

PUBLICITY TO HELP WINNING WAR

President Wilson Recognizes Value of Advertising in Present Crisis.

SPECIAL BUREAU CREATED

Executive Order Directs Formation of Division of Activities, to Be Under Authority of Committee on Public Information.

WASHINGTON, Jan. 19.—Definite assignment of the part that National advertising forces are to take in the task of winning the war was given in an order issued by President Wilson today creating the division of advertising of the committee on public information.

It is believed that through this agency the patriotic services volunteered by advertising men throughout the United States since the outbreak of the war may be rendered even more effective.

Through the division of advertising it is proposed to perfect publicity machinery which may be called into service when campaigns of National character are necessitated by war conditions.

Public Opinion to Be Informed. President Wilson's order reads: "I hereby create, under the jurisdiction of the committee on public information, heretofore established by executive order of April 15, 1917, a division of advertising for the purpose of receiving and directing the efforts of the advertising forces of the Nation to support the effort of the Government to inform public opinion properly and accurately."

A board of five members, which has already established executive offices in New York City, has been named by Chairman Cress of the committee on public information, to direct the activities of the new division.

Prominent Men on Board. The board members are William H. Johns, chairman, president of the American Association of Advertising Agencies; W. C. D'Arcy, president of the Associated Advertising Clubs of the World, which has a membership of 12,000; O. C. Hays, of the National Advertisers' Commission of the Associated Advertising Clubs of the World; Herbert S. Houston, former president of the Associated Advertising Clubs of the World, and L. R. Jones, president of the Association of the National Advertisers.

Chairman Johns issued this statement relative to the plan and scope of the work that the division expects to accomplish:

"It is by no means intended that we shall take over the entire advertising work of any department of the Government. We are simply here to serve. Through our relations with the advertising agencies we are in position to prepare copy, and the services of the best copy writers of the country are at our command."

Such Space Available. "We already have for the use of the Government a large amount of newspaper and magazine space that has been given by advertisers and publishers. This space can be used where it will be most effective in the common cause."

We hope particularly to supplement the good advertising work that has already been done, and that it has been good work is witnessed by the success of the two liberty loans and the two Red Cross drives, by giving it a broad background of National advertising. "In a broad sense we shall act as a National advertising agency. We shall displace no Government advertising departments. We shall simply direct those departments, just as the modern advertising agent helps the advertising departments of his clients."

LOAN ASSOCIATION MEETS

Woodland Branch of National Board Re-elects Officers.

WOODLAND, Wash., Jan. 19.—(Special.)—The Lewis Valley National Loan Association, a branch of the National Farm Loan Board, held its first annual meeting this week, and the old board was re-elected, with the exception of one member, who declines to serve another year. The board is now constituted includes A. L. Bostarth, Abel Stebb, G. F. McCormick, Charles R. Olsen, William Burke, Jr., Godfrey Ekman and Carl Becker. Dr. R. M. Andrus was re-elected secretary-treasurer.

Progress of the War.

The long-awaited convening of the constituent assembly has apparently precipitated a fresh crisis in Russian affairs, with renewed disorders as the consequence of a struggle for control in the capital indicated as a possibility.

Alkali Makes Soap Bad for Washing Hair

Most soaps and prepared shampoos contain too much alkali, which is very injurious as it dries the scalp and makes the hair brittle. The best thing to use is just plain mulsified coconut oil, for this is pure and entirely greaseless. It's very cheap and beats the most expensive soaps or anything else all to pieces. You can get this at any drug store, and a few ounces will last the whole family for months.

rial revolutionists, thereupon withdrawn from the assembly. This break with the majority social revolutionists, who showed their control by electing as chairman one of their leaders, M. Tchernoff, minister of agriculture in the Kerensky government, is interpreted as a probable prelude to an attempt on the part of the Bolshevik government to assert itself as a more complete, regardless of what course the present assembly may desire to take.

The peace conference proceedings at Brest-Litovsk again have been suspended, and Foreign Minister Trotsky is reported to have returned to Petrograd. Foreign observers in Petrograd believe that the negotiations are working to a final break, and the fall of the price of the German mark in neutral markets is pointed to as an indication of loss of confidence among the neutrals in the success of the parleys.

