

HOOVER ANNOUNCES FOOD SAVING RULES

American Women Called On to Assist in Big Task of Conservation.

CO-OPERATION AIMED AT

Appeal Made Not to Permit Any Possible Small Minority of Public to Defeat Necessities of This Nation.

WASHINGTON, Jan. 26.—The Food Administration tonight issued this statement:

"The following is a summary of the rules that have been formulated by the United States Food Administration, with the approval of the President, in order to effect the further conservation of foodstuffs necessary to support the allies and our own armed forces over the next four months. These rules are effective from the morning of Monday, January 28.

"The effectiveness of these rules is dependent solely upon the good will of, and the willingness to sacrifice by, the American people. In the past analysis, the success or failure of any plan such as here outlined rests with the people. We are dependent upon the co-operation of the trades.

"We have but one police force—the American woman, and we depend upon her to organize in co-operation with our state and local food administrators to see that these rules above are obeyed by that small minority who may fall.

Lever Act Awaited.
"Part of the rules will be enforced under the Lever food act; other parts are voluntary, and will depend for their success upon public sentiment.

"Our experience hitherto has shown a willingness of the vast majority of consumers and a full co-operation of the trades, to undergo the self-sacrifice necessary to render such measures effective.

"The small minority who refuse to co-operate should not be allowed to defeat the Nation's necessities.

"As their part in reducing the consumption of wheat flour, the consumers of the country are called upon, in purchasing such flour, to buy at the same time an equal weight of the other cereals (corn meal, corn starch, corn flour, hominy, corn grits, barley flour, rice, rice flour, oat meal, rolled oats, buckwheat flour, potato flour, sweet potato flour, soy bean flour and farina flours and meals).

"The housewife may use these products separately in making bread, cakes and pastry, or mix them, as she thinks best.

"The retailers are to sell wheat flour only with an equal weight of these other cereals.

Mixing of Cereals to Be Enforced.
"1. Consumers will be able to obtain mixed cereal bread from their bakers, who will be required under the license regulations to mix 5 per cent of other cereals with their wheat flour, both in bread and rolls, and will be required gradually to increase this amount until, beginning February 24, a minimum of 20 per cent of such cereals is to be used.

"The food administration strongly urges on consumers the buying of this bread, which will be known as Victory bread, and will contain not less than 20 per cent of cereals, such as corn meal, rice, rice flour, oat meal, rolled oats, buckwheat flour, potato flour, sweet potato flour, soy bean flour and farina flours and meals.

"Where bread is purchased, either for use in public eating places or in the home, Victory bread should be used, if not wheat substitutes can be found.

"The Federal food administrator in each state will announce the meal to be observed as a wheatless meal in his state. If no meal is designated, the United States food administration prefers that the evening meal be wheatless.

"It is further desired in order that meat and pork products be conserved, that one meatless day (Tuesday) in every week and one meatless meal in every day be observed and, in addition, two porkless days (Tuesday and Saturday) in every week, be strictly kept.

"By 'meatless' is meant without hog, cattle or sheep products. On other days use mutton and lamb in preference to beef or pork. By 'porkless' is meant without pork, ham, bacon, lard or pork products, fresh or preserved. Use fish, poultry and eggs.

"For local situations where exceptions are necessary application should be made to the state food administrators.

Wholesale Buying Regulated.
"4. Wholesalers will be required, under license regulations, not to buy more than 70 per cent (seventy per cent) of their purchases of flour from millers as based on their purchases for the corresponding months of the preceding year, and their sales to the retail trade must be in the proportion of one pound of wheat flour to one pound of other cereals, this being the same proportion in which the retailer sells to the consumer, unless the wholesaler satisfies himself that the substitutes have already been purchased from another source.

"A ruling has been made that in making any combination sales under this programme, dealers shall name a price for each of the articles so sold which shall not represent more than a normal pre-war profit on any one of the articles sold.

