

HOUSEWIVES ARE CALLED TO SERVE

Food Administration Asks Pledges to Banish Waste From Every Kitchen.

NEW DISHES TO BE TRIED

Officials Believe Enrollment of Women in Conservation Campaign Will Be Far-Reaching and Beneficial.

The latest move in Herbert Hoover's campaign calls to the food conservation colors the housewives of America, and is generally conceded to promise certain victory.

Housewives of Portland and Oregon who will be asked to sign the home card, which pledges them to comply with the requirements made by the United States food administration, will be organized without delay for that purpose by W. B. Ayer, Federal food administrator for Oregon, aided by the strong executive committee he has appointed.

The pledge which will banish waste from the kitchen and introduce new dishes to the table is as follows: "I am glad to join you in the service of food conservation for our Nation, and I hereby accept membership in the United States food administration, pledging myself to carry out the directions of the food administration in my home, insofar as my circumstances will permit."

Effect Will Be Far-Reaching. Federal Food Administrator Ayer, discussing the plan to pledge housewives to the campaign for food conservation, declared his conviction that its effect would be far-reaching and beneficial beyond the most hopeful prediction.

"When Mr. Hoover, at President Wilson's request, took charge of the Federal food administration problem," said Mr. Ayer, "I conceived the idea of enlisting the support of the women of the Nation by asking them to sign a card pledging their support to the food conservation program. Insofar as they could do so. In those states where Legislatures were in session after our declaration of war, appropriations were made for carrying on the local activities. No appropriation was possible in the state of Oregon and many others, and the state councils have suffered from lack of funds."

Campaign Committee Chosen. "The National food administration has therefore directed the Federal food commission in each state to perfect organizations for the proper carrying on of active and energetic campaigns to secure the signing of these pledge cards. I have therefore, according to these instructions, appointed the following committee: Arthur M. Churchill, S. C. Stratton, C. H. M. Oester, State Superintendent Churchill, Bruce Dennis, James B. Holbrook, Mrs. Jennie Kemp, O. M. Plummer and C. N. Wonscott.

"This committee will have full charge of the campaign in this state. Every county in the state will be thoroughly and systematically organized, and we are expecting a registration of 100 per cent."

There is every reason why every woman at the head of a household should enlist herself under the banner of food conservation and do her part in winning this war. I am glad in receipt of a telegram from Mr. Hoover advising me that he has completed arrangements whereby three expert conservation organizers will make a tour of the mountain and Pacific states for the purpose of meeting with the state administrators, county executives, committees, etc. These organizers will meet with administration representatives of Oregon and Washington at the Hotel Portland at 10:30 A. M. October 1, to work out the details of a comprehensive Northwest campaign.

"These organizers are Lyman L. Pierce, who came to Portland to direct the organization of our recent successful Red Cross drive; Edward F. Tres, of New York; and Charles W. Christ, of Washington."

Starving No Part of Plan. General suggestions found on the home cards, which are to have a place in each kitchen where conservation rules, are as follows: Buy less, cook no more than necessary, serve smaller portions; use local and seasonal supplies; patronize your local producers and lessen the need of transportation; preach and practice the gospel of "the clean plate"; do not ask the American people to starve for one meal, and plenty, but wisely and without waste; do not limit the plain food of growing children; do not eat between meals; be economical in the use of water; you can yourself devise other methods of saving to the ends we wish to accomplish; under various circumstances and with varying conditions you can vary the methods of economizing.

One "Wheatless" Meal Advised. The home card asks at least one "wheatless" meal a day, with the substitution of corn, oats, rye, barley or mixed cereal rolls, muffins or bread in place of white bread for one meal, and if possible, two. Less cake and pastry are counseled.

Instructions also are given for the conservation of beef, pork and mutton, and for the use of nutritious substitutes. Similar instructions apply to milk, butter, lard and sugar. With regard to vegetables and fruits, of which a superabundance exists, housewives are advised to double their use, to use fruits generously and to store quantities of potatoes and roots.