The obstacle is the continued declaration of the central powers to withdraw all troops from the occupied regions of Russia and their uncertain attitude regarding the return of the deported population before the question of self-determination is put. The Russians apparently are sticking just as firmly as ever to their demands along these lines.

CHARTER CHANGE FAVORED

Tacoma Labor Council Would Enlarge Scope of Civic Progress.

TACOMA, Wash., Jan. 19.—(Special.)—The Central Labor Council intends to devise every means possible to increase municipal revenue, and will enlist the support of the entire Tacoma labor movement in petitioning for a change in the city charter. The first step in this proposed campaign is to enlarge the scope of civic progress was taken on motion of a large number of delegates.

To inaugurate this movement, Vice-President Morris, of the council, appointed a committee to prepare resolutions. These recommendations will first be circulated for endorsement among every union affiliated with the Central Council in Tacoma. With this support, the council will be in a position to press its demands.

HOOD SHRINERS COMING

Two Prospective Neophytes Will Be Offered as Sacrifice on Hot Sands.

HOOD RIVER, Or., Jan. 19.—(Special.)—Headed by Chief of Police J. K. Carson, the following Hood River Shriners will make a pilgrimage to Portland Monday to register Imperial Patents: Dr. E. D. Kanaga, Dr. H. L. Dumble, A. D. Moe, W. E. Laraway, A. G. Lewis, Truman Butler, Walter Walters, Glen Niles, C. K. Marshall, C. H. Castner, A. Canfield, Commodore O. C. Dean, W. L. Clark, Myron S. Smith, H. T. DeWitt, M. M. Hill, W. E. Sherman, W. A. Schaffner, H. H. Larkin, C. P. Sonnichsen, F. S. Davidson and G. V. Cornish. The two prospective neophytes—F. W. Huff and Al W. Peters—who will be offered as a sacrifice on the hot sands.

RAIL WAGE BOARD TO MEET

Demands of Four Brotherhoods Will Be Considered First.

WASHINGTON, Jan. 19.—Director General McAdoo's newly-appointed railroad wage commission, headed by Secretary Lane, will meet Monday to consider the demands of the four railroad brotherhoods pending before the railroad administration.

Banks Elect Officers.

CENTRALIA, Wash., Jan. 19.—(Special.)—The Citizens' Bank of Tenino has elected the following officers: S. M. Peterson, president; H. S. Barclay, vice-president; L. H. Hubbard, cashier and manager, and George S. Mayes, II, J. Keithahn and Oscar F. Neuberger, directors. The deposits of the bank in 1917 increased from \$15,000 to \$102,000.

Scout Patrols Organized.

BANKS, Or., Jan. 19.—(Special.)—The boys of the public schools have organized the first Scout patrol in Banks, under way, with Henry Edmondson, Harold Banks and James Turner as patrol leaders. A minstrel show will be given about February 1 for the purpose of raising funds for equipping the clubrooms. The movement is meeting with favor among the parents and other citizens. The Centralia High School will be scout master.

Bishop Keator to Speak.

ABERDEEN, Wash., Jan. 19.—(Special.)—Episcopal ministers from all parts of the Northwest will be here Sunday to participate in the consecration of St. Andrew's Episcopal Church; the debt on which was recently liquidated. Bishop Keator, of Tacoma, will officiate, assisted by Archdeacon Hilton, of Seattle; the Rev. Franklin Hart, of Olympia; Rev. G. M. Frost, of Centralia, and Rev. W. S. Raymond, of Hoquiam. The morning sermon is to be preached by Bishop Keator.

Father Confers Degree on Son.

LA GRANDE, Or., Jan. 19.—(Special.)—In Masonry a unique incident took place tonight, when a past grand conferred the third degree upon his son. The ex-honored of Oregon Masonry was Ed E. Kiddie and the initiate was Fred Kiddie, of Tacoma, who participated in the ordnance department at the University of Oregon. Immediately after receiving the rank he left for Portland to enter service.

McADOO IS ASKED TO SEND TONNAGE

Federal Director of Railroads Now Has Full Statement of Northwest Situation.

