

HOOPER BOOM HELD CRAFTY ARRANGED

Veiled Hints of Past Few
Months Recalled.

SPONTANEITY IS DOUBTED

Johnson's Manager for Oregon
Predicts Defeat of New Aspirant
in California.

It is percolating in some political quarters that the Herbert Hoover presidential boom, instead of being spontaneous, has been carefully and craftily staged. There are indications in Oregon that the Hoover boom was stewing for at least three months before coming to the surface, and that the machinery was wound up and set to start when word was given.

As far back as last December, when Mr. Hoover was not supposed by the general public to be a presidential possibility, there were men who said that they would support this presidential aspirant or that other one, "provided Hoover isn't a candidate for the nomination." A somewhat curious chap who is interested in the fortunes of one of the above candidates, jotted down the names of these men and wondered whether there ever would be anything to the Hoover whisperings. In February those on the list blossomed out as ardent advocates of Mr. Hoover, albeit at that time no one apparently knew his political affiliation and some of the democrats were laboring under the impression that he would be with them. Within the next 10 days many of the men who last December hinted of the Hoover possibility have been coming to Portland for the purpose of building it up in Oregon without the outsiders, or the democrats, having the slightest inkling of what was to drop. Apparently, a similar sum-dash campaign was being carried on for Mr. Hoover in other states, certainly in other Pacific coast states.

Oregon Statements Simultaneous.

Some of the men who were active in launching the Hoover republican club last Friday night were approached last December to support presidential aspirant Hoover. They invariably hedged and said they would, providing Mr. Hoover was not a candidate. R. W. Ruhl of Medford and Editor Patterson of Heppner came out simultaneously for Mr. Hoover in their papers about February 1, on the same approximate date. A score of Oregon republicans began spreading Hoover sentiment. One man who headed the "Wood" petition in central Oregon is now an ardent Hoover man, and has been called to Portland for the purpose of building it up in Oregon without the outsiders, or the democrats, having the slightest inkling of what was to drop. Apparently, a similar sum-dash campaign was being carried on for Mr. Hoover in other states, certainly in other Pacific coast states.

Supporters "Drift In."

In the week preceding Mr. Hoover's statement, published in The Oregonian yesterday, there have drifted into Portland men from Curry, Coos, Clatsop, Harney, Jackson, Grant and other counties to receive instructions on the Hoover campaign. They were among those who were on the political fence three months ago.

The whole situation, so far as Portland and Oregon is concerned, has the aspect of being staged and framed and is not the spontaneous uprising which might be supposed. It is said that Hoover buttons and the membership blanks for the Hoover republican club were prepared some time before the meeting held at the library Friday night, and which was called by a gathering at the University club a few days before. The Hoover buttons materialized as if by magic.

Another feature of the Hoover campaign is the inclination of the grain and food administration forces to be the backbone of the Hoover fight. The food administration ramified into every county in Oregon and into the cities. All of this machinery is being geared up for Hoover in Oregon, and, presumably, the same programme is under way in the other states.

Johnson's Manager Not Annoyed.

Sanford MacDonald, campaign manager for Hiram Johnson in Oregon, is not dismayed by the advent of Mr. Hoover. He is far from being downhearted; he is not even annoyed that there is another Richmond in the field.

"Any man who carries the stamp of presidential timber is entitled to aspire to the presidency," says MacDonald. "And the people are the ones who do the stamping. Mr. Hoover claims California as his state. Mr. Johnson is a Californian. Therefore, California presents to the public two aspirants for the republican nomination. I predict that Mr. Hoover will be disposed of completely on May 4, when the California primaries are held. Mr. Johnson will defeat Mr. Hoover so completely that the latter will be out of the race. When California is decided, the rest is a foregone conclusion."

ASPIRIN IS SAFE WHEN GENUINE

Take Tablets Without Fear If
They Are Marked With
the "Bayer Cross."

If you want the true, world-famous Aspirin, as prescribed by physicians for over eighteen years, you must ask for "Bayer Tablets of Aspirin." The "Bayer Cross" is stamped on each tablet and appears on each package for your protection against imitations.

In each package of "Bayer Tablets of Aspirin" are safe and proper directions for Colds, Headache, Neuralgia, Toothache, Rheumatism, Gout, Lumbago, Neuritis, and for Pain in General.

Handy tin boxes containing 12 tablets each but a few cents. Drugists also sell larger "Bayer" packages. Aspirin is the trademark of Bayer Manufacturing Co., Monroeville, Pa.

