

## FOOD CONSERVATION BIG FACTOR TOWARDS VICTORY IN THE WAR

Purpose of Food Administration  
to Eliminate Waste  
Consumption.

### OREGON STATE IS IN LINE

Steps Are Undertaken to Insure Generous  
Cooperation During Pledge  
Card Week, Oct. 28-Nov. 4.

By Fred Lockley

The creation of the food administration department is one of the most striking examples of patriotism that has occurred during the war. Herbert Hoover was asked by President Wilson to take upon himself the work of food administration for 100,000,000 people in this country and the supplying of food to millions more in Europe. The conservation of food supplies and their distribution has become more than a national problem, it is international, for upon America's ability to supply food to our allies depends the fate of the war. Mr. Hoover consented to become food administrator, provided that he could serve without pay and that the whole of the force under him, exclusive of clerical assistants, should be employed upon a volunteer basis.

#### Able Men Volunteer Services

President Wilson had implicit faith in Herbert Hoover's ability to administer this tremendous and important task, for he had demonstrated, under the most trying circumstances, his ability to feed starving Belgium. It speaks well for the quality of American citizenship that men in every state have cheerfully and willingly laid aside their own personal business to devote their entire time and best efforts toward making the work of the food administration department a success and mobilizing the food saving forces of the nation.

Oregon has won for herself the name of the "volunteer state" because she has led in almost every war time activity, and she is proving no exception, along the lines of food conservation. The busiest men in every community are laying aside their personal tasks to devote their time and best efforts wholeheartedly toward making Oregon's record, one of which we may all be proud.

W. B. Ayer, the federal food administrator for Oregon, has been able to accomplish results of far reaching importance. W. de Newell is assistant to Mr. Ayer as is also Simon Wisner, Arthur M. Churchill, chairman of the state executive committee, has been putting in 15 hours a day organizing the state.

#### Committee Personnel

The state executive committee consists of the following members: S. C. Bratton, Mrs. C. H. Castner, Professor J. A. Churchill, Bruce Dennis, James B. Holbrook, Mrs. Jennie Kemp, O. M. Plummer and C. N. Wonacont.

The city executive committee consists of the following members: Everett Ames, chairman, H. M. Burpee, Frederick H. Strong, A. G. Rushlight, Edward Newbiger and O. W. Davidson. Each of these managers has two captains as assistants. Each of the captains under him lieutenants and workers. The captains are: J. B. Schaefer, George F. Dekum, Rodney L. Gilman, L. H. Hoffman, James F. Ewing, A. H. McGowan, L. E. Latourette, Hudson B. Hastings, T. M. Hurlburt, A. A. Halley, Arthur I. Moulton, Ferdinand E. Reed, George R. Rank, L. B. Wolting, Charles E. Hall, Wilmot R. Royal, C. H. Beard, W. C. Alderson, C. L. McKenna and A. A. Muck.

Speakers have been touring the state for several weeks. County school superintendents in almost every county have gone out to deliver the message personally to every teacher and pupil within their counties. Fraternal organizations, granges, ministerial associations, parent-teacher associations, women's clubs and a host of similar organizations have put their shoulders to the wheel to impress upon the housewives of Oregon the need for food saving.

#### Plans for Pledge Card Week

Pledge card week is from October 28 to November 4. Here are the points that the speakers are hammering home in their talks over the state: Buy less, cook no more than is necessary, serve smaller portions, use locally produced supplies, buy home grown goods, if you have merchants so as to lessen the need of transportation, practice the gospel of the clean plate, do not eat between meals, watch out for waste in your own home and in your own community, give growing children plenty of plain food, eat all you need, but eat wisely and without waste.

The following is the pledge that the housewives are asked to sign: "I am glad to join you in the service of food conservation for our nation and I hereby accept membership in the United States food administration, pledging myself to carry out the directions and advice of the food administrator in my home in so far as my circumstances permit."

#### German Propaganda Active

That Germany realizes the menace to Prussian autocracy if the Hoover drive is successful is seen in the fact that from pro-German propagandizing sources, all sorts of rumors and reports are being sent out, urging the housewife to sign no pledges and that if they economize in their eating it simply means that what they save will later be seized.

Now is no time for food hoarders, food speculators or price raisers. While the food administration is to last only during the duration of the war, nevertheless the lessons that we are learning of the need of economy and the wrongfulness of waste is to be hoped, will continue after the war.

#### Soap Makers Win Strike

Washington, Oct. 20.—(I. N. S.)—A strike of 1000 soap makers of the Kansas City plant of the Proctor & Gamble company was settled today by granting a wage increase and by recognition of the union, a telegram to the department of labor announced. The men will resume work at once.

