

FATHER PORTLAND IS SHAVED BY AD CLUB

Contest to Pick Younger Person Is Undecided.

EUGENE PASTOR SPEAKS

Dr. E. V. Stivers Upholds Newspaper Advertising as Adding Dignity to Church.

"Father Portland" got a shave at the weekly luncheon of the Portland Ad club yesterday. Not only did the old gentleman get a shave, but he also had a haircut and a trim. The shaving was done by the club members, and the haircut by the club barber. The old gentleman was shaved by the club barber, and the haircut by the club members. The shaving was done by the club members, and the haircut by the club barber. The old gentleman was shaved by the club barber, and the haircut by the club members.

Barber Shop Is Settling. For the historic occasion of changing interpretation of the shaving committee, headed by W. E. Conklin, arranged an elaborate setting that involved a barber shop on a stage at one end of the crystal room.

After the one-act comedy had been staged and the argument of Lieutenant Rauch with the club members of the assembly learned the new suggestion, "Father Portland," Miss Portland was characterized by Mrs. Arnold Cohen, and "Sailor Portland" was impersonated by Harry Oakley of the Portland newspaper. The club members of the daily newspaper were guests of the club, and all three as worthy as the club members. Members were asked to decide by ballot which should be the accepted figure. The result of the vote emphasized that the question is still an open one, for 15 votes were cast for "Father Portland," 13 for "Sailor Portland," and 12 for "Sailor Portland." More than 100 covers were laid, so the members falling to register any choice allowed a minority to fail to reach a decision. The result of Father Portland seems to have resulted in a vacancy that will call for the immediate interpretation of the cartoonists to fill.

Eugene Pastor In Speaker. Robert H. Milligan, pastor of the Rose City Presbyterian church, was chairman of the day, for the topic, "Fighting the Devil With Advertising." The speaker of the day was Dr. E. V. Stivers, pastor of the First Christian church of Eugene, who is attracting attention because of adoption of a program of advertising for his church. Guests of honor were Dr. Joshua Sinsfield, Rev. W. E. Hines, Dr. W. W. Willard and Dr. Edward B. Pence. Each of the pastors spoke briefly, expressing their conviction that the church should use the power of advertising in its work.

Church Advertising Is Mended. Introduction into the conduct of the business of the church of a principle recognized in progressive modern business methods, advertising, is the best medium of advertising in the newspaper, and the church should endeavor to use it with the same discrimination that the merchant employs. It is a mistake to assume that everyone in the community knows the church is here, and therefore it does not need publicity. Probably the public knows the store is here, also, but the church is the actor of its goods. It results in tremendous interest, as is indicated by the letters that are received from every point of the compass as to my plan, requests for copies of the advertising and information. As a matter of fact, it is a small beginning and has received attention greater than is merited.

Church Advertising Continued. "But the message we bring to the world. The message we bring to humanity is the same that was given to the world 2000 years ago, but must be in modern style. The preacher should meet the business man on the plane of the lives. Criticism of an advertising campaign for a church has come from the preachers, and without exception business men who have spoken to me about it have commended it as the right method of reaching the public in the work of the church. "Newspaper advertising adds dignity to the church. The church has never yet utilized its power. The church with which I am now connected cost probably \$100,000, but I doubt if it has ever spent \$200 a year for advertising."

WOMEN CONTROL PRICES

ECONOMIC EXPERT ASSERTS BUYERS HOLD REMEDY. Miss Grace Ferguson Declares Key to Situation Is Seasonal Purchasing of Supplies.

OREGONIAN NEWS BUREAU, Washington, Sept. 24.—Women alone can solve the problem of the high cost of living. In the opinion of Miss Grace Ferguson, economic expert, who has returned to the states after six years in Porto Rico, Miss Ferguson has devoted all of that period to teaching Porto Rican women the secrets of household economics. She practically became a food administrator for the island, making one of the most exhaustive studies of the food question ever undertaken by any American. She taught women every day, making a round of 25 houses in which schools were established.

"In this country, as everywhere else," said Miss Ferguson, "the problem is in the hands of the woman. They may safely be trusted to take care of it, if they will do their own marketing, and not have to wait for prices to be affected in Porto Rico," she continued, "but we devised a method by which women could intelligently study prices and their trend, and keep their fingers firmly on the pulse of the market. If the women here would do as the women of Porto Rico did—make a seasonal chart of foods and their prices—they would not have to wait upon the squabbles and delays of any legislature to regulate prices. If women would buy when foods are in season they could accomplish definite results without radical reforms."

