

NEW LAW IS PASSED ON SOFT DRINK SALE

City Council Provides Strict Regulation for Dealers.

WOOD KEGS ARE BARRED

Ordinance Requires That Juices of Fruits Be Kept Always in Glass Containers.

An alcohol-proof ordinance, guaranteed to remove all traces of pre-Volstead voltage from liquors manufactured or sold in Portland with the compliance and approval of the officials, was passed yesterday afternoon by the city council.

In other words, all imbibers of non-alcoholic beverages legally made and dispensed here may rest assured that the drinks well deserve their name. Hereafter soft drinks will be made soft, kept soft and drunk soft. Every vestige of a "kick" and every ingredient or incentive which might possibly create a "kick" will be removed from such drinks as come within the councilmen's knowledge.

In a lengthy, intricately-worded amendment to an already stringent ordinance, the council created a new law so air-tight, that none but bootleggers may now carry on transactions in strong drinks.

The drastic amendment was the result of investigations into the workings of manufacturing and retailing establishments recently completed by the council. Several of the soft drink dispensaries were dispensed with by the commissioners with the simple expedient of revoking their licenses, and one large manufacturing concern narrowly escaped the same fate by a margin of one vote.

As a result, the council has done something that even the federal government did not dare to do, remarked Elton Watkins, attorney for one large soda works, after hastily viewing the proceedings of the council. The remark by Commissioner Bigelow that perhaps conditions might have been better had the federal government taken the same steps did nothing to alleviate the wistful look in Watkins' eye.

Wooden kegs came under the official disapproval of the councilmen. The ordinance provides that all fruit juices must be put up in glass containers to protect them from fermentation. Moreover, on certain bottles, labels not less than three inches square must be affixed stating the following:

"(1) Name and address of manufacturer or bottler; (2) date of delivery to purchaser; (3) does not contain over one-half of one per centum of alcohol by volume; (4) name of contents; (5) do not admit air except when drawing contents; (6) keep in cool place; (7) do not tamper with or remove labels; (8) at first sign of fermentation must be returned and will be accepted."

License Law Stricter. As heretofore, all manufacturers, dealers and retailers of soft drinks must operate under a municipal license, issued by the city, and revocable at the will of the council. It is by means of this license that the industry will be controlled.

Licenses will not be granted to persons under 21 years of age, according to the new measure, and unless specially approved by council, no licenses will be granted to non-citizens of the United States; to any person who has not resided in the city of Portland for a period of one year immediately prior to application; to any person who has been convicted of a violation of federal, state or city laws on intoxicating liquors; or to any person desiring to conduct a business at a location where a proprietor has within the year previous been convicted of a violation of the federal, state or city prohibition laws.

Screening Act Barred. In any establishment where soft drinks are served the licensee holder must not maintain any "screen, interior swinging doors, window blinds, or any obstruction whatsoever that will obstruct the view" of passers-by, or to arrange "dazzling or glaring lights in such a manner as to prevent a clear view."

The proprietor is required by the ordinance to take all reasonable means to prevent the use of non-sterile beverages, and to see that any ingredient which might produce or stimulate fermentation is placed into the soft drink. He is responsible for the actions of his employees while at his establishment.

On his part, the manufacturer must comply with all federal and state prohibition regulations in order to have a city license, and must accept all fermented beverages returned to him by the retailers. In the distribution of cider, the method of treatment must be stated on the bottles.

FRANKNESS IS ADVOCATED UTILITY MANAGERS ARE TOLD TO GET NEAR PATRONS.

Plain Truth About Business, Aided by Advertising, Said to Be Key to Future Success.

INDIANAPOLIS, Jan. 13.—"Be frank and advertise" was the advice given public utility companies tonight by F. H. Gadsden of Philadelphia, president of the American Electric Railway association at a meeting of the Indiana Public Utility association. By this method, Mr. Gadsden said, public understanding of utility problems can best be obtained and necessary rate adjustment and credit restoration hastened.

