

MILK GIVEN BABES

Bottle Campaign for Contributions Makes Great Progress in City.

IDEA IS A CALIFORNIAN'S

Movement Is Headed by Mrs. A. B. Spreckels, of San Francisco, and Is Promoted by Her Brother, Gus de Bretteville.

When A. B. Spreckels, of San Francisco, capitalist, presented a check for \$10,000 to his wife, who was the pretty Alma de Bretteville, with a smiling reminder that it was their wedding anniversary, he started a relief movement for the orphans of France and Belgium that already has made a record of \$20,000 and \$10,000 from the Pacific Coast since last April and within two weeks has started \$100 a day from Portland.

The 2000 unique milk bottle stands that now dot Portland and catch coins represent part of the work done by the \$10,000 wedding anniversary check, and Gustav de Bretteville, brother of Mrs. Spreckels, has been in Portland the last two weeks getting the movement started and turning it over to the Rotary Club, the local organization that has assumed the follow-up duties and details.

In the fertile brain of Mr. de Bretteville, who is the inventor of the automobile telescope of luxe apartment, the originator of the rice-growing idea in California and a genius for numerous other things that have made him widely known throughout the Golden State, the milk-bottle idea originated, and he had little difficulty in convincing his sister, Mrs. Spreckels, that it would be the best work she could do in spending the \$10,000 to make it done as a relief work. "Because you can sell 'em after the campaign is over," Mr. de Bretteville replied.

Bottles in All Coast Cities. Every city on the Pacific Coast and the movement is now spreading all over the Northwest and possibly the United States. What Mr. de Bretteville doesn't do himself he will turn over to organizations such as the Rotary Club in Portland, or the committee for the relief of children in Belgium and France for Oregon at large. The Oregon committee, which has merged with the comprehensive campaign for general relief work, is headed by Mrs. W. B. Ayer, of Portland, and following several conferences with the Portland branch of the Council of National Defense, the plan for using milk bottles to draw pennies and dimes was approved by the Oregon committee by Mrs. Spreckels, who is treasurer of the Commission for Aid Civil and Military France and Belgium. The Oregon advisory committee of the commission is composed of Mayor George L. Baker, Simon Benson, C. B. Waters, Dr. G. H. Douglas and E. H. Samsen.

The part the \$10,000 wedding anniversary present check is playing is an interesting one in the light of the quick return it is getting. Mrs. Spreckels, following conferences, decided to spend the entire \$10,000 in working up the campaign to get funds for stricken Belgium and France. To date the campaign, started only last April, has been so successful that at the time the movement has taken hold on the Pacific Coast the entire country can be covered and milk bottles placed in the light of the fund gives out. The result on the investment has been astonishing, say members of the Rotary Clubs in various cities who have taken up the work. The Rotary Clubs on the Pacific Coast have been chosen to handle the campaigns once the bottles are installed. Mrs. Spreckels has made it a point to donate, absolutely, all materials and work in placing the bottles, but the campaign is then conducted locally.

Work Here Well Launched. Mr. de Bretteville, still on the sunny side of 40, has been in conference with John K. Kollock, executive secretary of the State Council of Defense, frequently during the last two weeks and he has about completed his work here and will move into Washington to complete the campaign there, which is being aided by Henry Suzzallo, president of the University of Washington and head of the State Council of Defense. In the last few days Mr. de Bretteville, who prefers to be known as Just plain Gus de Bretteville, and who is a steam engine for work, completed arrangements with the Northwestern National Bank to have the money for the relief of the Belgian and French babies cabled direct from Portland. E. J. Matthews, cashier of the bank, is the authorized representative for this work in Portland of the Commission for Aid Civil and Military France and Belgium. His remittances will be made direct to Madame Poincare, wife of the President of France, and to Her Majesty Queen Elizabeth, of Belgium.

Gus de Bretteville has fought for the milk bottle idea wherever he found the idea was understood. Being a Cornell man, he learned the value of detail early in life, and he apparently caught the secret of building big movements on attention to small details. "When I started a lot of my good friends—friends I met at the clubs and in business—laughed when they saw me toting a couple of milk bottles and a sign around. But one by one I got them started in the big cities and now they gather hundreds of dollars a day. That's the answer," said de Bretteville as he hurried through the Benson hotel yesterday. "I got to get another bottle over here—dandy place. See you later."