Kayser Italian Silk Underwear—  
Vests, Bloomers, Envelopes, Suits  
and Camisoles—in the new Fall  
Models Now Here

—Main Floor.

Lipman Wolfe & Co  
Merchandise of Merit Only

—Main Floor.

# GOOD FORTUNE!

## 2000 Pieces of Hand Painted China

A Shipment From Japan No Longer Expected

At Considerably Less Than Present Wholesale Cost

—Do you really appreciate what a big thing this is? Do you realize that right now it is next to impossible to get any freight from Japan—and on the shipments that do come through the rates are prohibitive?

—This shipment was long delayed—so long, in fact, we'd given up expecting it. Otherwise the freight alone would make the prices impossible.

—We got this because each year three or four houses in the United States are given the "factory ends" (that is, the extra pieces made to cover possible breakage) of complete lines of China at a price so low they can be sold at but a fraction of their real worth! We are fortunate in being that house in Portland!

Many Articles in the Group Are Worth Four or Five Times  
the Price Asked—And All Are Phenomenal Specials!

—CARD PRIZES, GIFTS AND ARTICLES OF PRACTICAL EVERY DAY USE. CHOCOLATE POTS, PIN TRAYS, BREAD AND BUTTER PLATES, CHEESE DISHES, BUTTER TUBS, CUPS AND SAUCERS—and scores of other articles. Just one or two of a kind!

15c, 25c, 35c, 45c, 95c, to \$1.95

POSITIVELY NO PHONE ORDERS, NO RESERVATIONS, NO ARTICLES SENT ON APPROVAL.

—Sixth Floor, Lipman, Wolfe & Co.

## A Sale of Sales' Linens

—A large number of remnants have accumulated from our recent linen sales. Tomorrow you'll find a most unusual opportunity to save considerably on worthy LINENS. See them!

### REMNANTS OF TABLE LINENS

—Damask of every quality represented—and in sizes to fit every table. Come in tomorrow—you'll find the savings great!

### Odd Half Dozens of Napkins

—Pure linen Napkins from Belfast, Ireland. Hundreds of pure linen napkins from broken sets at PRICES LESS THAN PRESENT WHOLESALE COST! Priced \$1.23 to \$5.59 for HALF DOZEN.

### 1000 Bath Towels 25x43 in. at 45c

—Good towels of heavy double twisted yarns with heavy corded ends. All white or white with blue or pink borders.

98c For Full Bleached SHEETS | Round Thread Yarn 45x36-inch PILLOW CASES 25c

—Second Floor, Lipman, Wolfe & Co.

## AN INTRODUCTORY SALE OF

THE FAMOUS

# LESTELLE CORSETS

AT JUST HALF PRICE

Monday \$4.00

—Many well dressed women in the East prefer Lestelle Corsets to all others. Why? Because their lines are faultless, their materials are exquisite and the workmanship is perfect! An ideal front-lace corset!

TO INTRODUCE THESE EXCELLENT CORSETS TO THE WOMEN OF PORTLAND—TWO BEAUTIFUL AND DESIRABLE MODELS OF PINK BROCADE WILL BE PLACED ON SALE MONDAY AT EXACTLY HALF THEIR REGULAR PRICE:

—We specialize in corset service. Let our expert corsetiers find the corset you require.

—Fourth Floor, Lipman, Wolfe & Co.



## People Are Asking for Small Wares So We've Planned This

# SALE OF HOUSE WARES

<p><b>RAYO LAMPS</b> —The best of lamps made. With nickel-plated base. Complete with chimney and white dome shade— <b>\$1.98</b></p> <p><b>ROLLING PINS</b> —Hardwood rolling pins, with revolving handles at 10c</p> <p><b>LITTLE BEAUTY PARLOR BROOM</b> —Size convenient for brushing the rugs 49c</p> <p><b>NIPPON CHINA CUPS AND SAUCERS</b> —A dainty blue and white design of bamboo trees. Set 9c</p> <p><b>BAY STATE APPLE PARER</b> It cores, peels and slices with one operation. At <b>\$1.39</b></p> <p><b>EMPIRE CLOTHES DRYER</b> —Has 10 hardwood arms 22 inches long, adjustable. Special at <b>69c</b></p>	<p><b>WIZARD OIL POLISH</b> —For furniture and floors 4-ounce bottle—19c</p> <p><b>FAMILY SCALES</b> Complete with scoop; weighs up to 24 lbs. In ounces. Special at <b>\$1.69</b></p> <p><b>EUREKA FLOOR MOPS</b> —A good size for home use 33c</p> <p><b>CHILD'S TOILET SEATS</b> —made of hardwood, covered with 3 coats of varnish. Will fit any standard toilet seat; at 49c</p> <p><b>ALUMINUM SKILLETS</b> —Double folding style. <b>\$1.39</b> Specially priced at only</p> <p><b>ALUMINUM COMBINATION KETTLES</b> 6 quart size covered kettle with 2 quart pudding pan and 2 quart steamer. Special at <b>\$1.98</b></p>	<p><b>3 RE-NEWED TUNGSTEN LAMPS</b> —strong, sturdy lights, with wire drawn filaments 25 watt size. Complete with light tested. No deliveries— <b>3 for 49c</b></p> <p><b>SILVER'S EGG BEATER</b> —1 quart size. Very efficient. Glass jar graduated for liquid and dry measure; at <b>98c</b></p> <p><b>WRIGHT'S SILVER CREAM</b> —In the 8 ounce size, and specially priced at only <b>19c</b></p> <p><b>DOVER SAD IRONS</b> —Set of 3 irons with stand, asbestos lined hood <b>\$1.98</b></p> <p><b>GLASS ROLL'G PIN 15c</b></p> <p><b>KNICKER-BOCKER GAS LIGHTS</b> —Upright lights, complete with mantle and opal globe <b>39c</b></p> <p><b>O. K. DISH DRAINER</b> —A real necessity .. <b>65c</b> —Basement, Lipman, Wolfe &amp; Co.</p>
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You Can Join  
Our "FREE"  
Sewing Machine  
Club for \$1