"It is absolutely necessary," he said, "if public utilities are to continue to function, that they create a flow of new capital into their securities. The answer to this whole problem is the granting of rates to public utility companies which will insure a return to the security holders that will induce them to invest. Nothing less than this sort of an arrangement will save the utilities from ruin."

"Adjustment of public utility rates to a basis that will attract new money into the field will be hastened by a thorough public understanding of the public utility problems."

"The best way to bring about that understanding is to be frank and advertise. Present your facts simply, frankly and honestly. Make it plain that the public utility problem is the problem of every man, woman and child who uses your services. Strive by frank statement to convince consumers that you are trying to do the best thing for their general good and that it is their own interest, if nothing else, that they should enlist themselves in your cause. The way to accomplish

This result is not to make the mere statement that it is your intention to give good service, or to submit to the public a large indigestible volume of statistics and then sit down and wait for the millennium. The thing to do is to explain your situation in understandable terms to just as many folks as possible. If you have a good case, as most public utilities nowadays have, and you will tell the whole truth about your situation in a simple and convincing manner and give it deserving circulation through the best available advertising medium you are certain to rally the public in your support.

TAILORS PICK PORTLAND 1922 Convention Will Be Held in City of Roses.

LOS ANGELES, Cal., Jan. 13.—(Special)—With the naming of Portland as the convention city for 1922, the second annual convention of the Pacific Coast Merchant Tailors' association closed in Los Angeles tonight.

Delegations from the northwest overwhelmed the convention with their pleas to have the members of the association unanimously select Portland as the next convention city. George Reed, Oscar M. Smith, Elio Johnson and J. Arthur Norman of Portland were joined by Thos. T. Leman and H. G. Stone of Seattle in inviting the association to Portland.

The decision of the body was unanimous in favor of Portland. Sam G. Levy of Los Angeles, the retiring president of the association, will leave immediately for Chicago to attend the national association convention and urge the adoption of a \$10,000,000 campaign for national co-operative advertising.

SCHOOL GETS \$147,400

Appropriation Bill Provides for 600 Indian Pupils.

THE OREGONIAN NEWS BUREAU, Washington, Jan. 13.—The Indian school at Salem, Or., which is educating 600 Indian pupils, some of whom were brought from Alaska, will receive \$147,400 according to the Indian appropriation bill reported out of committee.

The secretary of interior will be authorized to withdraw from the treasury \$10,000 of any tribal funds on deposit to the credit of the Klamath Indians for use in the maintenance, improvement and operation of the Modoc Point, Sand Creek, Fort Crook, Crooked Creek and miscellaneous irrigation projects of the Klamath reservation. The Klamath Indian agency received an appropriation of \$574, Warm Springs agency, \$3000, and the Grand Ronde and Siletz agencies \$2508 each.

RUMOR ROUSES SENATOR

Report Heard Administration Will Defer Liquidation of Debt.

WASHINGTON, Jan. 13.—That it is "currently reported that the present administration will, prior to March 4, assume authority to further defer liquidation" of the debt of Great Britain to the United States, was declared by Senator LaFollette, republican, Wisconsin, who introduced in the senate today a joint resolution requesting the secretaries of state and treasury to "take no action concerning the indebtedness and interest payments" until congress has approved the action.

The resolution was referred to the finance committee.

DIVA LICENSED TO WED

Galli-Curci and Accompanist Take Marriage Step at Minneapolis.

MINNEAPOLIS, Minn., Jan. 13.—Homer Samuels and Madame Amelita Galli-Curci, Chicago grand opera diva, procured a marriage license here today.

Galli-Curci gave her age as 31. Mr. Samuels gave his age as 31. He is the diva's accompanist.

Star Named Opera Director.

CHICAGO, Jan. 13.—Mary Garden, American grand opera star, was elected general director of the Chicago Grand Opera association at a meeting of the executive committee today.