"5. Millers of flour are to distribute their output through their customary channels and markets in such a manner that each city, town and district may receive its usual proportions. The wheat millers have been requested to produce one barrel of flour (136 pounds) from 264 pounds of wheat. This is a white flour and represents from 2 per cent to 3 per cent higher extraction than from last year's harvest.

"6. To assist further in conservation...

THE BOUDOIR OF A FAT WOMAN

"What do we see? Terrifically long and austere looking corsets! (In as possible) stoves uppers bulging over the vamps; various restrainers, retainers, detainers (names unknown); perspiration disinfectants; blackhead eradicators; pimple repellents; blood medicine. Strewed around a few candy boxes; maybe an exerciser on the wall. These 'properties' signify that at various times this pleasant room is the scene of fashionable tortures, of heart-burnings, of fallings from grace. Here the poor lady gasps into her retainers, her harness, here she hides her fat-caused pimples, perspiration, blackheads; here, when her spirit is weak, she forsakes the exerciser for the deadly candy box. What a life—what a four-flush!

Avoidable! A Marmola Prescription Tablet, taken after each meal and at bedtime, will reduce that fat (a pound a day) down to the firm flesh beneath; banish the fat-caused blemishes; give a license to eat the candy, etc., craved, and sleep as long as one desires. Investigate! For seventy-five cents to your druggist for a large case, or write the Marmola Co., 564 Woodward Ave., Detroit, Mich. Do not be misled—Marmola Tablets are being made strictly in accordance with the famous fashionable formula: 1/2 oz. Marmola, 3/4 oz. Fl. Ex. Cascara, Aromatic, 1/4 oz. Peppermint Water! consequently go ahead—without fear. A month will emancipate you.—Adv.

PRESIDENT'S FOOD PROCLAMATION.

"Many causes have contributed to create the necessity for a more intense effort on the part of our people to save food in order that we may supply our associates in the war with the sustenance vitally necessary to them in these days of privation and stress.

"The reduced productivity of Europe, because of the large diversion of man power to the war, the partial failure of harvests and the elimination of the more distant markets for foodstuffs through the destruction of shipping places the burden of their subsistence very largely on our shoulders.

"The food administration has formulated suggestions which, if followed, will enable us to meet this great responsibility without any real inconvenience on our part.

"In order that we may reduce our consumption of wheat and wheat products by 30 per cent—a reduction imperatively necessary to provide the supply for overseas—wholesalers, jobbers and retailers should purchase and resell to their customers only 70 per cent of the amounts used in 1917.

"All manufacturers of alimentary pastes, biscuits, crackers, pastry and breakfast cereals should reduce their purchases and consumption of wheat and wheat flour to 70 per cent of their 1917 requirements, and all bakers of bread and rolls to 80 per cent of their current requirements.

"Consumers should reduce their purchases of wheat products for home preparation to at most 70 per cent of those of last year, or, when buying bread, should purchase mixed cereal breads from the bakers.

"To provide sufficient cereal food, homes, public eating places, dealers and manufacturers should substitute potatoes, vegetables, corn, barley, oats and rice products and the mixed cereal bread and other products of the bakers, which contain an admixture of other cereals.

"In order that consumption may be restricted to this extent, Mondays and Wednesdays should be observed as wheatless days each week, and one meal each day should be observed as a wheatless meal.

"In both homes and public eating places, in order to reduce the consumption of beef, pork and sheep products, Tuesdays should be observed as meatless day in each week, one meatless meal should be observed in each day; while, in addition, Saturday in each week should further be observed as a day upon which there should be no consumption of pork products.

"A continued economy in the use of sugar will be necessary until later in the year.

"It is imperative that all waste and unnecessary consumption of all sorts of foodstuffs should be rigidly eliminated.