SHAVE GIVEN "FATHER" PORTLAND AS PRELIMINARY TO ADOPTION OF A NEW FIGURE TO REPRESENT SPIRIT OF MODERN METROPOLIS.



PORTLAND AD CLUB STAGES COMEDY STUNT IN PURSUANCE OF PLAN TO INDUCE CARTOONISTS TO ADOPT NEW INTERPRETATION OF CIVIC IDEA.

AUDITORIUM POLICY FIXED

FREE USE AND CITY APPROPRIATION REJECTED. Request of Mrs. G. T. Geringer to Get Aid for Woman's Building Benefit Denied.

If the city council hereafter desires to allow free use of the municipal auditorium it will be asked to appropriate the usual rental fee from the general fund of the city. Hal M. White, manager of the auditorium, has informed the council that without such an action an accurate account of the financial standing of the building cannot be maintained. Yesterday the city council denied the application of the Oregon women's building committee for the use of the auditorium without cost, for a lecture by Frank Branch Riley. The profits of the meeting were to go into the fund for the woman's building of the University of Oregon.

Mrs. George T. Geringer, regent of the university, who appeared before the council, explained that it was planned to invite school children to attend the lecture at a small admission fee of 25 cents and adults at 50 cents. She said that if the committee were forced to pay rental for the building, nothing could be earned. Free use of the building was urged. Commissioner Bigelow opposed either voting free use of the building or the use of the building for the rental of the building be passed. Commissioner Bigelow opposed either voting free use of the building or the use of the building for the rental of the building be passed.

WAR VETERANS ORGANIZE Aberdeen Post Honors James Sexton, Killed in France. ABERDEEN, Wash., Sept. 24.—(Special.)—James Sexton Post, Veterans of Foreign Wars, No. 100, organized here by overseas service men. Lieutenant Samuel C. Watkins, assistant city engineer, was elected commander. The post was named for James Sexton, who left here a lieutenant in company G and was killed by machine fire bullets while leading his men across no man's land. Officers elected last night are: Lieutenant Samuel C. Watkins, commander; Private E. E. Lane, senior vice-commander; Corporal Edward Skronkel, junior vice-commander; Private Roy E. Nichols, quartermaster; Major H. A. Comeau, adjutant; Major O. R. Austin, chaplain; Captain J. E. Kline, surgeon; Lieutenant William Thompson, officer of the day; Lieutenant Frank E. Burrows, patriot instructor; Captain H. C. Hancock, historian; Sergeant-Major Victor Hugo, sergeant-major; Private Fred Gilbreath, quartermaster-sergeant; Lieutenant Kenneth McNeil, lieutenant; Private M. Cook and Private Fred Homphill, board of trustees; Private Elmer Shorey, private; Guy Skinner, color bearer; Musician Fred Caldwell, bugler.

EIGHT MEDIUMS ARRESTED

Police Start Campaign Against Healers and "Readers." Eight women were arrested by the police yesterday in a campaign against the so-called "mediums," spiritual healers and "readers." They are charged with obtaining money by device. The complaints, signed by Mrs. Eva B. Pillsbury of the women's protective division, were given to the police by Deputy City Attorney Stadler.

The women arrested are Madam Bernha Quigley, 26, 150 Eleventh street; Madam Lamm, 49, 225 Fifth street; Madam Frank, 34, 294 Morrison street; Mrs. M. A. Cousinow, 48, 116 Raleigh building; Madam Blanche, 28, 2914 Morrison street, and Mrs. L. C. Stevens, 44, 375 Taylor street. All the women were released on \$10 bail except Madam Quigley, who remained in jail rather than post bail money. Her 6-year-old son was taken into the jail with her as she had no place to leave him.

SOLDIERS' CLUB TO CLOSE

Dinner Saturday Night to Be Final Gathering. The Soldiers and Sailors' club, which has been open in the Royal building to all men of the service since the

GAME MOVE IS PLANNED

MOOSE FROM ALASKA TO BE PUT IN OLYMPIC FOREST. Fraternal Order to Help Defray Cost; Forester Announces Sale of Siuslaw Timber.