Arthur M. Churchill, chairman of the executive committee on the home pledge, will keep the public informed as to the progress of the conservation campaign. The committee held its first conference last night at the food administration office.

Girls! Try This Pretty French Woman's Beauty Recipe

Paris—Oh! What a beautiful complexion! The charming Mlle. Mareix says every woman can have one by using Creme Tokalon Roseated each night and morning. Totally different from all others. Success guaranteed or money back. Supplied at every good toilet counter. Among others: Moler & Frank, Owl Drug Co., Lipman, Wolfe & Co.—Adv.

Charge Purchases Made Today and Remainder of Month Go on Your October Account Payable November 1

We Give S. & H. Green Trading Stamps With Purchases Amounting to 10c or More—Shop Here and Get a Substantial Cash Dividend on the Money You Spend

Quality First!—Quality will be remembered long after price has been forgotten. Do your shopping at this store and get dependable merchandise at reasonable prices.

WE ARE EXCLUSIVE PORTLAND AGENTS FOR GOSSARD CORSETS. FASHIONABLE ARE NOW READY.

Olds, Wortman & King

Reliable Merchandise—Reliable Methods

PORTLAND AGENTS FOR LACKAWANNA TWINS KNIT UNDERWEAR FOR CHILDREN. DEPT. 1ST FLOOR.

Home Journal Patterns—Easy to use, accurate and authentic in style. Home Journal Patterns sell at 10c and 15c each. None higher. Main Floor.

Featuring Women's New Fall Suits of Exceptional Quality at \$25



Learn to Knit & Crochet

An expert teacher direct from the Fleisher Yarn Factory will be here for a short time to give instruction on how to make the new knitted and crocheted garments and the latest holiday novelties.

Free Classes 9:30 to 12-1 to 5 Daily

Join these classes at once and get the benefit of the full course of instruction. Comfortable, well-lighted quarters have been provided for all who attend. Art Needlework Dept., Second Floor.

Women's 75c Neckwear At 50c

Very Latest Fall Styles and Materials

Main Floor—Friday the Neckwear Section will hold a very special sale of Women's New Fall Neckwear—collars, sets, etc., at special 50c. Here is a splendid opportunity for women who like dainty Neckwear to choose from the new season's smartest styles at a worth-while saving. Made up in fine organza and Georgette crepe materials, some lace trimmed, others with ruffled edges. Neckwear marked to sell in the regular way at 50c at 65c, 75c—your choice at 50c

Suit Salons, 2d Floor

—We specialize on Women's and Misses' Suits at twenty-five dollars, offering our customers garments of unusual style and quality at this price. Superb workmanship, splendid materials, authentic styles—all sizes for women and misses in this fine assortment. Friday the Suit Store will feature a special showing of these new Suits made up in a wide range of materials, including wool velours, diagonals, serges, gabardines, broadcloths, etc. Tailored and novel belted styles with gathered, plaited or plain skirts. Worthy of special mention is our new Fall line of the famous "Meadowbrook" Suits to sell at above price. Suits for all occasions in a full range of the season's latest colors—browns, greens, taupe, purple, plum, blue, navy, etc. Suits of exceptional quality at \$25.00

New Lot of Silk Petticoats to Sell at Only \$5.00

Second Floor—A modest price, indeed, to pay for such good Petticoats. Several attractive new styles with deep full flounces trimmed with narrow ruffles, plaiting and shirring. Materials are silk taffeta, messaline and silk jersey. Shown in all the leading plain shades to go with the new Fall suits and dresses, also stripes and floral effects. \$5.00



Portland Agents for

Betty Wales Dresses

The New Fall Models Are Now Ready

Second Floor—Delightfully individual are the new Betty Wales Dresses, each model securing its charm and the much-sought-after youthful effect in an entirely different way. Step in and see these new Betty Wales Frocks. The prices range from \$15 up to \$25

Girls' Fall Suits

Second Floor—Special Showings of New Fall Suits and Coats for girls of intermediate ages, in Children's Shop on the Second Floor.