"The maintenance of the health and strength of our own people is vitally necessary at this time, and there should be no dangerous restriction of the food supply, but the elimination of every sort of waste and the substitution of other commodities, of which we have more abundant supplies, for those for which we need to save, will in no way impair the strength of our people and will enable us to meet one of the most pressing obligations of the war.

"I, therefore, in the National interest, take the liberty of calling upon every loyal American to take fully to heart the suggestions which are being circulated by the food administration and of begging that they be followed.

"I am confident that the great body of our women who have labored so loyally in co-operation with the food administration for the success of food conservation will strengthen their efforts and will take it as a part of their burden in this period of National service to see that the above suggestions are observed throughout the land.

(Signed) WOODROW WILSON.

"The White House, 18th January, 1918."

tion, Monday and Wednesday of each week are to be observed as wheatless days and one meal of each day as a wheatless meal. This applies both in the home and in the public eating places, and on such days and meals no crackers, pastries, macaroni, breakfast food, or other cereals containing wheat should be used.

"The only exception to this is such small amounts of flour as may be needed for thickening soups or gravies or as a binder in corn bread or other cereal breads.

"On wheatless days, and at wheatless meals, the food administration urges that bread baked in the home be other than wheat bread. Where bread is purchased, either for use in public eating places or in the home, Victory bread should be used, if not wheat substitutes can be found.

"The Federal food administrator in each state will announce the meal to be observed as a wheatless meal in his state. If no meal is designated, the United States food administration prefers that the evening meal be wheatless.

"It is further desired in order that meat and pork products be conserved, that one meatless day (Tuesday) in every week and one meatless meal in every day be observed and, in addition, two porkless days (Tuesday and Saturday) in every week, be strictly kept.

"By 'meatless' is meant without hog, cattle or sheep products. On other days use mutton and lamb in preference to beef or pork. By 'porkless' is meant without pork, ham, bacon, lard or pork products, fresh or preserved. Use fish, poultry and eggs.

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"A ruling has been made that in making any combination sales under this programme, dealers shall name a price for each of the articles so sold which shall not represent more than a normal pre-war profit on any one of the articles sold.

"5. Millers of flour are to distribute their output through their customary channels and markets in such a manner that each city, town and district may receive its usual proportions. The wheat millers have been requested to produce one barrel of flour (136 pounds) from 264 pounds of wheat. This is a white flour and represents from 2 per cent to 3 per cent higher extraction than from last year's harvest.

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NATION ON RATION BASIS
(Continued From First Page.)
idea, as announced recently, 30 per cent of the flour output, and out of this store will fill emergency requirements if stocks run low in any part of the country.

"Wheat millers are required to produce one barrel of flour of 136 pounds from 264 pounds of wheat, which represents a 74 per cent flour. No patent or special flours may be manufactured, although whole wheat flour may be made as usual.

Victory Bread Must Be Served.
Hotels and restaurants will be classed as bakeries and will be required to serve the new victory bread. State food administrators will be permitted to designate the wheatless meal in each state. Where this is not done, the food administration requests that the evening meal be observed as wheatless.

"The President's proclamation, besides calling on the public for a further reduction in consumption, makes a renewed appeal to the housewife to stop the waste of food. It asks general observance of the food administration's regulations and calls on the people in addition to hold down their consumption of sugar.

"There is no forcible limitation of purchases by householders, and in this connection the food administrator says:

Women to Police Situation.
"The effectiveness of these rules is dependent solely upon the good will of, and the willingness of the American people to sacrifice. In the last analysis the success or failure of any such plan as outlined rests with the people. We

have but one police force—the American woman—and we depend upon her to see that these rules are observed."

"Of the nearly 20,000,000 householders in the United States, about 13,000,000 have signed the food administration's pledge to follow its food conservation directions, and food administration officials believe that the regulations will be generally observed.

"Mr. Hoover estimates that observance of the regulations will save about 15,000,000 bushels of wheat a month for shipment abroad. This will enable the allies to subsist, although their rations will be short.