USELESS HAULS OPPOSED

Possibilities of Ocean Traffic From Columbia River Clearly Set Forth in Memorandum Prepared by Senator After Conference.

OREGONIAN NEWS BUREAU, Washington, Jan. 19.—Secretary McAdoo now has before him in writing an outline of what can and should be done by the Federal director of railroads to clarify the transportation situation in the Northwest, extend full recognition to Portland and Astoria and relieve congestion that now prevails at Puget Sound and San Francisco. This memorandum was prepared jointly by Senator McNary and Mr. McAdoo's representatives, during two days of conference.

To handle ocean traffic from the Columbia River it is proposed that the Shipping Board assign to the Columbia adequate ocean tonnage to handle trans-Pacific freight covered at Portland and Astoria as well as freight for Alaska and for California points as far as practicable assigning to this service new steamers being built for the Shipping Board in Oregon and other Columbia River yards. Once the ocean tonnage is provided, the Secretary is urged rigidly to enforce an embargo against consignees, purchasing ship brokers, who have refused to accept cargo shipments tendered for transshipment from Columbia River ports.

It further is suggested that the railroads of the Northwest be directed to cut out all useless hauls, abandon competitive practices and make the fullest utilization of the water grade down the Columbia, bearing in mind the freight-handling facilities at Portland and Astoria.

The memorandum points out that over 5000 cars of freight are today held in Puget Sound ports, both loaded and unloaded, and over 15,000 tons piled up at San Francisco, while there is practically no congestion at Portland or Astoria.

This memorandum was furnished Secretary McAdoo at his request and is to be supplemented by further data showing facilities at Columbia River ports. As soon as the Secretary can find time to take up this matter a formal order is looked for which will materially readjust the routing of freight to the North Pacific seaboard.

RESULTS VINDICATE ORDER

(Continued From First Page.) requests for exemption from the regulation. Most of the regulation would be complied with in fact and in spirit; that manufacturing would be halted, and that merchant railroads, "Railroad officials co-operating with the fuel administration reported generally improved transportation conditions in the eastern part of the country. The reports indicated that the way was rapidly being cleared for the movement of coal to the bunkering of the ships now held up at Atlantic ports and for keeping the country warm.

Ships to Be Bunkered.

"The United States Fuel Administration today made arrangements for the continuation through the usual Sunday holiday tomorrow of the bunkering of vessels destined to the American forces abroad or to the allies in Europe. This will facilitate the handling of coal to the bunkering of the vessels by the Fuel Administration and will turn over to the railroads promptly empty cars to be returned to the mines. "At the request of the Fuel Administrator, Director-General of Railroads today placed an embargo on the use of open-top coal cars for shipment of products other than fuel.

Exemption List Grows.

It was found necessary to extend the exemption list considerably. The War and Navy Departments found that to keep running plants for which exemption already has been obtained many concerns supplying single parts and raw materials will have to remain in full operation. The Navy's problem rose quickly in connection with work on destroyers. Navy officials vigorously are pressing destroyer programme, which had weather already had delayed for two weeks.

Joan of Arc In Portland

Victor owners who have wanted this supremely popular record may obtain it today. We suggest you act very promptly, as our supply is limited.

Victrolas and Records G.F. JOHNSON Piano Co. 149 5th bet. Alder and Morrison. We Tune Pianos.

through a large number of plants in all parts of the country. The Shipping Board sought and obtained exemption for lumber mills producing timbers for the Emergency Fleet Corporation. Deliveries of lumber are far behind the schedule and it was pointed out that if lumber manufacture was stopped ship plants would have to shut down.

Confusion Cleared Up. Many plants which had been notified by Government agents that they could continue operation were permitted to run by local fuel administration officials, who had not received notifications from Washington. This confusion, it was said tonight had been cleared up and there would not be a similar recurrence.

Fuel administration officials expected Monday closing would restrict the size of Sunday newspapers and increase the size of Monday editions. Advertisers, they said, probably would advertise heavily on Monday instead of on Sunday because of the closing of news on Monday.

Employers in many parts of the country were reported today willing to pay their workers for the time lost during the enforced holidays.

SUMMER PAPER PLANT SHUTS

Closing Ordered So That Fuel Oil May Be Saved.