Plans for bringing eight or ten moose from Alaska to stock the Olympic peninsula were announced yesterday by R. L. Fromme, forest supervisor of the Olympic forest, who is in Portland for a brief period aiding the forest sales department. The moose will be taken from the Kenai peninsula next spring, brought by boat to Port Angeles, taken by automobiles overland a distance of 70 miles, and turned loose near the settlement of Forks at the end of a wagon road along the north side of the Olympic peninsula. Climatic conditions are ideal for the moose in this part of Washington as in Alaska. The estimated cost is \$200 per animal, and the forest service will be aided in the undertaking by the United States biological survey and by Moose lodges. A timber sale announced yesterday by Mr. Fromme was that of 600,000 feet of dead western cedar on the Morris creek area in the Siuslaw forest. The timber was sold to the Delta Shingle company at a stumpage price of \$10 per thousand feet. The sale has been called for on an offer of about 1,500,000 feet of government timber located in the Jeff Davis creek area in the Whitman forest. The timber is mainly yellow pine and the moose prices are \$225 per thousand for the yellow pine and \$1 per thousand for the Douglas fir and miscellaneous species.

U. S. BIOLOGIST TO LEAVE

RESIGNATION OF E. F. AVERILL IS ACCEPTED. Pendleton Man to Become Agriculturist of Bank at Spokane on October 1.

PENDELTON, Or., Sept. 24.—(Special.)—E. F. Averill, inspector in charge of predatory animal work in the United States biological survey in Oregon and Washington since the resignation of Joseph Craig and J. W. Killin, both former deputy fish wardens, was called for trial in the circuit court this morning, but the entire day was consumed in selecting a jury. The men are charged with assault and robbery, being armed with a dangerous weapon, with intent, if resisted, to kill or wound the person assaulted. On Halmer Johnson, Oscar Sundell, John Dollard, Joseph Devoni and Joseph Endicott. The offense is alleged to have been committed at the Endicott pool hall on August 4 and the amount of money said to have been taken is \$201.



E. F. Averill, appointed agriculturist of the Exchange National bank, Spokane.

ARMY TOMATOES ARRIVE

86,500 Cans to Be Sold by City at Cost. Three carloads of tomatoes from army stores reached Portland yesterday. The consignments are to be sold at cost. The consignments are to be sold at cost. The consignments are to be sold at cost.

REV. L. B. QUICK IS COMING

Calvary Presbyterian Church Calls Rokeburg Pastor. ROSEBURG, Or., Sept. 24.—(Special.)—Rev. L. B. Quick, who supplied the pulpit of the Roseburg Presbyterian church during the absence of the pastor in the Y. M. C. A. service overseas, has accepted a call from the Calvary Presbyterian church at Elevation, Ore. He will be in charge of the church on October 1. It is probable that his assistant, Stanley Jewett, will be placed in charge of the predatory animal work. Mr. Jewett is now in Curry county, but has been recalled to the office.

EX-WARDENS FACE TRIAL

Astorian, Charged With Robbery, Are Former Fish Deputies. ASTORIA, Or., Sept. 24.—(Special.)—The case against Joseph Craig and J. W. Killin, both former deputy fish wardens, was called for trial in the circuit court this morning, but the entire day was consumed in selecting a jury. The men are charged with assault and robbery, being armed with a dangerous weapon, with intent, if resisted, to kill or wound the person assaulted. On Halmer Johnson, Oscar Sundell, John Dollard, Joseph Devoni and Joseph Endicott. The offense is alleged to have been committed at the Endicott pool hall on August 4 and the amount of money said to have been taken is \$201.

SOLDIER VOTE IS POLITICAL PUZZLE

Veteran Ticket, "Senate to Constable," Possible. SPLIT IN VOTE IS SEEN Many Military Candidates Held Opportunity for Civilians to "Slip Through."

