

COST OF DELIVERIES HELPS BOOST PRICE

Wholesale Dairy Dealers Meet to Devise Methods of Cutting Down Expense.

ADVANCE ORDERS SOLUTION

Discussion Results in Plan to Seek Co-operation of Jobbers, Retailers and Consumers to Prevent Further Increase in Prices.

Wholesale dairy supply dealers of Portland were called into conference yesterday by Federal Food Administrator W. B. Ayer for the purpose of devising methods of cutting down surplus deliveries to retailers and eliminating other wasteful practices which contribute to the high cost of butter, milk and eggs.

At the conclusion of a discussion of the various problems affecting distribution of dairy supplies locally the wholesalers promised their hearty cooperation and told Mr. Ayer they will take immediate steps to bring all dairy supply jobbers together in an effort to obtain co-operation with the retailers and other members of the public that distribution costs may be cut down and relief afforded the consumer from the constantly mounting prices of milk, butter and eggs.

Duplication is Held Waste. "Where there is an added cost due to surplus deliveries on any one dairy product," said Mr. Ayer after the conference, "this expense is necessarily spread over the whole stock of the dealer, and is passed on to the retailer, who, in turn, passes it on to the consumer. There are many retailers who do not estimate their needs closely and who call for extra delivery, particularly of butter and milk, to meet the demands of customers during the day. These extra deliveries are an added expense to the consumer, who pays the cost over his whole stock and passes it back, the consumer ultimately paying the bill.

"Co-operation of retailers and the public is needed to eliminate this wasteful practice. Retailers should estimate their needs for each day more closely and, in order that they may do so, their patrons should also carefully estimate their needs and follow the practice of getting their orders in early, or the day before. This is especially urgent in the case of milk.

Consumers Must Co-operate. "Retailers of milk often order more than their trade needs and then turn back the surplus to the dairymen for rebate. Milk thus turned back represents a heavy loss to the dairymen, and constitutes an important item in his costs.

"If radical advances in the prices of dairy products are to be forestalled it will come about only through co-operation of the consumer, who must figure his needs in advance, and give in to his grocer a standing order, or at least order early each day. Surplus deliveries should be cut down substantially, and the dairymen should absolutely refuse to take back unsold milk."

FISH POPULARITY GROWS

Mrs. J. D. Spencer Illustrates New Methods of Preparing Sea Foods.

All varieties of edible fish prepared in the most delectable ways known are becoming a popular feature of the Portland homes since the first of the series of lectures by Mrs. J. D. Spencer at Fowler's furniture store under the auspices of the municipal market.

Monday Mrs. Spencer gave instructions in the preparations of fillet of carp. First she removed the backbone and then skinned the fish, taking all of the bones and cutting into medium-sized pieces or regular small steaks. Then the pieces were dipped into salted water to which the juice of an onion had been grated. They were then rolled in very fine bread crumbs. These may be either broiled or baked in a very hot oven. The fillet was served with oyster sauce or white sauce, to which oysters had been added. The oysters were first parboiled or cooked in their edges curled in the oyster liquor.

Mackerel was stuffed with well-seasoned bread stuffing and baked, being first garnished with lemon and parsley and sewed up. Mrs. Spencer did not cut the head and tail from the fish, but removed the backbone.

EMPLOYEES DINNER GUESTS

Pacific Paper Company Is Host at Annual Entertainment.

The annual banquet of the Pacific Paper Company, division of Zellerbach Paper Company, was held Thursday night in the tea garden of the Mulnomah Hotel for all their employees. Music by the Sherman trio and vocal selections by Mr. and Mrs. Bowman furnished the entertainment, after which dancing was enjoyed by those present, closing a pleasant evening. Those present were:

W. D. McWaters, Jess F. Tidd, Anthony Hendricks, Beale B. Wilson, C. J. Hayner, C. J. Van Barcom, Charles Lester, Ethel L. Strobauser, P. E. Olden, E. H. Moyer, E. J. Brown, E. N. Ames, Elizabeth F. Seidl, Herman Zimmerman, Grant Herson, A. C. Sinclair, C. L. Monson, Anna H. Sherman, E. E. Clapp, Andrew J. Lampert, M. R. Matthews, William P. Kinkor, F. H. Anderson, Ralph Lucia, A. T. Geary, L. L. Wolf, Roy V. Potter, S. Sherman, O. C. Bayles, C. M. Griswold, E. V. Rusek, Tina M. Anderson, Gladys G. A. Sheltland, W. J. White, Mina M. Sutherland, A. A. Allen, R. H. Wilson, Fred Oblander, S. F. Hearing, Clara O. Steiner, F. P. Herman, T. M. Stiles, Harry Caplan, Marie A. Monahan, Wadsworth, Col. H. Freer, E. W. Van Buren, E. J. McElwain, B. F. Adams.

PIE CRUST TO BE MADE

Mrs. Spencer Will Also Demonstrate Qualities of Smelt.

Mrs. J. D. Spencer will lecture today at 2:30 o'clock in the Powers building, Third and Yamhill streets. She has been asked to repeat her talk and demonstration given recently on the subject, "The Pie Crust Made With Boiling Water." An oyster pie made with this crust will be the attraction. In addition Mrs. Spencer will show the women who attend how to cook the Columbia River smelt, to make a delicious dish. Frozen fish will be used for this lecture.

The attendance at these lectures is increasing and housewives are showing great interest in making dainty dishes of the many kinds of fish. The meetings are arranged under the auspices of the city of Portland.

AN ARRAY OF BARGAINS

- CLUSTER RAISINS, LB. 10c
One pound Bulk Cocoa 25c
One lb. Bulk Chocolate 20c
Two cans Sugar Corn 25c
Two cans Tomatoes 25c
One can Olive Oil 10c
New Canned Pumpkin 15c
NEW KRAUT, QUART 15c
Three bottles Vanilla or Lemon Extract 25c
1/2 lb. can Hershey's Cocoa 15c
Two pounds Popcorn 25c
Fig Prune Cereal 20c
Postum Cereal, pkg. 20c
ONE LB. A. & H. SODA 5c
Two pounds Large Italian Prunes 25c
Two cans Shiroia Polish 15c
Spices (mace and nutmeg excepted) 5c
Large bottle Del Monte or Libby's Catsup 20c
Two cans H. & G. Asparagus 25c
Two cans Carnation or Mount Vernon Milk 25c

OUR PLEDGE TO YOU

AT THIS, THE EVE OF ANOTHER NEW YEAR, we again pledge our good faith, our long years of successful experience and our ample resources to make this store worthy of its name. To use no special bait—to do no false advertising—but to simply and sincerely say to you, as we have to thousands of others for many years—

This Store Will Give You Only Pure Foods, the Best the Market Affords, and Give You These for Less!

This List Is but an Example of What We Mean—Read It and Come!

EXTRA SPECIALS

- One-lb. Can Ghirardelli's Ground Chocolate 25c
One lb. Large New English Walnuts for 15c

SATURDAY EXTRA SPECIALS Shop Early!

- To Encourage Early Shopping We Quote You the Following Bargains, Providing You Get Them Before 11 o'clock:
SIX BORA'S SOAP ON SALE, UP TO 11 O'CLOCK, 25c
ONE POUND YELLO W LABEL LIP TON'S TEA, UP TO 11 O'CLOCK, 65c
THREE CANS JUBILEE PEAS, UNTIL 11 O'CLOCK, 25c
FOUR PKGS. E. C. CORN 25c
FOUR POUNDS PETTIE PRUNES, TO 11 O'CLOCK, 25c

Fruits and Vegetables

- OF ALL KINDS.
Apples, box, \$1.00 to \$1.40
Lemons, dozen, 30c
Oranges, dozen, 30c and 40c
Eight lbs. Oregon Onions, 25c
Twelve pounds Spuds, 25c
One sack Spuds, \$1.75
SWEET PEAS AT THE 5c POUND, 50c