TACOMA, Wash., Jan. 19.—(Special.)—The first order to affect this district under the fuel conservation programme promulgated by Fuel Administrator Garfield resulted in the closing today of the plant of the Northern Board & Paper Mills at Sumner. The order received by Manager S. Steel, of the Sumner plant, required that the plant cease operation from 7 A. M. Saturday until 7 A. M. Monday.

The summer concern uses oil for fuel. Whether the employees will be paid for time off has not been decided. The summer plant employs 75 men and 16 women.

Change of Service Opposed.

OREGONIAN NEWS BUREAU, Washington, Jan. 19.—Representative Hawley has received a telegram from Bartley, protesting against the proposal of the Postoffice Department to discontinue the route of rural route No. 1, from Barton, Oregon, to Malheur, Oregon. He has requested the Fourth Assistant Postmaster-General to withhold action on the proposed change until he begins letters to the Malheur people. The patrons may be received and considered.

New Shingle Mill Ready.

RAYMOND, Wash., Jan. 19.—(Special.)—Charles and James Gilchrist, formerly of Centralia, expect to begin work on their new shingle mill at Malheur next week. The mill is a model for compact convenience. It has been designed with an eye to economy, power and the health and safety of the employees. The machinery is all of the latest type. All refuse wood will be burned in the furnace, which will be fed automatically.

La Grande Elks Initiate 54.

LA GRANDE, Or., Jan. 19.—(Special.)—La Grande was a big night in lodge events in La Grande. The Elks held a special meeting to initiate 54 men from Wallawa County. A reception was given to the Wallawa members and candidates at the train by a committee headed by C. R. Eberhard. Degrees were conferred by Exalted Ruler Norman Desilet. A Hoover banquet followed.

C. F. Buck, Grand Prior, Dies.

NEW ORLEANS, La., Jan. 19.—Charles Francis Buck, grand prior, supreme council of the Southern Jurisdiction of the Scottish Rite, grand inspector-general for Louisiana and the Canal Zone and ex-member of Congress from Louisiana, died at his home here today after several weeks' illness ascribed to a general breakdown and age.

Resident of Tenino Dead.

CENTRALIA, Wash., Jan. 19.—(Special.)—W. E. Lewis, resident of Centralia, died at a Centralia hospital yesterday. Mr. Lewis was 56 years of age and had been a resident of Tenino for 30 years. His wife and two children, Mrs. Lewis and Lloyd Lewis, both of Tenino, survive. Deceased was a member of the A. O. U. W.

Benton Raises \$1500.

CORVALLIS, Or., Jan. 19.—(Special.)—Benton County went over the top again today with the Knights of Columbus drive. This county was apportioned \$1500. The committee this afternoon reported that the total apportionment had been reached.

Astoria Guard Increased.