Best grades equal. Prompt delivery. Diamond Coal Co. Bldg., 327—Adv.

Suggestions for Investors Buying Industrial Securities

First, carefully investigate the merits of the company's organization, the economy of its financing operations and the character of its directorate and officers.

Second, carefully consider whether the industry offering its stock proposes to manufacture an essential product or a luxury.

Food Products naturally head the list of essentials, as food sustains life and is never used a second time.

With ample capital and efficient management, an industry manufacturing a food product in which there is a good margin of profit has every element of success in its favor.

Such an industry is the Portland Vegetable Oil Mills Company, now offering an investment of unusual merit, safe, sound and conservative.

Capital stock \$1,000,000.00—all common—no preferred or promotion stock.

Subscribed prior to incorporation.....\$500,000.00 Previous public offering..... 200,000.00 Present public offering..... 100,000.00 Balance not now offered..... 200,000.00

The \$100,000.00 now offered will provide additional working capital. This offering is direct from Company to Subscriber on the same terms as previous offerings, namely, 10% with subscription—balance at rate of 15% per month on call of directors during plant construction.

Announcement of plant location and building contractor will shortly be made.

Full information upon request.

DIRECTORS: C. A. Palston, R. C. Hall, S. L. Eddy, C. A. Edwards, M. S. Hirsch, H. H. Ward, F. W. Watson. Portland Vegetable Oil Mills Co. 805-806-807 WILCOX BUILDING, PORTLAND, OREGON. PHONE MARSHALL 808. H. H. WARD, Director in Charge of Financing.

GREECE ANNOUNCES LOAN

ADVANCE BY UNITED STATES AVAILABLE, SAYS REPORT.

Constantine's Army in Smyrna Has Pursued Turks 19 Miles.

GREEK SUCCESS MINIMIZED

Turks Claim Advance Is Due to Withdrawal of Nationalists.

ATHENS, Jan. 12.—It was announced here today that the United States government had consented to the advance to the Greek government \$2,000,000 already promised Greece when M. Venizelos was premier, but upon the condition that the money be expended in America for non-war material.

Premier Rallis announced at a cabinet meeting tonight that the Greek army in Smyrna, in its offensive against the Turks, had advanced 19 miles. It dispersed three Turkish divisions and captured one Turkish general, the premier said.

The British minister entered protest with the Greek government over the action of a section of the Greek press in printing editorials condoning the attempt to assassinate Venizelos, made by two Greek officers in Paris last August. The articles urged the Greek nation to stand behind the accused men.

It now appears improbable that King Constantine will visit Smyrna as he had planned, the reason given being that Smyrna is not yet a Greek state because the treaty of Sevres has not yet been ratified.

Professor Georgios Strell, former minister of foreign affairs and confidential secretary of King Constantine during the king's exile, had arrived here.

READ THE LIST

Of Roots, Herbs, Bark and Berries—It Tells the Story

LONDON, Jan. 12.—Assertions that the Greek offensive toward Brussa, Asia Minor, has failed, is contained in a Rome dispatch to the Exchange Telegraph company, under Wednesday's date.

The situation in Smyrna is serious, it is declared.

WASHINGTON DENIES ADVANCE

Pending Recognition of Constantine, Money Remains in Treasury.

WASHINGTON, Jan. 13.—State and treasury officials were unable to explain today the announcement in

of the merit combined in Hood's Sarsaparilla as a medicine for catarrh, rheumatism, scrofula and other ills of the blood, stomach, liver and kidneys.

Sarsaparilla, yellow dock, stillingia, blue flag, guaiac—alteratives, blood-purifiers and tonics.

Mandrake and dandelion—anti-bilious and liver remedies.

Wintergreen and bitter orange peel—tonic, appetizers, digestives.

Juniper berries, uva ursi and pipsissewa—great kidney remedies.

Gentian root, wild cherry—stomach tonic—and others of value.