Flour

- One sk. Olympic Flour, \$2.65
Fletcher's Flour at the sack, \$2.65; bbl. \$10.40
Nine-pound sack Pastry Flour, 65c
Nine-pound sack Yellow or White Cornmeal, 65c
Nine-pound sack Farina, 60c
Nine-pound sack Graham, 60c
Nine-pound sack Whole Wheat Flour, 60c
Nine-pound sack Rolled Oats, 60c

Butter

- Per roll, \$1.05 and \$1.10

FRESH AND CURED MEATS

- PORK
Shoulder Pork Steak, pound, 25c
Shoulder Pork Roast, lb., 22c & 25c
Leg Pork Roast, 24c and 25c
Loin Pork Roast, 24c and 25c
Loin Pork Chops, 30c
BEEF
Pot Roast, pound, 12c & 15c
Shoulder Beef, 10c
Sirloin Steak, 17c
Rib Beef, 10c
Bologna, Head Cheese & Liver Sausage, lb. 30c

Store Closes at 9 o'clock Saturday Night

PHONE ORDERS TAKEN FOR C. O. D. DELIVERY ANY TIME EXCEPT FRIDAY EVENING AND SATURDAY. DELIVERIES AS USUAL WHEN ORDERED AND PAID FOR HERE

Advertisement for Sunnyside Store, 994-996 Belmont, featuring '1st and Taylor Peoples' and 'The Original Cash Store'.

AN ARRAY OF BARGAINS

- Bluing and Ammonia, bottle, 5c
Crisco 45c, 85c, \$1.65
ONE POUND EGGS, \$2.50
Four lbs. Rolled Oats, 25c
TWO POUNDS SMALL WHITE BEANS, 25c
One package Eggine, 10c
Two lbs. Black or White Fig, 25c
Two lbs. Dried Peaches, 25c
COTTLENE 50c, 95c AND, \$2.35
One lb. Large New English Walnuts, 15c
Wesson Oil 40c, 75c, \$1.40
Three lbs. Fancy Java Rice, 25c
Palace Car Jelly, 10c
DRY GREEN PEAS, LB. 15c
Two lbs. Pearl Barley, 25c
Two lbs. Tapioca, 25c
Instant Postum 25c and 50c
Large can Del Monte Sardines, 20c
Two pounds Seedless Raisins, 25c

Coffee

- ONE POUND GRAND SPECIAL COFFEE, 25c
ONE POUND HOME STEAD COFFEE, 30c
ONE POUND WIGWAM COFFEE, 20c
ONE POUND GILDED-EDGE COFFEE, 35c
ONE POUND SPIDER-LEG OR ENGLISH BREAKFAST TEA, 40c

Cheese

- One pound Full Cream Cheese, 30c
Two pounds Full Cream Cheese, 55c
One pound Cream Brick Cheese, 35c
Lamburger, brick, 40c
One pound Wisconsin Swiss, 40c

Breakfast Foods

- Roman Meal, package, 25c
One pkg. Pearls of Wheat, 20c
One pkg. Cream of Barley, 20c
Two Pkgs. Grape-Nuts, 25c
Two packages 5hr bran, Wheat, 25c

Ladies—Please Read This

Veal and Beef Are Higher, but We WILL NOT Raise Our Prices Yet. These Same Low Prices Stand for All This Saturday

PARKER'S MARKET

169 Fourth St. BETWEEN MORRISON AND YAMHILL

Please come early—in the morning if possible. All last Saturday afternoon we were so overwhelmed with patronage that we were rushed to the utmost in order to give the usual PARKER SERVICE.

Prime Meats Only 1917 Spring Lamb Beef

- Leg of Lamb, per pound, 28c
Loins of Lamb, per pound, 28c
Shoulder Outlets, pound, 25c
Shoulders of Lamb, pound, 24c
Breasts of Lamb, pound, 15c
Prime Rib Roast Beef, pound, 24c
Porterhouse Steak, pound, 28c
Sirloin Steak, pound, 22c
Round Steak, pound, 22c
Pot Roast Beef, pound, 16c, 18c
Rolled Roast Beef, absolutely boneless, pound, 22c
Boil Beef, Brisket or Plate, the pound, 11c

