

HOUSER'S PROFITS GO TO RED CROSS

Portland Grain Exporter Also Gives Service as Aide to H. C. Hoover.

HELP OF TRADE EXPECTED

Hope Expressed That All Will Suppress Personal Feelings to Win War; Theodore B. Wilcox Also Is Appointed.

MR. HOUSER'S AID IN WAR WITH GERMANY.

Max H. Houser pledges profits of grain business for year to Red Cross and serves Government gratuitously as purchasing agent on grain. Assistance Mr. Houser has already lent in war with Germany includes the following: Purchased \$250,000 of Liberty bonds. Donated \$10,000 in Red Cross campaign. Purchased field ambulance for hospital service. Paid hospital expenses of 60 men requiring minor operations and treatment before entering United States Navy. Half salary ordered paid five men enlisting from office force of M. H. Houser Company.

"I don't believe in every person doing only their mite in this war, but their best, and if every individual will do that it will bring the situation to a focus and end the war," says Max H. Houser, millionaire grain dealer and the leading individual wheat exporter of the United States. In explanation of his voluntary offer to turn over to the Red Cross all profits from his business during the 1917-18 cereal season, on being appointed a member of the Food Administration Board, which is headed by Herbert Hoover.

News of the appointment of Mr. Houser, designating him as Northwest representative of the board, was received from Washington yesterday. Otto Kestnabach, representing Mr. Houser at New York and Chicago in the vast movement of wheat across the Atlantic during the past season, is at Washington now and the probabilities are Mr. Houser will go to the Capitol soon.

Old Methods Likely. "Yes, the duties will no doubt require almost all of my time," says Houser, in answer to a question, "but I don't believe in every person doing only his mite in this war, but his best, and if every individual will do that it will bring the situation to a focus and end the war. I have not sought the responsibilities, but so long as I can be of assistance in the channels in which I am most familiar, I feel that it is the least I can do.

"As to how the board will manage the huge undertaking I believe the old channels will be followed largely with a limit placed on what can be made. That applies to wheat and rye, and has nothing to do with oats and barley so far. The regulations will be carried out with as little disturbance to business as possible. I realize that it will be necessary to carry on a time, but we can only aim to do right, and if there are mistakes they will be honest ones, being always guided by a desire to help the country and without favoritism.

Trade Expected to Fall in Line. "If I felt the situation might be otherwise I would not undertake the responsibilities. It is to be hoped it will not be necessary to carry on the restrictions more than one year and I am convinced if all will turn to the Government and proffer their help with the best that is at their command, the war will not drag much beyond that period. Grain prices are to be fixed by a board that has been appointed for that purpose. There is no question in my mind but that the trade will form in line and accept the conditions in the spirit in which they are established.

"There has been little business done recently and what has been carried on in the way of contracts has been turned over to the mills and at least as far as we are concerned, our books are balanced as near as we can tell."

Hereafter Mr. Houser's cereal business will be handled by the Pacific Grain Company, a corporation he acquired several years ago and which has not been active. S. H. Draper, at present with Mr. Houser, will manage the Pacific Grain Company, and all net profits derived through its operation will find their way to the treasury of the Red Cross organization.

Individual Is Suppressed. "I hate war and everything connected with it, but individuals and their feelings are not weighed when the country faces such an emergency," said Mr. Houser. "Every man at the front and those enlisting are entitled to all we have if it can be devoted to their advantage in fighting, their comfort in the trenches and preparing for their 'bill'."

"One soldier advancing from the trenches or exposing himself to the enemy fire in time of need offers more in that brief space than do we with all of the toward times help we lend at home, yet one is fully as essential as the other. We at home have our place in this combat the same as the troops. To win we must work and sacrifice. To win they must fight and take the consequences, but with esprit de corps manifested by both there can be only one result. There can be no doubt as to the outcome since the United States entered the field, and there can be no doubt the country will be a unit, but first all must realize the gravity of the times. 'Give with your muscle, your brains and your purse, and, above all, give willingly,' should be the slogan."