All Allies on Bread Diet.
All of the allies, and the central powers as well, are on war-bread diet now. Most of the allies are mixing about 40 per cent of cornmeal and other substitutes with wheat flour in all bread baked, and all of Europe is milling a large amount of the whole wheat grain.

"Both France and England have recently cut down the bread ration by almost half.

"If the voluntary rationing system fails in this country, it then, Mr. Hoover said today, "is up to Congress. We have no powers under the law to compel people to eat less."

BILL DESIGNED TO AID IRRIGATIONISTS

Senator Chamberlain's Measure Supported by Senator McNary in Committee.

ROGUE FARMERS TO PROFIT

In Letter to C. M. Thomas, of Medford, Junior Senator Sees Hope of Federal Guaranty of Interest on Irrigation Bonds.

OREGONIAN NEWS BUREAU, Washington, Jan. 26.—Passage by Congress of the Chamberlain bill, proposing Government guaranty of interest on bonds issued by irrigation districts, would, in the opinion of Senator McNary, enable the farmers of Rogue River Valley to put through their bond issue, recently voted, as a means of financing a project for the irrigation of some 15,000 acres of land at a cost of about \$500,000.

Senator McNary is a member of the committee on irrigation, before which the Chamberlain bill is pending, and he has written C. M. Thomas, of Medford, promising to use his influence to get the bill favorably reported in the Senate at an early day.

Support Is Promised.
Mr. Thomas, in a recent letter to Senator McNary, called attention to the situation in Rogue River Valley, and enlisted the Senator's support in helping get the project through. In his reply, Senator McNary, in part, said:

"A deficiency in moisture alone prevents the Valley of the Rogue River from coming into its destiny as a populous and exceedingly rich section of the fertile West, and, therefore, no effort should be withheld to induce Governmental assistance in so vital a matter as the development of irrigation. It appears that the Rogue River Valley project comprises a territory of 16,000 acres and can be irrigated at an estimated cost of \$600,000, for which bonds have been voted and which will in the near future be validated by appropriate legislation.

"From your letter I observe a serious question is presented by reason that a strong probability that the bonds may not sell in the open market at par, with the result that the farmers will be compelled to suffer a substantial loss. This situation is unfortunate, but comes about by the many strong appeals for money to finance the war and the consequent investment in securities offered by the Federal Government. In many instances patriotism prompts the investor to purchase the bonds, and the undertakings dependent on the sale of bonds must sleep until the return of normal conditions.

"I am confident that the great body of our women who have labored so loyally in co-operation with the food administration for the success of food conservation will strengthen their efforts and will take it as a part of their burden in this period of National service to see that the above suggestions are observed throughout the land.

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few weeks, there was no trace of fatigue in the message they delivered to an enthusiastic audience. The officers spoke to another large audience this evening, and were afterwards the guests of honor at a banquet and dance.

Bend Ships Surgical Dressings.
BEND, Or., Jan. 26.—(Special.)—Between 2000 and 3000 surgical dressings were shipped by the Bend Red Cross chapter this week to headquarters. This is the first shipment of this kind to be made from here and represents two months' work by the women of the surgical dressings departments of the local chapter. From 10 to 12 women work regularly two evenings a week and 16 others two afternoons under the direction of Mrs. H. W. Henderson and Mrs. J. M. Lawrence.

Provision Is Made.
In short, this measure provides for the creation of a reclamation guaranty fund, to be taken out of the reclamation fund, the amount of which is to be determined by the Secretary of the Interior, not to exceed 4 per cent per annum, in shipment abroad. This will enable the allies to subsist, although their rations will be short.

"The Secretary is authorized to accept the district bonds and deposit the same with the Secretary of the Treasury, who shall issue certificates of indebtedness of the United States in amount equal to the face value of such district bonds and bearing interest at a minimum rate, which certificates shall run for the same period as the corresponding district bonds, not exceeding 50 years, and shall be provided by the states at a minimum rate of interest.