Projector Is Widely Known. Mr. de Bretteville is a personality as well as an indefatigable worker. Besides being an inventor, he came into prominence in 1902, when he rescued two men when the steamer Progress exploded; he went through the earthquake when he was in San Francisco unscathed, and as a mere youth before going to Cornell studied the veterans housing problem, the stones on the buildings that were apparently ruined; he prospected for oil; set the pace in handling real estate in California by selling lands to investors; had had trouble in getting even prospects for, and among other things he is an inventor. He figured out that he couldn't afford to take time to get a technical college education, although he had the means to do it. "Why, I can hire a mining or electrical engineer for so much a year, and I can think up a lot of things for him to do in the time I would be studying to be as good as he is," de Bretteville explained. "I just couldn't afford to get a technical education. I can hire one when I need it."

The milk bottle idea came to de Bretteville when he was working on one of his mining properties in California. It was the product of long nights "just thinking things over," he said, "and his plan to make California a rice-growing state came out of 'just think-

SAN FRANCISCO MATRON AND HER BROTHER WHO HAVE STARTED MILK BOTTLE FUND TO BELGIAN AND FRENCH BABIES.



MRS. A. B. SPRECKELS.



GUSTAV DE BRETTEVILLE.

ing about things." Although quite young yet, Mr. de Bretteville is credited with having turned the trick that changed California from a rice importing state to a rice exporting state. But de Bretteville and his milk bottles are not the first charity and war relief work he has done. His methods are unusual at least, for although he performs his to give some time to his family social affairs in California, he put on the gloves and boxed Kid McCoy for a charity performance once and drew the biggest gate for a society function of this kind, and the dollars literally rolled in.

Mrs. Spreckels' War Work Yields. Mr. de Bretteville's sister, Mrs. Spreckels, has done a variety of war work since 1914, being intimately acquainted with conditions in France and Italy, where she lived frequently during her travels. She received in 1915 Pontifical blessing in the Pope's own handwriting for the work she had done, and by spending some of her own money in arranging benefits and working out ideas has drawn hundreds of thousands of dollars into the war relief funds.

Mrs. Spreckels has recently been elected to honorary life membership in the San Francisco Indoor Yacht Club, which holds for its cardinal principle "devotion to the greatest of all work—charity."

The Commission for Aid Civil and Military France and Belgium has many branches of work in hands, including, besides the milk-bottle campaign, medical and surgical attention for sick and wounded; precaution against illness and epidemic; private help for refugees and the saving of valuable objects of art and furniture. The San Francisco headquarters are 305 Post street and at 1239 Market street. The money raised is divided equally in France and Belgium.

The money collected in Portland is to be accounted for to Thomas B. Neuhausen, representative of the State Council of National Defense. "The beauty of our plan is that there is no selfishness; it is all voluntary and perfectly efficient," because Mrs. Spreckels' sister insists on paying the initial expense of starting the funds by placing the bottles. This expense is met by Henry Suzzallo, president of the National Defense, said Mr. de Bretteville.

UNCLE IS LOCATED HERE

MARINE, KILLED IN BATTLE, ONCE RESIDENT OF PORTLAND. William McCole Enlisted Soon After Outbreak of War, and Has Relatives in This Vicinity.

An item in The Oregonian yesterday morning announced the death of William J. McCole, formerly of Portland, in action with the United States Navy and served in the branch for three years. He then took up his residence in San Diego, Cal., where he spent the next eight years in the real estate business. At the outbreak of the war he came to Portland and enlisted with the Marine Corps for the duration of the war. He was killed in action with the first contingent of American troops.

Sergeant McCole is survived by a younger brother, Lou, who came to Portland from Berkeley, Cal., Friday, anxious to hear word of his brother, who has not been heard from about a month. The news of his death on the following morning came as a great shock to his relatives here. Besides his brother, Lou, Mr. McCole survived by another brother and a sister, both of whom reside in Nebraska; a sister now in Saskatchewan, Canada; an uncle, J. M. Bennett, and a cousin, Dr. John D. Nash, both of Oregon City. His brother-in-law, a Canadian, was permanently disabled by a wound received in action about a year ago on the French front.

CITY OFFICIALS PROOF OF RECORD

Present Administration Comes to End of Its First Year Well Satisfied With Results.

MAYOR SOLVES PROBLEMS

Department of Public Works Completely Reorganized and Centralized With Reduction of Force by Commissioner Barbur.

Faced with countless new problems dealing directly or indirectly with the prosecution of the war, with no set precedents to follow, and confronted with the task of paying far more for labor, material and supplies, the present city administration has come to the end of its first year in office with a war activity record not surpassed, in the opinion of the men at the City Hall, by any other municipality in the United States.

Not only first in virtually every war drive but first in solving an ever handling of difficult problems concerning the safety and health of the soldiers and sailors, is the recognition Portland is receiving from officials in every section of the country.

Mayor Baker has hardly time to open his desk in the Mayor's office on July 1, 1917, when he was confronted with problems along new lines and through-out the year he and his colleagues have continued to work out successfully new and complete situations resulting from the war.