Men's and Young Men's Quality Clothes

New Fall Suits \$15 to \$40 Fall Overcoats \$15 to \$35

Men's Store, Main Floor—One great advantage you have in choosing your new suit or overcoat here is that there are several of America's best makes represented in our stock—clothes that we know to be thoroughly dependable in every way. No matter what price you have in mind or what the fabric or style—you are certain to find just what you want at this store. Ask one of our clothing experts to let you see some of the new styles in Fall Suits and Overcoats. There is no obligation to buy.



Women's Union Suits—A Sale!

Center Circle, First Floor—Manufacturers "irregular" makes, having slight imperfections, but which in no wise lessen their desirability. Hundreds of garments in this sale. Wool, silk-and-wool, silk-and-lisle, mercerized lisle and fine cotton. Union Suits in all styles and all sizes. On sale Friday and Saturday. See window near the Alder-street entrance.

Men's \$1.50 Union Suits Special \$1.19

Main Floor—Men's heavy fleeced Union Suits for fall and winter wear. Well-made, perfect-fitting garments—sizes 34 to 46, gray color only. Regular \$1.50. Special \$1.19

85c Underwear Special 69c

Main Floor—Men's mixed wool Underwear—shirts and drawers in medium weight for Fall wear. Sizes range from 30 up to 50. Regular \$1.00. Special 85c Underwear for 69c

NOTE THESE PRICES: \$1.50 Union Suits now \$1.15, \$1.75 Union Suits now \$1.25, \$2.50 Union Suits now \$1.85, \$3.00 Union Suits now \$2.25, \$3.50 Union Suits now \$2.60, \$4.00 Union Suits now \$2.95, \$4.50 Union Suits now \$3.35, \$5.00 Union Suits now \$3.65

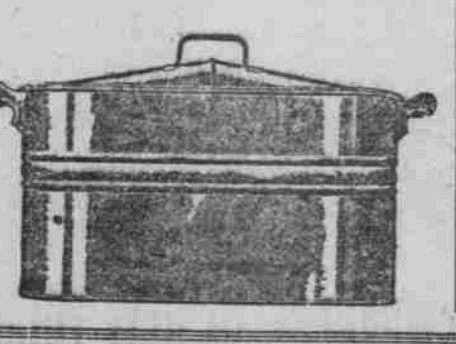
Boys' Corduroy Suits at \$6

Main Floor—Boys' School Suits of cravenetted corduroy—especially adapted for this climate. Serviceable dark gray color. Styled with 3-piece belt and patch pockets. In ages 6 to 18 years. Extra good values at only \$6.00

—BOYS' NEW FALL SHIRTS AND BLOUSES PRICED 65c TO \$1

Wash Boilers \$2 to \$6.50

Dept. 3d Floor—New shipment of Wash Boilers just received. All sizes and all grades. Priced \$2.00 to \$6.50



Clothes Hook Given Free

with every Wash Boiler sold during the remainder of this week. The hooks are 2 1/2 inches long.

Special demonstration of Wear-Ever Aluminum Cooking Utensils

Model Grocery

Fourth Floor—Experienced phone clerks at your service 8 A. M. to 6 P. M. Order groceries early in the day today. ROYAL Baking Powder—39c full pound can, special for SUNBRIGHT Cleanser, 25c special six cans for only BAKER'S CHOCOLATE, 74c special, the 3-pound can for BAKER'S CHOCOLATE, 25c special, the 1-pound can for

Sale New Fall Waists

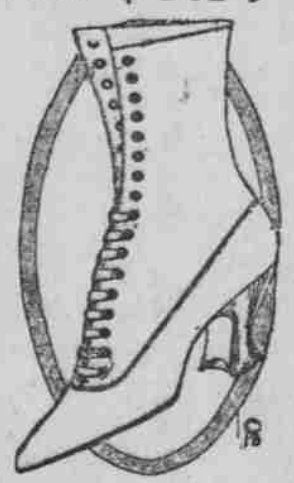
\$3.49 Bargain Circle On Main Floor \$3.49