NEWS

An artistic home wedding was that of Miss Carolyn Simon, who became the bride of Milton A. Wurzweller at the residence of her parents, Mr. and Mrs. Nathan D. Simon, on Flinders street, at 5 o'clock last evening in the presence of the two families and a few intimate friends. The service was read by Rabbi Jonah Wise. The bride was attended by her two cousins, Mrs. Edgar Frazee and Miss Dorothy Underhill, while Max Wurzweller acted as best man.

Mrs. Wurzweller is a popular and attractive member of the younger set. She is a niece of ex-Senator Joseph Simon. Mr. Wurzweller is a son of Mrs. A. Wurzweller.

At the Trinity Parish house, this afternoon from 2 until 6 o'clock there will be an Easter sale. This promises to be a success, as the articles to be on sale are of the kind that people want especially at this time of year. The women who have worked for the sale's success and who will be in charge this afternoon include Mrs. William Wheelwright, Mrs. O. A. Lyman, Mrs. William O. Van Schuyver, Mrs. Gustaf Carl von Gelfow, Mrs. Sherman O'Gorman, Mrs. J. A. Whitaker, Mrs. J. G. Strom and Miss Lucia Morris.

The intercollegiate dance to be given this evening at the Multnomah hotel will be one of the most important social features for the college set during Easter vacation. This affair is planned to bring together the students of the different universities and high schools.

Dr. and Mrs. W. J. Kerr of O. A. C. President and Mrs. P. L. Campbell of the University of Oregon, and Mayor and Mrs. George Baker have been asked to be patronesses.

The committee includes: Marian Spoerl, Marian Stephenson, Alma Schardt, Gene Geisler, Marian Grebel, Margaret Stader, Jennie Parlious, Elsie Peterson, Mildred Weeks, Penelope Gehr, Thelma Dykes, Marian Lawrence, Elizabeth Anderson, Geraldine King, Margaret Anderson, Ken Bartlett, Elton Gilbert, William Teutob, Stan Anderson, Paul Campbell, Douglas Parrell, Orbin Walker, Herman Lind, Jasen McCune, Merle

formia rejects Mr. Hoover, how can the next accept him?

"Political conventions are partisan. Until the other day no one knew what Hoover belonged to. He has said that he belonged to neither. Now he says he is a republican. Well, republicans will remember that Mr. Hoover appealed to the voters of the United States to elect democrats to congress, when President Wilson made that appeal. Will a republican convention feel kindly toward a man who has urged the election of democrats, as against republicans?"

"Disposal" Is Predicted.

"I feel that Mr. Hoover's entrance is hurting Mr. Wood more than any other candidate, for I have seen men who were on the fence and presumably leaning toward General Wood, now wearing the Hoover button. However, Mr. Johnson will dispose of Mr. Hoover in California next month."

OLD OFFENDER IN TOILS

PAROLED PENITENTIARY PRISONER AGAIN IN JAIL.

John Wemberg, Under Five Years' Sentence for Larceny, Unable to Keep Out of Trouble.

John Wemberg, a mechanic now on probation from the Oregon State penitentiary after receiving a five-year sentence on a charge of larceny May 19, 1919, was fined \$50 and seven days in jail by Municipal Judge Rossman yesterday on a charge of disorderly conduct.

This sentence, which may mean that he will be compelled to serve out the previous sentence in the penitentiary, was the result of an early morning joy ride with two companions in a car declared by the police to have been stolen.

It was the third time that Wemberg had faced Judge Rossman on minor charges within the last few months. On previous occasions the judge had been won to clemency owing to the fact that Wemberg was on probation and it was declared that any sentence in the municipal court might mean that the man would be sent to the penitentiary.

Wemberg's young wife was also a factor in the defense. "You are on the way to the penitentiary and I can't stop you," declared Judge Rossman in pronouncing sentence.

Wemberg was arrested after he and two companions, James Dunn, special deputy constable, and S. S. Corbin, street-car conductor, had wrecked a machine said to belong to H. S. Hamilton, 1177 East Davis street, at the intersection of Milwaukee avenue and Tolman street.

Judge Rossman discharged the case against Corbin. Dunn will have a hearing on a charge of driving an automobile while intoxicated. Charges of larceny of the automobile it is said will also be filed against him.

TUFA LUMBER IN DEMAND

Highway Commission Reported to Want Large Quantity.

SILVERTON, Or., March 31.—(Special.)—At the manufacturing plant of the Fireproof Lumber company near St. Benedict college, a few miles north of this city, a full force is at work trying to keep up with orders for the tufa lumber which is coming into great demand throughout the northwest. It is said that the state highway commission has offered to contract for large quantities of it to be used on bridges. Instead of the composition for hard-surface road construction.