Portland plays an important part in the general food control campaign, for while Mr. Houser will look after the cereal purchasing in the Northwest, T. B. Wilcox, president of the Portland Flouring Mills Company, holds a highly important place among the members on the Board and they are to act voluntarily in regulating the flour milling industry toward the time and the supplies may be conserved and reasonable prices maintained.

TWO APPOINTED BY HOOVER
Houser to Buy Grain, Wilcox Will Negotiate Mill Regulation.

OREGONIAN NEWS BUREAU, Washington, Aug. 15.—M. H. Houser, of Portland, today was named as Northwest representative of the food administrator by Herbert Hoover, in all matters pertaining to the marketing, transportation and purchasing of wheat

under Governmental direction or control. At the same time Theodore B. Wilcox, of Portland, was appointed Pacific Coast member of the United States millers' committee, which is to co-operate with the food administration in negotiating voluntary regulation of the milling industry of the country. Both Mr. Houser and Mr. Wilcox will serve without compensation. In making these appointments Mr. Hoover recognizes Portland as the wheat and milling center of the Pacific Northwest, and the official designation of Portland as the primary market for that section means that when the Government applies to next year's wheat crop the \$2 minimum price fixed in the food law that price will prevail at Portland and minimum prices elsewhere in the inland Empire will be \$2, less the cost of transportation to Portland. Just what the duties of Mr. Houser and Mr. Wilcox will be the food administrator's office does not at this time definitely outline. Mr. Houser was called to Washington some weeks ago by Mr. Hoover for

EUGENE BIBLE UNIVERSITY GRADUATE IS PASTOR AT WOODLAWN.

Rev. Joseph D. Boyd, Woodlawn Christian Church has called Rev. Joseph D. Boyd, formerly of the Eugene Bible University, to be the new pastor. Mr. Boyd will succeed Rev. James McCallum, who has been called into service in the Red Cross. Mr. Boyd was boys' work director in the Eugene Y. M. C. A. He formerly was minister of the Christian Church at Halsey.

consultation on the Northwest wheat and grain situation, and as a result of the conference Mr. Hoover selected him to represent and act for him in all wheat dealings in that part of the country. Senator McNary, at the request of Albers Bros., of Portland, today undertook to obtain from Mr. Hoover some definite statement which would guide the wheat dealers and millers in their immediate business transactions. As the determination of the Government's plan is not complete, the Senator could not get positive information, but after his conference with Albers Bros., at the suggestion of Mr. Hoover, advising that it is best for millers to operate from day to day until there are some definite developments. He also advises that the food administrator is prepared to take over the whole harvest if necessary, in order to maintain fair prices. Senator McNary was further told that the price commission probably will not fix a price on wheat for several weeks.

DIVORCE QUESTS DROP TO 3
Desertion and Cruelty Grounds for Untying Marital Knots.

"You can starve, for all I will do for you," is the ultimatum sent to Lizzie Bell by her husband, Conrad, according to the wife's complaint for divorce, filed yesterday. She seeks the custody of their three children and \$15 a month alimony. James Foley charges that his wife, Mamie, taught their children to insult him. He wants a divorce after 23 years of married life. Desertion is alleged by Joseph Wolf-erger in a suit for divorce from his wife, Fay. They were married in 1908 and have two children, whose custody the plain defendant seeks. V. H. Wolf was awarded a divorce from Gertrude Wolf because of desertion.

HEIR SOUGHT IN PORTLAND
Washington Attorney Asks Aid in Finding Thomas Murphy.

C. B. Wadleigh, attorney of Washington, D. C., is making an effort to locate Thomas Murphy, who is said to have resided in Portland in 1891. The local detective bureau received a letter from Mr. Wadleigh yesterday stating that he had charge of the disposition of a large amount of money which was due Mr. Murphy. Mr. Murphy is supposed to have come from San Francisco about 25 years ago and settled in Portland. The detective department is making an effort to locate the missing man.

AGITATOR'S PLEA DENIED
Court Asked to Keep William Ford in County's Custody.