What part the soldier vote will play in the coming campaign is drawing discussion in political circles. That there will be a number of former soldiers in the field in the primaries is taken as a foregone conclusion. The organization which is gathering the service men together is the American Legion, but the legion is neither democratic nor republican—but it has certain aims to accomplish which will have to be achieved through men in office. For weeks past dozens of service men have been in the race for office. There is not an office from United States Senator down to constable that some service man has not been asked to aspire to. Thus far there has been no definite boom for any of the ex-soldiers, sailors or marines for any particular nomination. The idea is still in the suggestive stage. "You ought to run for senator (secretary of state, sheriff, or whatever the office may be)," is the way some admirals "sell" some soldier as he is approached. "You can get the soldier vote and that will elect you."

NO PARTY MONOPOLY

Neither of the parties has a monopoly on the soldier material for a political ticket. Service officials and democrats alike can fill a ballot with candidates possessing a war record. It is known that among the democratic leaders there is a quiet movement on foot to induce some of the former military men to enter the primaries. Democrats for years past have had trouble in putting a complete ticket in the field, but they depend on the soldier vote to considerable degree to make a full ticket for the electorate. The wearing of service stripes, however, will not be sufficient for a candidate to "corner" the soldier vote. Among the men who have been "buck" prizes, the higher-ups are not all in the good graces of their former subordinates, so that the fact that a man has returned with a commission does not make him a better candidate than some lesser light in the military service. No one has any objection on the part of the majority of service men to want to see soldiers monopolize all the political jobs. Civilians will stand better chance of election in certain instances, than soldiers, say service men.

CIVILIANS SEE CHANCE

Civilians who have a position on offer rather than holding plenty of soldier opposition in the primaries, figuring that if two or three soldiers vie with civilians for the nomination, the soldier vote will be so split that the civilian can walk through and carry off the coveted nomination. In the old days of political party conventions, there would be no such situation. The soldier vote was a direct primary system, where every man and woman has the right to present his or her name for nomination, there is nothing to prevent a free-for-all scramble.

RUMMY IRISHMAN LOST IN JEW SYNAGOGUE LIMIT

Charles W. Mooney Gets Two More Days When Judge Gets Facts. CHARLES W. MOONEY, proud possessor of a rich Irish brogue and a bottle of bay rum, was making good headway in police court yesterday as he pleaded with Judge Rossmann for leniency after being haled into court on a charge of drunkenness. The court was just made ready to let the offending Irishman escape without a penalty when the arresting officers came in ready to let him go. "He was lit up like a cathedral, your honor, and to make matters worse I found him wandering around in a Jewish synagogue in south Portland."

THE PAGES OF RHEUMATISM

Cannot Be Rubbed Away With Liniments. This is a typical case, and everyone who has had the slightest experience with rheumatism will continue to suffer and grow worse until they are finally practically helpless, unless they realize that the disease must be combated at its source. Rheumatism is often a diseased condition of the blood, the disease attacks the body through the blood, hence the system can be rid of its pains only after the blood has been cleansed of the germs of the disease. Lotions, liniments and ointments, applied to the surface may in some cases deaden the pain for the time being, but until you attack the disease at its foundation you are making no progress toward a cure, and you are aggravating the trouble to get a firmer hold on your system every day. This is one reason why rheumatism is usually a permanent disease, staying with its victims year after year. Getting rid of the disease is merely a matter of treating it intelligently. Knowing that it cannot be cured by external applications, it is folly to rely upon such treatment. S. S. is without question the most thorough blood medicine ever made, and it cleanses the blood of every impurity and disease germ. That is why it seldom fails to give satisfactory results. You are invited to write our medical department for full information and advice about the treatment of your own case, for which no charge is made. Address Swift Specific Co., 27 Swift Laboratory, Atlanta, Ga.—AD

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Such many in the suggestion planted. Occasionally the admiral goes a step beyond and says that friends will be forthcoming with finances for a campaign.