Tufa is found in great quantities in the Abiqua basin east of Silverton and the company is making plans to build a road from the hills to the mill. While the use of the lumber is comparatively new, its value has been known for many years. Nearly half a century ago a house was built of it on the Benedictine Fathers' farm. The building, although not occupied, is still well preserved.

Clever Clothes On Convenient Credit

CHERRY CHAT

The secret of the good style of many a sensible woman is to be found in the reasonably convenient manner in which she secures her wardrobe by the terms offered by Cherry's.

When you may secure for a mere pittance in monthly payments a complete wardrobe of fashionable spring attire—coat, suit, gown, hat, blouse, everything in outer attire of the finest quality and most correct fashioning.

Come in now and select your Easter wardrobe.

Cherry's, 321 Wash.—Adv.

Machinery Contracts to Be Let.

EUGENE, Or., March 31.—(Special.)—Contracts for machinery to be installed in the big sawmill of the Alsea River Lumber company at Glenbrook, west of Monroe, will be let by A. J. Lustig, supervising engineer of the company, within the next few days. Mr. Lustig was in Eugene yesterday to meet representatives of companies who have submitted bids. The plant will have a capacity of 100,000 feet of lumber daily, said the officials of the company, which has its main offices in Eugene.

Phone your want ads to The Oregonian. Main 7070. A 6095.

NEWS

Margason, Henry Foster, Harold Brown, Lawrence Cook and Oliver Jessup.

The active members of the Delta Gamma sorority will give a tea next Saturday afternoon at the residence of Miss Mary Alta Kelly, 601 Laurelhurst avenue, from 3 until 6 o'clock. Mrs. William Thornton Belcher and Mrs. J. C. Elliot will preside at the tea table and will be assisted by Mrs. E. H. Pence, Mrs. R. A. Letter, Mrs. Eunice Marsh and Mrs. Thornton T. Munger.

Miss Katherine Holbrook was a charming hostess at an informal dinner last night when she entertained for Miss Martha Whiting and Kenneth Reed, whose wedding will be an event of Easter Monday.

Miss Belle Shields left Friday for St. Paul, Minn.

KLAMATH FALLS, Or., March 31.—(Special.)—Roy D. Oren, a young bank employee, and Miss Hazel Geiler, daughter of a pioneer family, were married here by the Rev. E. H. Lawrence. The bridegroom was discharged last August from the navy, where he served two years as radio operator. The bride was formerly employed by the First National bank of Portland. Both were born and brought up here and their families are prominent.

Dr. and Mrs. Arnold Lindsey and daughter, Faye, have returned to their Council Crest home, having spent the winter in the city.

Dr. and Mrs. Sanford Whiting announce the birth of a daughter, born Friday. She has been named Ann Elizabeth.

Mr. and Mrs. James Whitcomb Clock have returned from their wedding trip and now are at home to their friends at the Barker Apartments. Twenty-first and Irving streets.

Mrs. Jennie E. Burnham has been entertaining extensively by giving a series of dinner parties. Several of these dinners were given in honor of friends from Washington.

Women's Activities

There will be a meeting of the Portland Business Women's club today in the tea room of the Young Women's Christian association at 12:15. During the luncheon Dr. Edna Sherill-Eames, head of the city school inspection, will give an interesting talk on her work. Miss Alice Hutchinson will preside and a full attendance is urged.

The annual meeting of the Woman's Missionary society of Portland Presbytery will be held today at 10 o'clock in the church auditorium. Miss Isabel Bell will speak in the morning. The usual potluck luncheon will be served and in the afternoon Mrs. J. W. Goss will deliver the message from the north Pacific board and Miss Amelia Barr, a member from the Freedmen's board, will also speak. Arrangements have been made for special musical selections.

Mrs. W. L. Block, who is in charge of the table arrangements for the Parent-Teacher association luncheon that is to be given at the Hotel Portland Saturday, has obtained the services of the following teachers to serve as ushers: Dean Wilson, Misses Lilian Goodspeed, Julia Pearson, Edith Alderson, Roxanna Schager, Anna Nicken, Anna Bleson, Estella Marias, Olga Hollingsby and Viola Orschild.

Community Service Girls' club class in dramatics, pageantry and light opera will meet Thursday evening at 8 o'clock in the studio of Mrs. Ada Losh Rose in the Bush & Lane building. George Natanson, leading man with the Alcazar company, who is opening a studio in this city, will speak to the class on "Dramatic Cast." Young men are welcome at this class.

Today at 8 o'clock there will be a meeting of the women's auxiliary of Travelers' Protective association in the assembly room of the association, 325 Morgan building. A full attendance of members is desired.