Economy and true merit are combined in Hood's Sarsaparilla.—Adv.

Sale of Men's Umbrellas Now in Progress.—Street Floor. Lipman Wolfe & Co. "Merchandise of Merit Only" Sale of Men's Furnishings Now in Progress.—Street Floor.



Like a Pendulum This Great Sale Has Swung Back to the Starting Point With the Arrival of 1200 Fine New Suits and Overcoats for Men Marked at the LOW Price Which Resulted in the Greatest One Day's Business in Men's Clothing West of Chicago— \$36.00

This Additional Group, added to Clothing on Hand, Represents OUR ENTIRE STOCK, from which you have unrestricted selection, at this ONE low price—Following the rush of buying the first three days of the opening sale many men were disappointed because the kind of suits and overcoats their friends had bought were not to be found in the stock that remained.

—We were quick to see the favorable position we were in. We could go to the leading manufacturers of men's clothing and choose indiscriminately from their stocks any garments, no matter how much they were made to be sold for, and get them at a price so as to sell them for \$36.00.

—Our buyer hurried East. Went to the BEST makers. Selected the Best Suits and Overcoats and expressed them back to us. Here they are! —Come in Friday and get yours!

—Evening Dress Suits and Tuxedos, sizes 34, 35, 36 and 37 only, in regulars and stouts. Remember, plenty of shorts, stouts, slims and regular sizes in business suits and overcoats. Fifth Floor—Lipman, Wolfe & Co.

This Store Uses No Comparative Prices—They Are Misleading and Often Untrue

PRICES SLASHED! The greatest price reductions have been made on phonographs during the January Clearance Sale on our Musical Floor—the seventh. Convenient payments. Lipman Wolfe & Co. "Merchandise of Merit Only" MURINE Night and Morning, Have Strong, Healthy Eyes. If they Tingle, Itchy, Smart or Burn, if Sore, Irritated, Inflamed or Granulated, use Murine often. Soothes, Refreshes, Safe for Infant or Adult. At All Druggists. Write for Free Eye Book. Murine Eye Remedy Co. Chicago.

Fragrant Pine for Children's Colds STOP CATARRH! OPEN NOSTRILS AND HEAD Says Cream Applied in Nostrils Relieves Head-Colds at Once. If your nostrils are clogged and your head is stuffed and you can't breathe freely because of a cold or catarrh, just get a small bottle of Ely's Cream Balm at any drug store. Apply a little of this fragrant, anti-septic cream into your nostrils and let it penetrate through every air passage of your head, soothing and healing the inflamed, swollen mucous membrane, and you get instant relief. Ah! how good it feels. Your nostrils are open, your head is clear, no more hacking, snuffling, blowing; no more headache, dizziness or struggling for breath. Ely's Cream Balm is just what sufferers from head colds and catarrh need. It's a delight.—Adv.

DRUGGIST RECOMMENDS VINOL TO HIS WIFE Mrs. E. S. Short of Glenn, California, who slaved fourteen hours a day for a family of eight, in spite of an inherited strong constitution, gave way to an anemic condition, indigestion and a bad stomach. "I tried several remedies without getting any results," relates Mrs. Short, "but was induced to try Vinol by my husband, formerly a druggist in New York. An improvement was observed after the first bottle and still a more decisive turn for the better after having taken four bottles. My daughter used Vinol at different times with like results to myself." If you are not feeling right go to Clarke-Woodard Drug Co., Portland, Or., and get a bottle today. It will give you new life and vigor.—Adv.

A Safe Deposit Box is Safe PROBABLY this or some other bank is depository for your money, and yet the safekeeping of your equally valuable papers and documents is left to the insecurity of your home or place of business. A Safe Deposit Box in the great vaults at the United States National Bank is a precautionary measure against fire breaking out or burglars breaking in. The rental cost is small in proportion to the ease of mind you will enjoy. The United States National Bank Sixth and Stark "One of the Northwest's Great Banks"