could do anything from decorating the church to playing the organ and writing a poem for the Sunday school concert, is a clerk in a fish market. The cleverest child elocutionist of my early memory married a railroad brakeman.

Too Easily Satisfied.
Why is it that when an infant prodigy grows up you must so often write over him the epitaph: "He meant 'while' he is yet alive? How is it that 'the village genius,' who stands head and shoulders above his townsmen, never fulfills his early promise, never accomplishes anything definite even on his native heath?

The answer is not wholly in the youth himself. Usually his parents have been too easily pleased with what he could do. All of us overpraise mediocre attainment. We give diplomas at the end of the eighth grade in school and allow girls of 13 to "graduate" therefrom in white net gowns. Boy Scouts lead their arms with "merit" badges which too often only enumerate the varieties of their dabbling. We

CARMEN Complexion Powder
You Have Seen Her!
The Carmen Beauty
Does not, like other powders, beautify for a few brief minutes; it stays on until you remove it. That is why Carmen is the most popular complexion powder everywhere.
White, Flesh, Pink, Cream—50c Everywhere