Portland Progress club will meet this afternoon at 2:30 o'clock at the home of Mrs. Charles B. Drake, 1177 East Pine street.

A sewing meeting of the George Wright Women's Relief Corps No. 2 will take place tomorrow from 10 to 12 o'clock at the home of Mrs. Mary E. Chamberlain, 553 East Forty-third street north.

Members of the current literature department of the Portland Women's club will be entertained today at the home of Mrs. Victor Brandt, 160 Miramar place, Laurelhurst.

Chapter E. P. E. O. Sisterhood, will be entertained at the home of Mrs. H. E. Curry, 123 East Fifteenth street, this afternoon at 2 o'clock.

A regular meeting of the East Side Lavender club, branch No. 1, will be held in the clubrooms of the East Side Business Men's club Friday at 2 o'clock.

There will be a meeting of the Portland Business Women's club Friday at 1:30 o'clock in room A, central library. Nomination of officers will take place and Mrs. J. A. Keating, state regent of the D. A. R., will speak before the council on the subject of "Americanization."

The Secret Delight of a Youthful Skin

THE woman who values her appearance may enjoy the blessings and the secret delight in the possession of a velvety skin.

Try this simple formula—"A little CREME ELCAVA rubbed gently into the skin then if you need color, a very little rouge spread carefully over the cheeks before the cream is quite dry, and after that the film of Elcaya face powder over all."

is a delightful, non-greasy, disappearing toilet cream that makes the skin like velvet.

Your dealer has ELCAVA and has sold it for years. Ask him.

In Jars at 30c and 60c

JAMES C. CRANE, Sole Agent
CREME ELCAVA, Elcaya Rouge
Elcaya Face Powder
148 Madison Ave., New York

Mother's Dream

Plenty of clean clothes for the whole family. All through the years she has dreamed of the day which would bring an abundance of clean clothes for the entire family—plenty of rompers and shirts for the boys and dainty things for the girls—with an ever-ready supply of snow-white linens for the table and bedrooms. The answer is a

Modern Laundry

Then washday ceases to be a drudgery, as the experiences of thousands of women have proven what you may expect from these appliances.

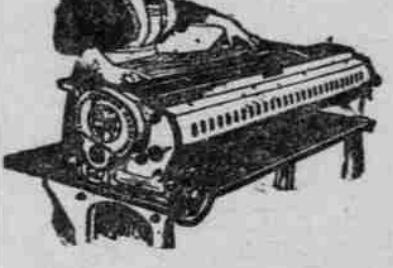


Simplex Ironer

"THE BEST IRONER"

Irons a table cloth or shirt in 3 minutes! Completes an average ironing in one hour!

You buy the Simplex on easy terms. It saves money for you every week. So while you pay, you save. Send for further details or ask to have a Simplex sent to your home on approval.



STUBBS ELECTRIC CO

SIXTH AT PINE

CAR FARE HEARING SET

Citizens of Hoquiam Protesting Against Higher Rates.

ABERDEEN, Wash., March 31.—(Special.)—The hearing of the protest by Hoquiam citizens in the matter of increased car fare in Hoquiam and Aberdeen has been set for April 23, at the commercial club rooms in Hoquiam, according to announcement by the public service commission.

The only objection so far against the putting into effect of the schedule comes from the patrons of the Monroe street car line in Hoquiam.

Montesano Buys Cattle.

EUGENE, Or., March 31.—(Special.)—Eighteen registered Holstein cattle were yesterday shipped from this city to Montesano, Wash. The herd was sold by C. N. Bertleson, who lives west of Eugene on the Almira road.

Used for 70 Years

Thus is your grandmother's youthful appearance has remained until youth has become but a memory.

The soft, refined, pearl white appearance of the face renders leaves the joy of Beauty with you for many years.

Gouraud's Oriental Cream

Prepared by the French, for the Face, Neck and Hands.

FERD. J. HOPKINS & SON, New York

The Secret Delight of a Youthful Skin

THE woman who values her appearance may enjoy the blessings and the secret delight in the possession of a velvety skin.

Try this simple formula—"A little CREME ELCAVA rubbed gently into the skin then if you need color, a very little rouge spread carefully over the cheeks before the cream is quite dry, and after that the film of Elcaya face powder over all."

is a delightful, non-greasy, disappearing toilet cream that makes the skin like velvet.

Your dealer has ELCAVA and has sold it for years. Ask him.