ARCHITECTS TO AID

Oregon Chapter to Help Solve Housing Problem.

HELP PLEDGED TO NATION

Committee is Named to Gather and Present Information to Persons Asking for Advice on Housing Matters.

The Oregon Chapter, American Institute of Architects, has taken an advanced position solving the housing problems confronting Portland. In order to do all it can to aid the Government in the present stress, the local chapter has appointed a housing committee, and has pledged every possible assistance during the war.

This committee is composed of Messrs. Alfred Smith, Folger Johnson and Ellis F. Lawrence. This committee has been instructed to prepare and present all information at its disposal to the public and organizations asking for professional advice on housing matters. The resolutions adopted are as follows:

Whereas, The solution of the housing problem, as applied to the war workers, has been recognized by all the warring nations as a vital part of their war program; and Whereas, The United States, appreciating the need of efficient and contented workmen to speed up production of war supplies and ships, has appropriated \$10,000,000 for the purpose of building quarters for war workers; and Whereas, Statistics prove that Portland is confronted with a serious shortage of desirable quarters for workers in shipyards and other war activities, thereby jeopardizing the fulfillment of her duties to the Nation in this critical time; and Whereas, The Oregon Chapter of the American Institute of Architects here by offers its services in an advisory capacity without cost, during the war, to all Portland organizations interested in the housing problem; and be it further

Resolved, That the housing committee of the Oregon Chapter of the American Institute of Architects be hereby instructed to gather and present all information at its disposal to the public and to any Portland organization asking for professional advice on housing matters; and that the minimum cost for the success of any approved housing venture, then the above committee is hereby instructed to report back to the chapter, which will attempt to secure such maps, layouts and plans at net cost of production; and be it further

Resolved, That this offer holds good to all other communities in the state of Oregon and to environs of Portland. JOSEPH JACOBBERGER, President. ALFRED H. SMITH, Secretary.

AL FARRER SHOTS SELF

Is Held Not Probable. Is Not Held Probable.

After making careful disposition of his private affairs, Al Farrer, partner owner of a gasoline filling station at 333 East Eleventh street, attempted to commit suicide at 7 o'clock yesterday morning by shooting himself. He was removed by Motorcycle Officers Coulter and Tully to St. Vincent's Hospital. Surgery here was attended by City Physician Zeigler. Little hope for his recovery is entertained.

That Mr. Farrer deliberately planned to take his own life is indicated by a will he had made bequeathing his interest in the business to his partner, O. Bray, and the writing of a check for \$20 in favor of St. Vincent's Hospital. Some love missives addressed to a woman named "Lillian" also were found.

UNION PACIFIC

Moves City Office. The city ticket office of the Union Pacific system will move temporarily to the southwest corner of Third and Stark streets, Railway Exchange building, where patrons will be served as usual, commencing Monday, July 1, and continue until the new Union ticket office is opened about August 1.—Adv.

Card of Thanks. We wish to thank our many friends for their kindness and sympathy extended to us in our late bereavement in the loss of our wife and mother; also for the many beautiful floral offerings. MRS. E. J. KRAENICK, PERRY, TOMLINSON, JOHN E. TOMLINSON.

Card of Thanks. We wish to express our heartfelt gratitude and thanks to our many friends for the beautiful flowers, kind words of sympathy and the various acts of valuable assistance rendered by the illness and death of our beloved husband and father. AND FAMILY. SLOCUM.

readjustments, lessened the cost of operation of the fire bureau over previous years.

War conditions and the need of men in war industries have caused resignations by the score in the fire bureau during the last 12 months. Fifty per cent of the original firemen on duty a year ago are out of the service, and some new men are filling their places. The continual need of men to recruit the companies to proper strength has been a laborious problem well handled by Commissioner Bigelow.

The number of horses in the street cleaning department has been reduced from 121 to 74 and by the addition of two pickup automobile wagons and two automobile flushers the man power in the department has been reduced from 187 to 133.

Fire Bureau Efficient

Efficiency in the fire bureau during the last 12 months is shown in a comparison of the fire loss during the fiscal year of 1916-17 and 1917-18. The fire loss during the last six months of the fiscal year of 1916-17 totaled \$140,044.1 and during the first six months of 1917 were \$156,425.47, or a total of \$296,469.57. The losses for the last six months of the fiscal year of 1917 were \$140,044.1 and during the first six months of 1918 were \$89,673.21, or a total of \$229,717.31.

One of the first steps taken by City Commissioner Bigelow, in charge of the water bureau, was for the protection of the water system from alien enemies. This protection has been given during the last year at a cost of \$45,000, which expenditure of money has insured an ample supply of pure water, as at no time has there been an interruption of service and repeated tests of water in all storage basins has been made with gratifying results.