Sheriff Hurlbut yesterday filed his answer to the habeas corpus petition stating that he had charge of the disposition of a large amount of money which was due Mr. Murphy. Mr. Murphy is supposed to have come from San Francisco about 25 years ago and settled in Portland. The detective department is making an effort to locate the missing man.

\$75,000 of Liquor Confiscated.
SALT LAKE CITY, Utah, Aug. 15.—Intoxicating liquor, mostly whiskey of a bootlegging variety, estimated at \$75,000, was seized by the police here in raids conducted today and last night.

Preserves
the skin and complexion indefinitely. Retains the Beauty of Youth when youth is but a memory. Your appearance will always be the wonder of your friends if you use

Gouraud's Oriental Cream
Send 10c. for Trial Size
FERD T. HOPKINS & SON, New York

Our usual weekly allotment of Welworth blouses has been received and goes on sale today for the first time. We believe these new arrivals the equal of, if not superior to, any we have heretofore shown. In style, fit, workmanship and material, Welworth blouses are the peer of any \$2 blouse on the market. Here only in Portland.

WE ARE PORTLAND AGENTS FOR FAMOUS BUTTERICK PATTERNS—SECOND FLOOR.

Mme. Coates' School of Dressmaking

Register now for Mme. Coates' classes in dressmaking and designing to be given at this store. Mme. Coates will give a **FREE PRELIMINARY LECTURE SEPT. 10** at which all are invited to present. Every woman who wishes to learn the science of dressmaking under America's foremost authority should take this course under Madame Coates. Enrollment books now open. Membership is limited. Tickets for complete course, \$1. Register at Notion Shop, Main Floor.

Meier & Frank Co.
Established 1857
THE QUALITY STORE OF PORTLAND
7th, 8th, Morrison, Alder Sts.

Restaurants Beauty Shop

It is a pleasing and altogether beneficial habit to adopt to eat your noonday luncheon in our Priscilla Tea Room on the ninth floor. For men, there is our Men's Grill, also on the ninth floor. Try either of these today—your satisfaction is assured. —Ninth Floor.

Our perfectly appointed Beauty Shop is conveniently located on the fifth floor. Expert hair dressing, manicuring, facial and scalp treatments. Children's hair cutting a specialty. An expert chiropodist is in constant attendance. —Beauty Shop, Fifth Floor.

A Little Chronicle of Mid-August Activities at the Quality Store

MEN! OUR SEMI-ANNUAL SALE 4000 Manhattan Shirts

begins today. Only twice each year does the famous Manhattan Shirt Company allow any reductions on standard Manhattan prices and this is one of these two occasions. And even then the Manhattan Company regulates the prices at which its products are to be sold—price reductions are uniform the country over.

BUT—and this is a very big "but"—the Meier & Frank semi-annual Manhattan Shirt Sale is very DIFFERENT from other Manhattan sales. Because in the Meier & Frank sale there are

Bigger and Better Selections

than can be found elsewhere in the whole Northwest! The Manhattan reputation is in safe keeping in this store's hands. Here you will find the highest quality of materials, newest and most up-to-date styles, choicest and most distinctive designs and colorings, perfection of workmanship, fit and finish.

Every Shirt New! Fresh! Perfect!

NOT broken lines or incomplete assortments, not "old" stocks—but the "pick" of Manhattan's best. Many exclusively designed patterns not to be purchased outside of Meier & Frank's.

Immense assortments of new Manhattan shirts ready today in soft and stiff cuff styles. All sizes. Many shirts with extra length sleeves for men with long arms. 4000 shirts at these savings:

- \$1.75 Shirts for... \$1.35
- \$2-\$2.25 Shirts... \$1.65
- \$2.50 Shirts for... \$1.85
- \$3.00 Shirts for... \$2.15
- \$3.50 Shirts for... \$2.85
- \$4.00 Shirts for... \$3.15
- \$5.00 Shirts for... \$3.85
- \$6-\$6.50 Shirts... \$4.85

Fabrics include fine madras in plain and silk striped effects, percales, cotton crepes both plain and with fiber silk stripes, wool crepes, silks, etc. Our whole Morrison-street frontage is given over to the window display of Manhattan shirts. There will be a big turnout for the first day—wise men will come early today.