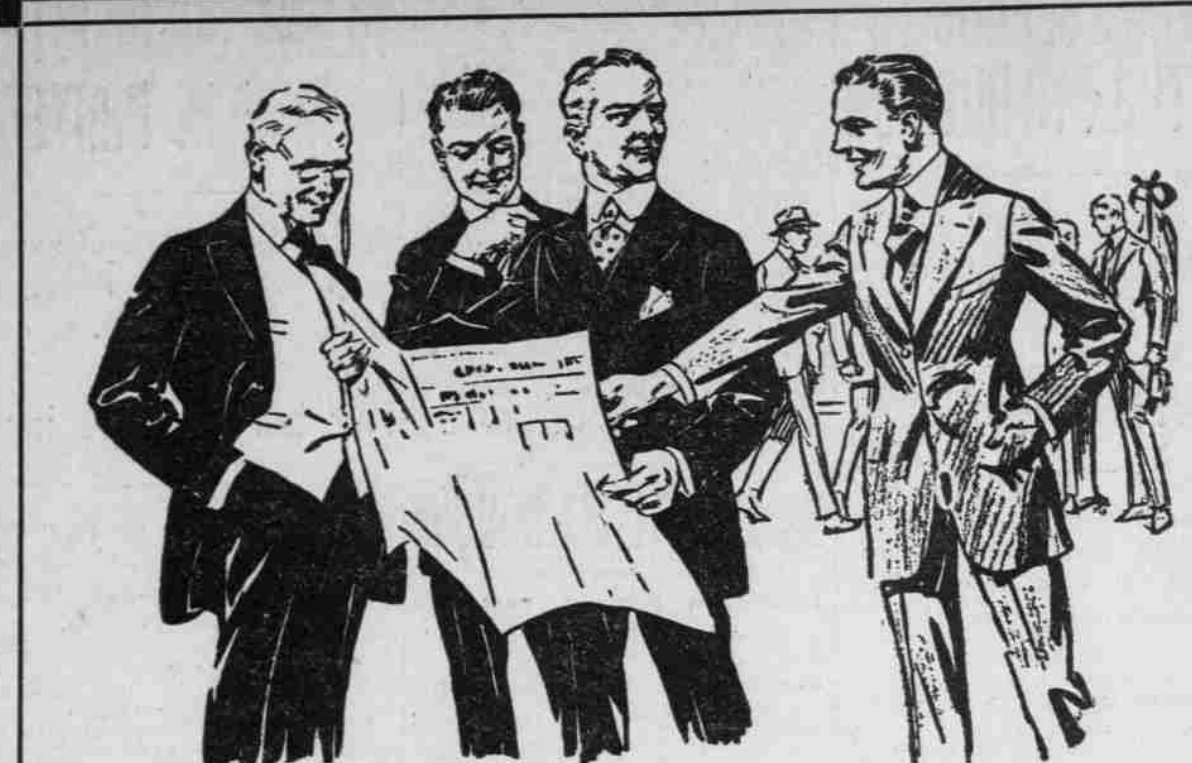
ASTORIA, Or., Jan. 19.—(Special.)—The authorities here have doubled the military guards about the mills, wharves and warehouses in this city. It is thought this action was taken with a view of preventing any disloyal act by German sympathizers or agents.

C. W. Fulton Slightly Better.

The condition of C. W. Fulton, ex-United States Senator, who has been seriously ill at his home in this city, was reported slightly improved yesterday. Mr. Fulton has been confined to his home since early in November.

Red Cross "Melting Pot" Gets \$134.

YAKIMA, Wash., Jan. 19.—(Special.)—The Red Cross "melting pot" in this city, to which many citizens contributed old silver, jewelry, etc., netted \$134.



Suits of Approved Quality \$20 \$22.50 \$25

I SHOW for men exceptionally attractive lines of Suits at the above moderate prices. If you need a new Suit for late Winter and early Spring wear, you will be interested in these, for they are correct in model, pleasing in fabric, and thorough in workmanship.

Men's Suits \$15 to \$45 Women's Tailored Coats \$15 to \$30

Ben Selling LEADING CLOTHIER Morrison Street at Fourth

EARLY RULING ASKED

Associated Press Seeks to End News Pirating.

PLEA MADE TO HIGH COURT

Formal Application Made for Expedition of Decision in Suit Against Hearst Service—Continued Violations Alleged.

WASHINGTON, Jan. 19.—The Supreme Court was today asked to expedite the suit brought by the Associated Press to prevent the International News Service, or Hearst Service, from pirating news from the former organization.

Injunctions restraining the International News Service from that practice were granted by the lower courts, and an appeal was taken.

The court was asked today to fix April 15 for hearing arguments. The motion to have the case called for early hearing was concurred in by the Associated Press.

"Until the decision of this court, respondent (the Associated Press) and its members," the Associated Press said in a memorandum filed with the court in support of the motion, "must either submit to irreparable loss in the jurisdiction below or undertake a multitude of actions in other jurisdictions to enforce its rights."

"In view of the fact that this court has taken up the case by writ of certiorari, courts below will be reluctant to grant injunctions necessary to protect respondent's rights until this court has finally determined the question involved, in cases which complainant may, as above stated, be required to bring in other jurisdictions."