In Jars at 30c and 60c

JAMES C. CRANE, Sole Agent
CREME ELCAVA, Elcaya Rouge
Elcaya Face Powder
148 Madison Ave., New York

A Different Shoe Sale

Did you ever know of a NEW STORE opening up a NEW STOCK with a SALE? That is a REAL sale, with REAL reductions? Great BIG reductions that amount to DOLLARS saved on every pair?

WE WILL DO IT!

That's just how we are going to open, and we'll soon be ready. That's how we're going to get acquainted with you. We want to become acquainted QUICKLY in a way that will be PROFITABLE to YOU—a way that will save you dollars on every pair of Shoes you will need for the coming season.

THE ENTIRE STOCK will be included, with no reservations. All kinds of Shoes—LOW SHOES, HIGH SHOES—Shoes for MEN, WOMEN and CHILDREN. And remember they are NEW Shoes.

KEEP IT IN MIND!

Don't buy Shoes till ours are ready. It won't be long. We'll let you know in plenty of time. You'll profit by waiting. The prices will be cut way below our regular prices, which are already LOWER than any on the coast.

"Your Money's Worth or Your Money Back"

WE WILL ANNOUNCE IT SOON

Location will be

Corner 4th and Alder Sts.

TIEBURG'S Shoe Service

San Francisco Oakland Portland

The Tragedy of Gray Hair

Need Never Come to You!

When you find the first few gray hairs, don't despair! Laugh instead! For Co-Lo will outwit the passing years.

Prof. John H. Austin's Co-Lo Hair Restorer

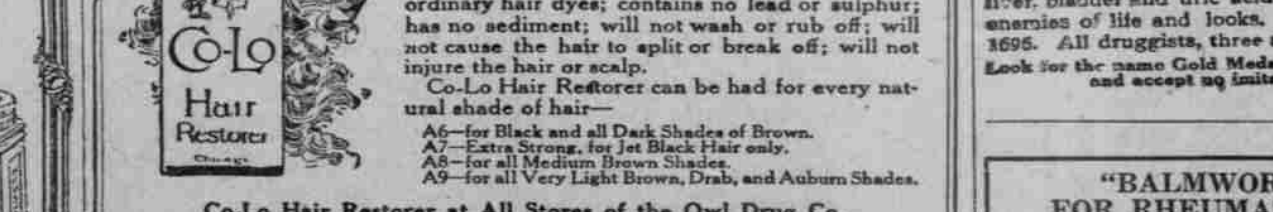
Restores the color, life and luster to the hair in a mild, healthful manner. A scientific process perfected by Prof. John H. Austin, 40 years a bacteriologist, hair and scalp specialist.

Co-Lo is a wonderful liquid as clear, odorless and greaseless as water—a pleasing and simple remedy to apply. Co-Lo cannot be detected like ordinary hair dyes; contains no lead or sulphur; has no sediment; will not wash or rub off; will not cause the hair to split or break off; will not injure the hair or scalp.

Co-Lo Hair Restorer can be had for every natural shade of hair—

A6—for Black and all Dark Shades of Brown.
A7—for Brown and all Medium Brown Shades.
A8—for all Medium Brown Shades.
A9—for all Very Light Brown, Gray, and Auburn Shades.

Co-Lo Hair Restorer at All Stores of the Owl Drug Co.



Could Not Stand Straight

It does not take long, when the kidneys are out of order and not doing their work properly, for poisonous acids to accumulate in the system and cause acute and chronic rheumatism. D. C. Diamond, 285 W. 26th St., Cleveland, O., writes: "I caught cold and it settled in my kidneys. My back and sides were so lame and sore I could not stand straight. I used Foley Kidney Pills with good results and am glad to testify to their helping power." Sold everywhere.—Adv.

Children's Coughs

may be checked and more serious conditions of the throat, often, be avoided by promptly giving the child a dose of safe

PISO'S

Phone your want ads to The Oregonian. Main 7070. A 6095.

Women Made Young

Bright eyes, a clear skin and a body full of youth and health may be yours if you will keep your system in order by regularly taking

GOLD MEDAL HAARLEM OIL CAPSULES

The world's standard remedy for kidney, liver, bladder and uric acid troubles, the enemies of life and looks. In use since 1895. All druggists, three sizes. Look for the name Gold Medal on every box and accept no imitation.

"BALMWORK" FOR RHEUMATISM

Mr. J. M. Hunter, Longmont, Colo., writes: "I have been taking Balmwork Kidney Tablets for my rheumatism and find they help me more than anything I ever took." etc. Some forms of rheumatism are caused by failure of the kidneys to secrete and throw off the waste and poisons of the body. If kidneys and bladder are not doing their full duty, Balmwork Kidney Tablets will thoroughly revive their activities. Sold by all druggists.—Adv.