Water Supply Conserved

Little water has been spent by Mr. Bigelow at the Bull Run Reserve, but by the partial construction of an impounding dam it has become possible to increase the storage of water in Bull Run Lake considerably and also has proved that the water in the lake can be controlled. For a time it was generally believed that the waters in the lake escaped by seepage but careful investigations prove to the contrary.

At the headquarters above Bull Run a small power house has been constructed, providing ample lighting facilities for all buildings at that place, also lighting the canal above the screen house and the streets. A new screen house has been constructed at the headquarters and the canal has been improved in such a manner as to make it impossible for the screens or canal to become filled with gravel or debris. In former times collected leaves, gravel and other material often required the employment of 40 men to keep the canal open but with the new arrangements in vogue it is believed that the regular men will be able to do this work.

Health Bureau Handles Problems

The health bureau, in Mr. Mann's department under the direct supervision of Dr. George Parrish, city health officer, has accomplished wonderful results in handling new as well as old problems. More than 1200 girls and 300 men have been examined for social diseases and many of the girls have been detained for treatment.

In addition Dr. Parrish has been successful in keeping contagion well in check. Although there have been 36 more cases of typhoid throughout the last year than in the year previous, there have been 333 less cases of scarlet fever, 28 less cases of smallpox and 34 less cases of diphtheria.

Fish Market Success

Establishment of a municipal fish market ranks foremost in the year's accomplishments of City Commissioner Kellaher. The market has been operated without loss to the city. At the same time it has increased the consumption of fish tremendously. The schooner Pulzue was secured at the Port of Portland and is now going on fishing expeditions, returning to port every eight days with a cargo of fresh fish for sale at low prices.

Efforts have been made to close the market and a suit is now pending to test the legality of the operation of the market by the city. Commissioner Kellaher, in anticipation of ultimate success in this suit, is making preparations to enlarge the market. The first time since building the incinerator that the city has secured a revenue from its operation.

Other bureaus under supervision of various members of the commission have been successfully operated, despite the extraordinary conditions of the labor market.

The work of the Civil Service Board has increased, but the board through its actions during the past year has established a record for fearlessness, impartiality and efficiency.

The legal business of the city has increased, although the force working under City Attorney LaRoche has been decreased. Among the most important cases handled by the City Attorney's office during the past 12 months has been the test suit of the 6-cent carfare, the defense of the legality of the municipal fish market, and the prosecution of condemnation suits in connection with the Marquam Gulch playground.

Gold Hill School Head Drafted.

GOLD HILL, Ore., June 29.—(Special.)—Herbert H. Matthews, of Gold Hill, who has been principal of the Phoenix schools the past three years, and engaged as superintendent of the Gold Hill schools for the coming year, has been drafted into the Army. The draft has practically exhausted the registration in class 1 in the north end of the county, due to the heavy volunteer enlistment, and at the recent registration of the young men entering their 21st year only ten were registered from Gold Hill and Rogue River, and five of these were rejected for physical defects when they applied to enter the service.

War Time Economies

Save Work—Time—Money

The O-Cedar Polish Mop carries war time efficiency into the home in the saving of time, in the saving of work and in the saving of money. To waste any of these is unpatriotic.

First consider the O-Cedar Polish Mop as a saver of work. It saves the work of getting down on the hands and knees to dust, clean and polish the floor. It saves time by dusting, cleaning and polishing all at one and the same time.



By saving time and work it saves money. In addition the O-Cedar Polish Mop saves money because it will not wear out like brooms do and in many homes it has practically replaced brooms.

Prove it to your own satisfaction: the time—the work—the money—the O-Cedar Polish Mop will save you. Prove it at our risk.

Simply deposit the price with your dealer and get a Battleship O-Cedar Mop on trial. He will refund your money if the O-Cedar Polish Mop does not prove its own worth.

Channell Chemical Co. Chicago-Toronto London



enlistment, and at the recent registration of the young men entering their 21st year only ten were registered from Gold Hill and Rogue River, and five of these were rejected for physical defects when they applied to enter the service.

Columbia Beach

Opens July 4 The finest pleasure spot around Portland.

A wonderland for young and old. Pleasure features aplenty here.

Swimming, DANCING PELZ and his wonderful orchestra. The finest MUSIC you've heard in many a day.

SPECIAL Added Attraction Mammoth ROLLER-SKATING Rink, with beautiful maple floor. Splendid music.

Plan your outing and celebration of July 4th at Columbia Beach. It will be the favorite place of thousands.

CLOSED Today—Sunday We are getting everything ready for the Big Day—July 4. You'll find Columbia Beach at its best and better than ever.