Veal

- Legs, per pound, 18c
Loins or Rumps, pound, 20c
Veal Outlets, per pound, 22c
Shoulder Outlets, pound, 18c
Shoulder Roasts, pound, 16c
Breasts of Veal, pound, 15c

Pork

- Pork Loin Roast, pound, 32c
VEAL PORK SAUSAGE Links, pound, 25c
Sausage Meat, pound, 20c

Fresh Eggs, Butter, Cheese and a Full Line of Choice Fruits and Vegetables

Parker Saves You 20% ON FIRST QUALITY MEATS

No Deliveries—No Credits

If You Are Looking for the Best, Then PARKER'S Should Always Be YOUR Market

There Are Others Just as Good. None Better Respectfully, GEO. L. PARKER.

Highest prices paid for Veal, Pork and Dressed Beef. Our returns are made promptly. No delay in remitting. We sell for cash only. Farmers and producers, don't overlook this. You don't have to wait a month for remittance.

NEW ORDINANCE READY

HOTELS AND ROOMING-HOUSES TO BE UNDER CITY CONTROL

Proposed Law Is in Hands of City Auditor Funk and Will Be Presented to Council Wednesday.

The proposed ordinance to license hotels and rooming-houses in Portland will be before the City Council Wednesday for final passage. The measure was sent to City Auditor Funk yesterday by Mayor Baker and will appear on the regular Council calendar. The measure is aimed to give the City Council means of putting out of business any hotel or rooming-house which is now or may become a place of ill-fame. The measure will require all hotels and rooming-houses to take out a license to continue in business, which license may be revoked by the City Council for causes of an immoral nature.

The bulk of the hotels and rooming-houses have agreed to the measure as one of the most important moves in the program of Mayor Baker to keep Portland clean as a war emergency safeguard. It is said the measure will open a way for the regulation of immoral places much more quickly and successfully than is possible under any other method attempted heretofore. The measure, as it will be before the City Council, will require unanimous vote for passage. If it receives this support it will become operative as soon as signed by Mayor Baker. If not, it will have to go over for 40 days and be passed in the regular way. It is because of the need of absolute clean conditions for soldiers and sailors that Mayor Baker has put the emergency clause on the measure.

SMILE NEEDED, SAYS JUDGE

Joking Threat to Kill Must Not Be Made Soberly.

"Any fellow who threatens to kill another in a joking manner has to have a mighty broad smile on his face when he makes such a threat," counseled District Judge Dayton yesterday in holding J. W. Avis to the grand jury on a complaint charging him with threatening to kill Alma B. Kendall. Avis admitted on the witness stand that he probably made threats against the Kendall woman, but declared he had done so in a joking manner. Judge Dayton further ordered the two to be held for investigation by the Federal officials on the statement of Avis that he had come to Portland from Sacramento with the Kendall woman. He alleges she paid his fare to Portland.

FEDERAL OFFICERS ACT

Plot to Burn Mills and Warehouses Under Investigation.

The Federal authorities have begun an investigation of the report of an arson plot, having for its purpose the destruction of a chain of mills and grain warehouses extending from Gaston, Washington County, through Yam-

hill County, to Salem and other Marion County towns. The existence of such a conspiracy has been strongly suspected since the mysterious burning of a grain elevator at Carlton last Sunday. Assistant United States Attorney Rankin admitted yesterday that Federal authorities were conducting an investigation as a result of the Carlton fire, but he said there had been no developments to date.

MILK LAW VIOLATOR FINED

Grocer Pays \$15 for Bottling Product on Premises.

For violating the city milk ordinance by bottling milk on his premises, H. F. Hens, of the New York Grocery, Eleventh and Morrison streets, was fined \$15 in the Municipal Court yesterday morning. Chief Milk Inspector Mack and his staff are endeavoring to maintain the good quality of milk sold in Portland, and the bottling of milk from cans is prohibited by ordinance. While Mr. Hens denied his guilt, evidence submitted convinced Judge Rossman and the fine was assessed.

GIRL PRISONERS PUZZLE

PAIR ACCUSED OF SHOPLIFTING ON GOOD SIZED SCALE.