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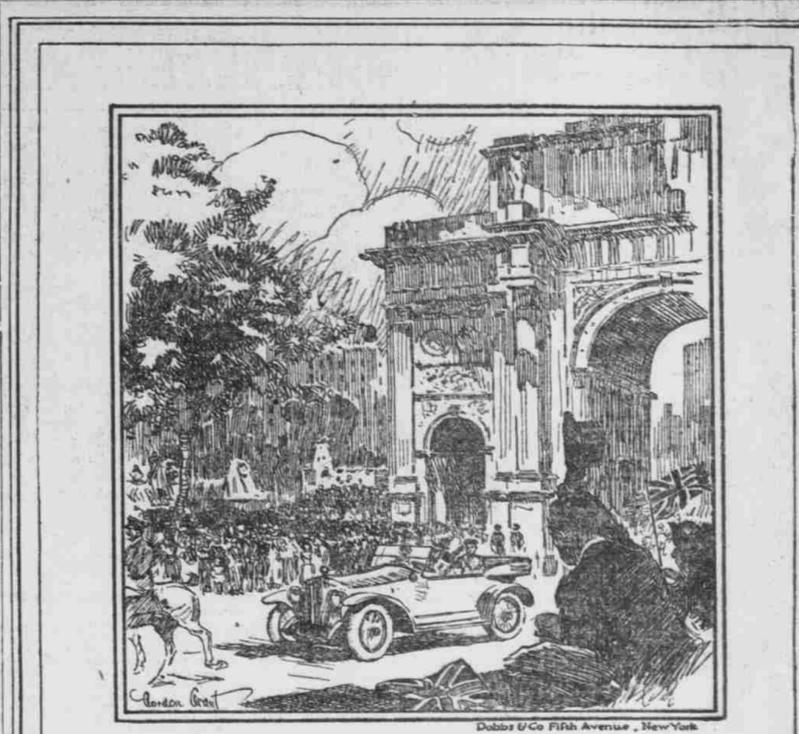
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Dobbs U Co Fifth Avenue, New York

Dobbs Hats carry a touch of Fifth Avenue to the gathering places of well dressed men all over the world. They represent the best thought of correct fashion.

Exclusive Representative FIFTH AND MORRISON Mathis MEN'S WEAR CORBETT BUILDING

Mr. and Mrs. Paul Perle of Portland have been engaged for a wedding to be given October 4 by the Helms-Moore school of music of this city. The local school was recently established and will teach piano, vocal and violin music as well as aesthetic dancing. Miss Maud Lombard of Eugene has been engaged as instructor in the dancing course. The school to be given by the Portland musicians will open the year's work.

One of those highly "illuminating" parties which are being held so frequently these days in downtown Portland was broken up early yesterday morning in a room at 252 Third street and the three participants arrested badly when they faced Judge Rossmann yesterday. John To-whack drew 60 days, Ellen Wilson also got 60 days, of which 30 were suspended. Judge Lucas was fined \$25 and given ten days for his part in the liquor festivities.

Otto Blotter just got back from a voyage to China aboard one of the Portland-built ships, and he felt so jubilant that he took out his "bug" Tuesday night and speeded about the streets in a care-free manner. He was letting his exhaust backfire and emitting reports like a rifle when Motorcycle Sergeant Ervin nabbed him on Fourth street. In view of the fact that it was the first time he had been ashore in several weeks and the first time he had had an opportunity to ride in his usual Judge Lucas was fined \$25 and given ten days for his part in the liquor festivities.

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Quarterly Dividend Declared. CLEVELAND, O., Sept. 24.—Directors of the American Shipbuilding company today declared the regular quarterly dividend of 1% per cent on the common stock and an extra dividend of 2% per cent payable November 1 to stockholders of record, October 15, and declared the usual 7 per cent dividend on the preferred stock, payable in four quarters.

Corvallis Man Dies Suddenly. CORVALLIS, Or., Sept. 24.—(Special.)—A. E. Rowland, proprietor of a Corvallis confectionery store, died suddenly this morning of heart disease. He was in apparent good health and attending to his business as usual. He was 58 years of age. A widow and two grown children survive. Professor Floyd Rowland, a former O. A. C. faculty man, now of the Kansas Agricultural college, and the daughter, Mrs. Ewan C. Varner of California.

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Mail Orders Now Filled THEO KARLE "The Great American Tenor" Heilig Theatre, Wed. Oct. 1st Lower Floor \$2.00. Balcony, 9 rows \$1.50, 5 rows \$1.00 8 rows 75c. General admission 50c. Add 10% war tax. Seats on Sale Monday.

THE PAGES OF RHEUMATISM Concert Ellision-White Musical Bureau Tenth Floor Broadway Building Address letters and make checks payable to Ellision-White Musical Bureau

Genuine Rock Springs \$11.50 and Up Portland & Suburban Coal Co. Phones: Broadway 2022 and 2023