—the balance is payable \$1 a week. Machine delivered upon first payment.

You Should Sew  
With a "FREE"

because it runs lighter, sews faster, makes a perfect stitch, is more beautiful and will give a lifetime of service.  
—Come in and see this wonderful machine!

JOIN OUR MODEL  
DRESS FORM CLUB

—Make your home sewing easy. The "Model" is the most perfect form you can buy. Get one now—use it while you pay.

\$1 Down—50c a Week

—Second Floor,  
Lipman, Wolfe & Co.

## Economy Basement Store

"Where you spend the least and get the most for it"

"I've been looking everywhere  
for a smart serge dress  
that's not expensive—"

—said a lady the other morning: "And I've just about come to the conclusion that it can't—but where DID you get such wonderful dresses to sell for \$16.50? Dear me, I see two that I want right now!" And she took them both. Every day women are amazed at the smartness and quality of the dresses sold in the Economy Basement at such low prices!

## Tomorrow—Six New Models in Serge Dresses

—The quality is good and the styles are copies of higher priced models. Just the right touch of embroidery or braid to give them the air of dresses at twice the price!

Priced \$12.50—\$14.50—\$16.50—\$18.50

—Economy Basement, Lipman, Wolfe & Co.

## BLANKET NIGHTS HAVE COME

And We Have the Right  
Kind of Good Warm

# BLANKETS

—Do you prefer wool blankets, cotton blankets or mixed blankets? There's a good reason for wanting each kind—and WE HAVE COMPLETE STOCKS OF ALL OF THEM—at the right prices!

**WOOL BLANKETS \$4.95—\$5.95—\$7.50 PAIR**  
—White, gray and fancy plaid blankets—1500 pairs of them, full size and weight, with pretty fancy borders.

**SUPERQUALITY WOOL BLANKETS \$9.50, \$15**  
—White or fancy plaid blankets—all full size and weight.

**COTTON FLEECE BLANKETS 95c, \$1.35 to \$2.25**  
—3000 pairs of cotton fleece blankets in winter weight. White or gray with fancy borders.

—Fifth Floor, Lipman, Wolfe & Co.

## Philippine UNDERWEAR



WHAT pictures the very words conjure! Dusky needlewomen bending over fine sheer materials, stitching, stitching—the most exquisite designs upon lingerie! **Philippine Underwear**—that in a few short years has become the rival—and in many instances surpassed—the fine needlework for which French women have been famous.

—And tomorrow you'll find here—in your favorite Lingerie Shop of all Portland—

## PHILIPPINE GOWNS AND ENVELOPE CHEMISE \$2.23

On Sale Monday Only At That Price

—The **Gowns** are in four styles—V and round neck—daintily embroidered in bow knot patterns, dots, medallion and French designs. All exquisitely scalloped. Full sizes and lengths.

—The **Envelopes** are in daintiest designs, too, many to match the gowns. Some are ribbon drawn and all are lovely.

## Have You Seen the New BILLIE BURKE PAJAMAS?

—They're the most fetching things! Copies of those desired by all the women who saw Billie Burke in her film plays! Silk and satin trimmed with Georgette—\$8.95 to \$13.50.

## New Blue Bird Pajamas

—Of pink crepe and batiste—with blue birds or plain—and trimmed with satin ribbon and stitching—\$2.25—\$2.49—\$2.98.

—Fourth Floor, Lipman, Wolfe & Co.