Names Given as Lena and Nellie Glenwood, but Police Are Unable to Identify Them.

"Who are they?" That is the question the police would like to have some one answer in the case of girls giving their names as Lena and Nellie Glenwood, and who were recently arrested on charges of shoplifting, being accused of stealing a lot of material from a local department store. It is believed they gave fictitious names, but when they were arraigned in Municipal Court yesterday and efforts were made to identify them or to get them to tell something of themselves they refused. Judge Rossman put their case over until Tuesday. Meanwhile they are in the City Jail. There is no disposition upon the part of the authorities or of the department store managers to prosecute or to mete out harsh punishment to them, but Judge Rossman is specially anxious to ascertain who they are.

Howard Quimby, of Aramore, N. Y., caught several perch in the Kenesco reservoir and found in the stomach of one two pearls, for which a New York jeweler offered \$140.

Large advertisement for Simon's Groceries, featuring 'Pancake Flour', 'Rolled Oats', 'E.C. Corn Flakes', and 'Eastern Lard'.

SIMON'S DRY GOODS

- Infants' Cashmere HOSE, black, tan, 10c
Outing Flannel GOWNS, plain white and fancy stripes, up to \$1.35 and as low as... \$2.45
SILK WAISTS—Special showing in good assortment of styles. Favored colors. Up to \$6 and as low as... \$2.45
SATEEN PETTICOATS in fancy colors and plain black, up to \$1.40 and as low as... \$5c
KID GLOVES—Long, in black and tan. Small sizes. Well worth \$2.50, pair... 98c

RUBBER BOOTS, PACKS, SHOES

- Men's RUBBER knee BOOTS as low as... \$2.75
Men's RUBBER High BOOTS at... \$5.85
Men's ALL-RUBBER PACKS, leather tops... \$2.65
Lot of Ladies' RUBBERS, the pair... \$2.00
Men's Dress SHOES, as low as... \$2.75
Big line Nishoff Logger Boots—Union Made.

IN MEN'S-BOYS' WEAR

- Men's WORK SHIRTS at \$1.25, \$1.95 and 75c
Men's and Boy's heavy NEW T-SHIRTS \$2.75, \$2.25, \$1.25 and 75c
New Lot of MEN'S LEATHER WORK GLOVES and GAUNTLETS, as high as \$2.25 and as low as 75c
One lot ODDS and ENDS Children's 2-piece GARMENTS, to close out at HALF PRICE
Men's and Boy's FLANNEL PIECE up to \$3.95 and as low as \$1.
Men's Wool-mixed 2-piece UNDERWEAR, \$2.75 values \$2.25; \$3 values \$2.50.

SIMON'S SPECIALS FOR NEXT WEEK'S BUYING

- MONDAY CITRUS POWDER 19c—limit 2 packages.
TUESDAY SIMON'S wishes all MARCHES—Dozen packages 45c—happy and prosperous New Year. Well limit 1 dozen.
WEDNESDAY Alaska Pink SALMON, can 15c—limit 3 cans.
THURSDAY Red Ribon PEAS, can 11c—limit 5 cans.
FRIDAY

Entrances on ALDER, FIRST, SECOND STS. SIMON'S Entrances on ALDER, FIRST, SECOND STS.

BAKER'S COCOA HAS GREAT FOOD VALUE

THE food value of cocoa has been proven by centuries of use, and dietitians and physicians the world over are enthusiastic in their endorsements of it. It is said to contain more nourishment than beef, in a more readily assimilated form. The choice, however, should be a high-grade cocoa—"Baker's" of course.

IT IS DELICIOUS, TOO Trade-mark on every package

Made only by Walter Baker & Co. Ltd. Established 1780

REG. U. S. PAT. OFF. Dorchester Mass.

Advertisement for Luxury Bread, featuring a woman in a dress and the text 'Luxury Bread'.

ORDER THAT GREAT BIG LOAF TODAY

Luxury BRAND BREAD 10c For Your Health

Made by New York Bakery E. 7th & E. Belmont