MANHATTAN UNDERWEAR AT LIKE REDUCTIONS

—Men's Furnishings Shop, Main Floor.

For Rapid Clearaway! Women's Silk Street & Afternoon DRESSES \$10

Taffeta, pongee, foulard, messaline, crepe de chine and Georgette crepe combinations. The season's approved styles and colors in splendid assortment. Former prices and present worth are totally disregarded in this big disposal. Come early!

—Apparel Shop, Fourth Floor.



Manhattan SHIRTS

LESS THAN HALF PRICE!

Children's French Hand-Embroidered Dresses

Less than half price today for these white French hand-embroidered dresses. Made of fine linens, poplins and batistes with trimmings of white and colored hand embroidery. Sewed-in or kimono sleeves. With or without belt.

- \$2.00 to \$5.00 Dresses 98c
- \$5.50 to \$8.50 Dresses \$1.98

Sizes 2 to 5 years. A limited number of these beautiful dresses. Come early.

—Children's Shop, Second Floor.

HALF PRICE AND LESS!

Stamped Needlework

A big clearaway of all the odds and ends in our entire stock of stamped needlework. In the lot are centerpieces, library scarfs, children's dresses, night gowns and various other desirable articles. Sale continues while quantities remain. All are marked at half and some pieces at even LESS THAN HALF their regular prices. Here's a hint:

- Children's Gingham Dresses 19c.
- Children's White Dresses 42c.
- Children's Hats and Sunbonnets 19c.
- Bath Towels for 59c
- Stamped Nightgowns only 69c.
- Stamped Linen Centers for 60c.
- Stamped Library Scarfs at 60c.

—Needlework Shop, Second Floor.

BOOKS

Of the Moment

- "American Dressmaking Step by Step," by Mme. Coates, \$1.25.
- "Universal Food Guide," science of eating for health, by Reynolds, \$1.
- "First Lessons in Spoken French," for military men, 50c.
- "Reserve Officers' Hand Book," \$1.25.
- "Automobile State Map," Oregon, Washington and California, each 25c.
- "Rhymes of a Red Cross Man," Robt. W. Service, \$1.
- "Speaking of Prussianism," by Irvin S. Cobb, 50c.
- "What a Young Man Ought to Know," Vir Publishing Co., \$1.

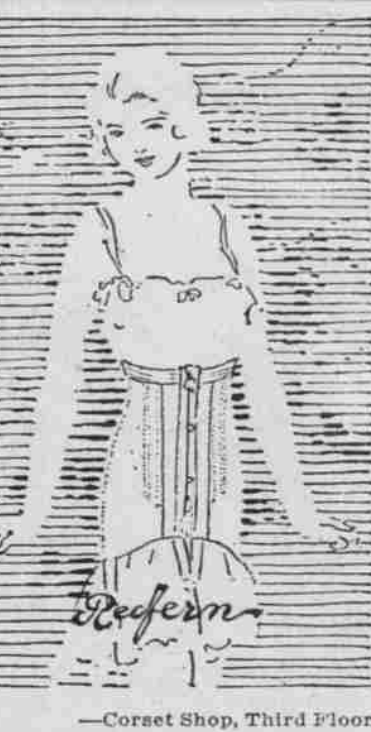
MANY OTHERS EQUALLY AS GOOD IN OUR COMPLETE BOOK SHOP. —Fifth Floor, Fifth St.

Redfern Corsets

will shape your figure so as to produce best results and mould it into perfect readiness for the trying on of your new Fall gowns. Come in as soon as possible and let us show you the superior features of Redfern corsets for this and every other purpose of good dressing and healthy corseting.

Our experienced corsetiers will be of great assistance to you in selecting the Redfern model best adapted to your figure requirements and fit you according to the latest dictates of fashion. Back lace and front lace. \$3.50 to \$15.

—Corset Shop, Third Floor.