Bargain Circle, First Floor—Another special lot of women's high-grade Waists to be disposed of Friday at a special low price. All are new models—all are exceedingly smart and desirable in every way. Many charming styles made up in fine quality nets combined with laces, others with large collars and soft revers. Also Waists of crepe de chine, silk marquisettes, striped tub silks and Jap silks. Tailored and fancy effects. Full assortment of sizes. On sale Friday at only \$3.49

Women's \$8 Boots at \$5.79

Laced or Buttoned

Main Floor—Women's 8 and 9-inch Boots of brown kid with plain toe, close edge sole, leather half-Louis heels—all black kid Boots in laced style, pointed toe, 2 1/4-inch French heel, turned sole—all kid buttoned Boots with gray cloth top, high heel and narrow toe—gray nubuck laced Boots with covered half-Louis heel, pointed toe, imitation tip. \$7.00 and \$8.00. Boots specially priced Friday at only \$5.79



\$5.00 and \$6.00 Shoes at \$3.98

Main Floor—Women's Boots of patent, dull calf and vic kid. Laced or buttoned styles, pointed or medium round toes, straight Cuban or half-Louis heels, tops of velvet, cravenette or leather. Over 1000 pairs in this wonderful lot. 7, 8 and 9-inch tops. Regular \$5.00 to \$6.00. Shoes, special Friday, the pair \$3.98

Mill-End Ribbon Sale

35c Yd.

Main Floor—Hundreds of yards fine all-silk Ribbon on sale Friday at the above price. Satins and taffetas in plain and fancy, including stripes and Dresdens in light and dark colorings. Good wide Ribbon, suitable for the new silk bags, millinery and fancy-work. Ribbons worth up to 75c a yard. Sale price, yd. 35c

Basement Millinery Sale

Children's Hats 50c and \$1.00

—CHILDREN'S Stitcheed Corduroy School Hats—a special lot of about 60 Hats to go Friday at just half regular price. Shop early before all are sold. Special 50c for Friday's selling at low price of CHILDREN'S SCHOOL HATS in a nice assortment of styles, including trimmed and banded felts in all colors and shapes. The regular price of these Hats would be \$2.00 to \$2.50. They are made of wool and you know what wool is now worth. On sale Friday at special price of \$1.00



PARCELS MAY BE SENT

ADJUTANT-GENERAL WHITE TELLS HOW TO REACH SOLDIERS.

Ruling Made by Postoffice Department Affecting Packages for Men in Service Abroad.

The office of Adjutant-General White is being deluged with requests for information as to how to send parcels to American soldiers at the front. General White calls attention to the following regulations, issued recently by the Postoffice Department: Parcels of fourth-class or domestic parcel post matter not exceeding 30 pounds in weight, originating in the United States or the United States expeditionary forces in Europe, and such parcels originating with those forces for transmission to the United States or its possessions, are subject to the United States domestic classification, conditions and rates of postage. The eighth zone rate of 12 cents for each pound or fraction thereof being chargeable on parcels subject to pound rates, but such parcels may not be registered, insured, or sent C. O. D. Parcels intended for members of the United States expeditionary forces in Europe should be addressed in the following manner: (1) Name of addressee. (2) Official designation of unit to which addressee belongs. (3) The words "American Expeditionary Force." Under no circumstances should the location or station of a military organization be included in the address on mail for any member of such force. Every parcel must bear the sender's name and address, which should be placed in the upper left corner of the address side; and it is of the utmost importance that parcels sent to the expeditionary forces be securely packed and wrapped fully and plainly addressed in accordance with the foregoing, and have proper postage prepaid thereon. Parcels addressed to the American expeditionary forces should be distinguished in the same manner as other mail intended for those forces.

day afternoon at 3 o'clock. The programme was announced yesterday by Mayor Baker in E. Frank's "The Little Flowers of Saint Francis." The preacher told his "little sisters" (the birds) that they must beware of ingratitude, and ever praise God for the air, the trees, the mountains their feathers and their daily food. As he spoke, the birds twittered and bowed their heads in reverence. Then Saint Francis blessed them, and with wondrous songs they soared into the air in the form of a cross.