"I am a member of the committee on irrigation and reclamation of arid lands to which this bill has been referred, and I shall make a determined effort to have it favorably reported by the committee at an early date. You will appreciate that the effort may not be characterized at once by achievement, as precedence is allowed strictly to war measures, nevertheless I shall labor to bring this bill to the attention of Congress at an early date as is possible. Senator Chamberlain expressed to me his desire to have me speed the bill.

BAKER HEARS CANADIANS
Officers Speak to Large Crowds Afternoon and Evening.

BAKER, Or., Jan. 26.—(Special.)—The three Canadian officers, Lieutenant-Colonel M. McMillan, Captain E. J. Good and Major F. E. Edwards, accompanied by Bruce Dennis, secretary of the State Council of Defense, arrived in Baker this afternoon. They were met at the station by a delegation of prominent citizens and escorted to the Geiser-Grand Hotel.

"The officers addressed a large audience at the Baker Theater this afternoon. Many people from the outlying districts were present. The boys' band of Baker furnished music outside the theater, and Mrs. V. Eugene Moore opened the programme with a song.

"Despite the fact that the officers had been on duty constantly for the past

WAR BREAD PRICES TO GO UP
New Government Regulations Likely to Bring Advance.

CHICAGO, Jan. 26.—Increased prices for war bread under the new Government regulations were forecast today at a meeting of the executive committee of the National Association of Master Bakers.

"The National Association," said Henry W. Stude, of Houston, Tex., president of the association, "has asked the Government to take the same control over the cereals which are now to be incorporated in bread that it has over wheat flour. It is an unfortunate fact that at present flours to take the place of wheat are selling for a higher price in the open market than is wheat flour. It must therefore be obvious that the new regulations, if they have any effect on prices, will tend towards an increase. The public should bear in mind that the big concern of the Government is to save wheat, not money."

Members of the association pledged their full co-operation to the Government in its new programme for the conservation of wheat.

Railway's Receivers Named.
DENVER, Colo., Jan. 26.—Alexander R. Baldwin, of San Francisco, vice-president and general attorney for the Western Pacific Railway, and Edward L. Brown, president of the Denver & Rio Grande Railroad, were named receivers for the Denver & Rio Grande Railroad by Judge Walter H. Sanborn in the United States District Court here today. They were sworn in and gave bond in the sum of \$50,000 each.

Good Glasses
afford great comfort and relief from

Eye Strain

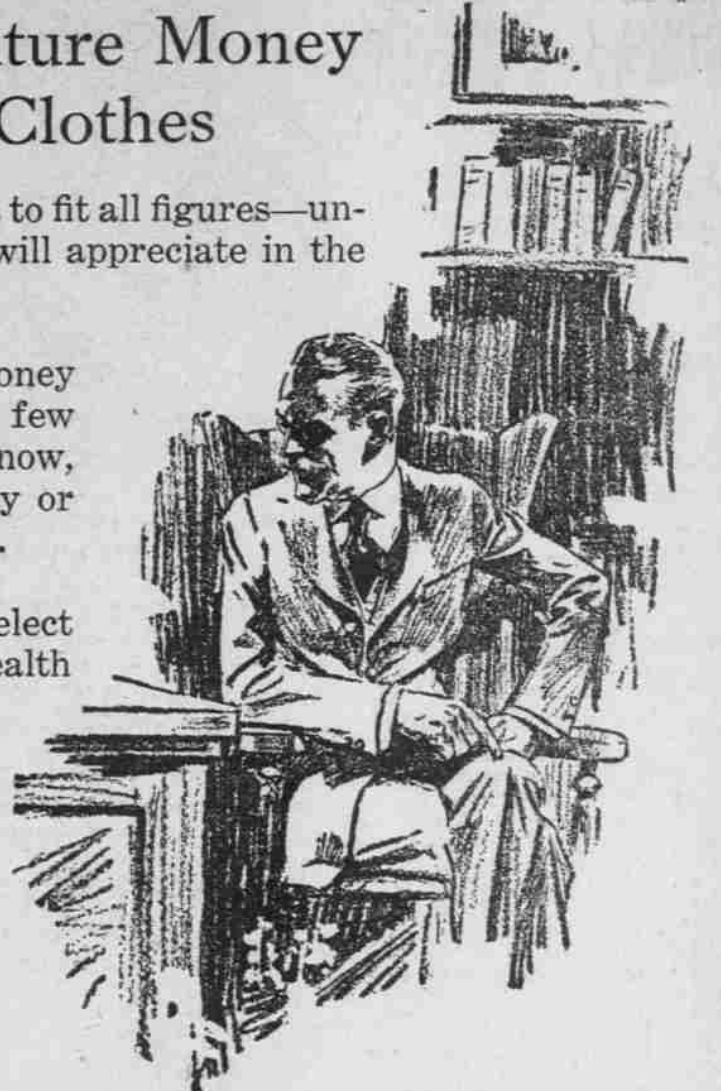
Dr. Wheat
Eyeglass Specialist,
207 Morgan Building,
Washington at Broadway,
Formerly in the Corbett Building.