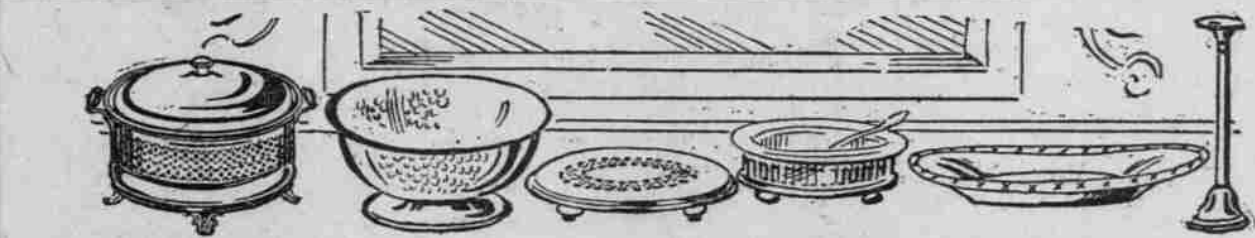
MEN!

If you want a new suit with which to finish out the Summer, a suit that will be stylish and comfortable as well for Fall and Winter, come in today and see what we have to offer

At \$18.75

Absolutely the biggest clothing buy of the season! Our standard lines of \$25 garments are included—Society Brand, Adler-Rochester, Hickey-Freeman and Louis Holtz suits. All good fabrics, styles, sizes.

—Men's Clothing Shop, Third Floor.



Great 3-Day Sale of Silverware

- EXCELLENT \$2.50 CASSEROLES \$1.98**
7-inch size. Round casseroles with silver-plated frame and Guernsey ware lining at \$1.98.
- \$2.00 HAMMERED SILVER BOWLS 98c**
These silver bowls can be used for fruit or nuts. Limited quantity. Also a few sandwich trays at 98c.
- SILVER-PLATED TEA STANDS \$1.45**
Several pierced designs in these silver-plated tea stands. Ball feet. Good bargains today \$1.45.
- SPLENDID LEMON DISHES ONLY 89c**
Lemon dishes with substantial silver-plated frame, glass lining and silver-plated spoon. Special at 89c.
- GOOD \$2.50 BREAD TRAYS ONLY \$1.45**
Apollo Sheffield bread trays in either bright or gray finish. Good \$2.50 trays on sale at \$1.45.
- STERLING SILVER FLOWER VASE 98c**
7-inch size. Splendid sterling silver flower vase as illustrated. Special 98c.

—Silverware Shop, Main Floor.

Motorists!

We have goggles and protection glasses that will afford your eyes the utmost comfort and insure greatest security on the brightest day. A fine assortment from 35c to \$5.

Headquarters for Crookes Lenses

Does the sunlight irritate your eyes? Have your lenses made in Sir William Crookes' glass and reduce the discomfort to a minimum. These lenses eliminate the irritating ultra violet rays and yet enable you to see objects in their natural color. Ask our optometrists about them.

—Optical Shop, Mezzanine, Sixth Street.

Women's New Welworth Cretonnes Special, Yard \$2 33c

Really splendid patterns of cretonnes in artistic color combinations. These are "seconds" of a grade that sells in our regular stock at much higher prices. Except for an occasional slight misprint these cretonnes would be perfect. When hung as draperies the imperfections will not be noticeable. These are very exceptional cretonnes today at yard \$3.3c.

Our usual weekly allotment of Welworth blouses has been received and goes on sale today for the first time. We believe these new arrivals the equal of, if not superior to, any we have heretofore shown. In style, fit, workmanship and material, Welworth blouses are the peer of any \$2 blouse on the market. Here only in Portland.

Beautiful new fiber silk sweaters in plain and fancy weaves. Some straight style, others with gathered back. All have sash with tasseled ends and sailor collar. Regulation and shirred pockets. Smart shades of yellow, Copen, black, white, a few rose and purple—mostly solid colors, some with contrasting trim. Sizes 40, 42, 44, 46.

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—Blouse Shop, Fourth Floor.

—Drapery Shop, Seventh Floor.

—Sweater Shop, Third Floor.