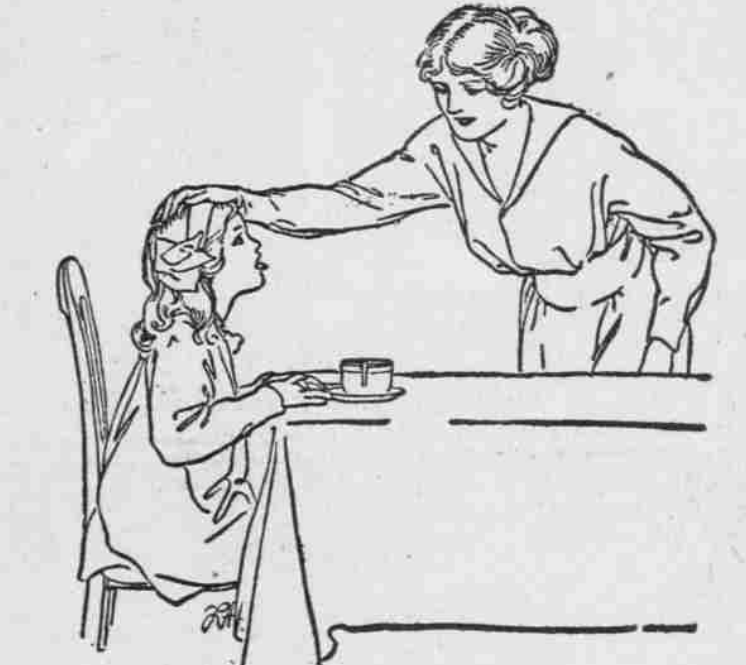
"The violations of complainant's rights have been, still are and will be most serious during the continuance of the war, because of the great expense to which complainant is put in collecting the war news and the great public demand that exists for it."

"Only the decision of this court can assure the news industry of a sound and indisputable foundation, and delay of such assurance will cause serious injury to the great mass of newspapers throughout the country."

Expert Optical Service

Newest Optical Goods Modern Eye-Testing Room Grinding-Room on Premises Broken Lenses correctly duplicated Oculists' Prescriptions accurately and promptly filled Free Optical Advice at the disposal of our patrons

A. & C. Feldenheimer Established Since 1868 Washington St., at Park



Mother! If your Child's Tongue is Coated.

If Cross, Feverish, Constipated, Bilious, and the Stomach out of Order, give "California Syrup of Figs."

A laxative today saves a bilious child tomorrow. Children simply will not take the time from play to empty their bowels, which become clogged up with waste; then the liver grows sluggish, and the stomach is disordered. Look at the tongue, mother! If coated, or your child is listless, cross, feverish, with tainted breath, restless, doesn't eat heartily, or has a cold, sore throat, or any other children's ailment, give a teaspoonful of "California Syrup of Figs," then don't worry, because it is a perfectly harmless dose, and in a few hours all this constipation-poison, sour bile and fermenting waste-matter will gently move out of the bowels, and you will have a healthy, playful child again. A thorough "inside cleansing" is oftentimes all that is necessary. It should be the first treatment given in any sickness. Beware of counterfeit fig syrups. Ask your druggist for a bottle of genuine "California Syrup of Figs and Elixir of Senna," made by the California Fig Syrup Co., which has full directions for babies, children of all ages and for grown-ups plainly printed on the bottle.—Adv.



Her Grandmother Used Sage Tea To Darken Her Hair.

Grandmother kept her hair beautifully darkened, glossy and attractive with a brew of Sage Tea and Sulphur Compound now even though it darkens so naturally and evenly that nobody can tell it has been applied—faded or streaked appearance, this simple mixture was applied with wonderful effect. By asking at any drug store for "Wyeth's Sage and Sulphur Compound" you will get a large bottle of this old-time recipe, improved by the addition of other ingredients, all ready to use, at very little cost. This simple mixture can be depended upon to restore natural color and beauty to the hair. A well-known downtown druggist says everybody uses Wyeth's Sage and Sulphur Compound now because it darkens so naturally and evenly that nobody can tell it has been applied—faded or streaked appearance, this simple mixture was applied with wonderful effect. By asking at any drug store for "Wyeth's Sage and Sulphur Compound" you will get a large bottle of this old-time recipe, improved by the addition of other ingredients, all ready to use, at very little cost. This simple mixture can be depended upon to restore natural color and beauty to the hair.