Save Some Future Money on Good Clothes

—Here are stylish clothes to fit all figures—unusual qualities that you will appreciate in the wearing.

—I could make more money by selling these clothes a few months hence instead of now, but such is not the policy or the principle of this store.

—Come right now and select your clothes; there's a wealth of fabric and coloring, and a diversity of model, that will please and satisfy.



\$20 \$25 \$30
\$35 \$40

Ben Selling

LEADING CLOTHIER
6 Morrison Street at Fourth

months' work by the women of the surgical dressings departments of the local chapter. From 10 to 12 women work regularly two evenings a week and 16 others two afternoons under the direction of Mrs. H. W. Henderson and Mrs. J. M. Lawrence. Phone your want ads to The Oregonian, Main 7070, A 6955.

A Sale of Gray Hair Goods ALL THIS WEEK

We have a complete new assortment of that very scarce thing—Gray Hair in all shades from black hair with the first sprinkling of gray to snowy white. Women who have had difficulty in matching their hair will find this sale, with its wide range of shades and its reduced prices, of great interest.

NATURAL WAVY SWITCHES
18 inches long, \$2.95 value, now \$1.75
20 inches long, \$3.95 value, now \$2.45
22 inches long, \$4.95 value, now \$3.25
24 inches long, \$6.45 value, now \$4.25

GRAY ALL ROUND TRANSFORMATIONS
Regular price \$2.45 reduced to \$1.45
Regular price \$5.95 reduced to \$3.45
Experts in attendance to insure perfect matching.

Don't forget our 24-inch, 3-separate-stem Switch in all shades of light brown to dark brown, values \$3 regularly, only 95c.

Hair Store, 120 Sixth Street
Wilcox Bldg., Near Washington.
MAIL ORDERS 25c EXTRA.

DENT'S
Toothache Gum
STOPS THE ACHE
CLEANSES THE CAVITY
PREVENTS DECAY
Sold everywhere - 15c.
C. S. Dent & Co.
Detroit, Mich.

Now Playing
A stirring, red-blooded story of two men and a beautiful adventuress in South Sea Islands.

WILLIAM FARNUM

in "When a Man Sees Red"

from Larry Evans' Saturday Post story,
"The Painted Lady" with Jewel Carmen as the "lady."

"And, oh, man, how they did fight! It wasn't sweet and pretty, and it wouldn't suit a pacifist at all, but for a regular human being, male or female, with red blood in his or her veins and primal instincts and all that sort of thing surging underneath the prosaic garb of civilization, that fight in 'When a Man Sees Red' is something worth a long journey to see.

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MAJESTIC