1 First Sonata in G Minor, Rene L. Becker Præliudium festinum. 2 "The Swan".....Saint-Basens 3 "The Fish".....Saint-Basens 4 "St. Francis' Adieu".....Major (La Predication aux oiseaux)

What to do with 22 aged laborers in the Water Bureau who are unable to perform the hard work they have to do is a problem facing City Commissioner Mann.

He put the problem up to the Municipal Civil Service Board yesterday, with a request that steps be taken to transfer these men to other departments, where work is lighter. The board decided it had no jurisdiction in the transfers, but suggested that the laborers themselves and the heads of the various departments try to arrange for the transfers.

ROY PORTER PLEADS GUILTY

Gaston Burglar Fined and Paroled on Prison Sentence.

GASTON, Or., Sept. 27.—(Special).—Many of the citizens of Gaston were subpoenaed yesterday for the trial of Roy Porter, at Hillsboro, who was arrested a few months ago on a charge of burglary. The banker, the doctor, druggist, station agent, the miller and the proprietors of all the stores along

FIRE HAZARDS TO LESSEN

State-Wide Prevention Day Is Set for October 9.

A state-wide fire prevention day has been set for October 9. Forty committees of business men will inspect the business establishments of the city during the afternoon, with the idea of suggesting plans for lessening fire hazards.

Plans for the observance of the day were considered tentatively yesterday at a meeting at the City Hall, attended by a committee comprising Commissioner Bigelow, H. P. Boardman, J. P. Jaeger, S. C. Stratton, L. M. Lepper, F. H. Hill and H. E. Thompson.

into the campaign, with the idea of making it state-wide and with the idea of causing a general clean-up, prior to the season when fires in stoves, furnaces and heating plants are required.

OLD MEN ARE IN SERVICE

Lighter Work May Be Found for Laborers in City Water Bureau.

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Dependable Coffee advertisement with logo and text: "The cup that cheers Dependable Coffee Tastes better—goes further! At your dealer's—40c lb. Country Club 35c—Hespa 30c"

Main street were in Hillsboro for the day. Word was received late last night that Porter had pleaded guilty, was fined \$200 and costs and paroled with a 36-year sentence hanging over him. It is thought by those who know him that he is determined to make good. He had been a teamster and longer employed by Orton Griebeler, of Gaston, for three years or more and was a hard worker. He has a wife and small daughter living here.

ONE PAPER IS PURCHASED.

ALBANY, Or., Sept. 27.—(Special).—L. W. Charles, former editor and publisher of the Santiam News, at Seilo, and for the past few months employed in local newspaper offices, has purchased a newspaper and job printing office at Ione, Morrow County. Mr. Charles published the News for about six years, and a few months ago sold his plant to T. L. Duzger, publisher of the Seilo Tribune, who combined the two papers. Mr. Charles will take up his work at Ione next week.

MEXICO "Recognizes" Carranza.

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Napoleon Olive Oil advertisement with logo and text: "THE ALLY OF GOOD DOCTORS Now, as in the days of old, good doctors advise their patients to use 'The Golden Oil' liberally—'The Golden Oil,' because it is the best of all Olive Oils—natural in taste, natural in flavor and natural in color. This rare oil is just the cream of tender Spring olives and is sold under the trade name of NAPOLEON EXTRA VIRGIN OLIVE OIL. Always insist on this hygienic container at your Grocer's—if you want the oil that is known to be best by actual laboratory test. A. MAGNANO CO. Seattle Genoa"