

USE OF HOME PRODUCTS IS IMPORTANT FACTOR

Car Shortage Can Be Relieved by Housewives by Buying Oregon Made Goods.

There is an increasing indication that Government control of railroads will take serious consideration of the duplication of effort in marketing supplies throughout the country.

The saving of car and motive power equipment is a problem to be solved, and regulation that will help to get results is sure to come.

Oregon is a big grain state—why ship breakfast cereals from various Eastern points when goods of equal grade and at prices as low or lower are produced here?

Why ship macaroni and similar paste from distant states—and Oregon raising wheat, producing flour and maintaining factories with equal offers of finished products?

Why ship cheese into a dairy state? —With Oregon's big supply of standing timber and maintaining factories, it seems that our people ought to demand local goods which we know are produced in quantity and quality with Eastern furniture? Lumber can scarcely be regarded as a finished product any more than sheet metal steel, from which ships are fashioned is a finished article.

We will eventually become a great community if our people will support our factories and assist them by demanding Oregon-made goods.

The benefits of payrolls are so well known, and the growth of factories so closely allied with our future prosperity, that it would seem the people would realize the importance of giving their support.

It is a matter of individual action and every person in Oregon can do a part. Cooperation will produce an immediate effect upon our industries. Begin NOW—your demand for Oregon products.

EXPLAINS POISONING BY FOOD

Science Has Discarded Theory, Long Held, That Typhoid Is the Cause of Infection.

Poisoning by food is no longer explained as "typhoid poisoning," but in an address to the American Association for the Advancement of Science, Dr. E. O. Jordan showed that it is due either to true bacterial toxins comparable to those of diphtheria and tetanus bacilli, or to infection with specific infection carried by the food article. The best known example of the toxin-forming microbes is the bacillus botulinus, which has produced in the United States 22 recorded cases of poisoning, of which 17 were in California, while Great Britain has reported no case. This type of poisoning is rare, but infection with food-borne disease bacteria seems to occur in a great number of cases. The bacteria are either present in the food itself, or the food is contaminated from human sources. The chief food-borne infections hitherto traced to human contamination are typhoid fever and the various paratyphoid infections; but to these must be added certain infections rarely transmitted by any food except milk, such as diphtheria, scarlet fever, and streptococcus sore throat. The type of infection from food contaminated at its source is exemplified in the diseases of certain food animals. The chief infections known to be due to food infected at its source are those—mainly meat-borne—caused by the group of paratyphoid enteritidis bacteria, and those resulting from the use of infected milk. The bacterial diseases of plants do not infect man.

Subscribers.
If the boys fail to deliver the paper each evening kindly phone to the office. The management invites complaints from its patrons and will do its best to correct faulty service.



Mary Garden, grand opera star, coming Monday to the Rolfe.

BUY OREGON QUALITY GOODS

Patronize Home Industries of Your State and Help Make Oregon Grow

SUPPORT of Home Industries
is One Form of Patriotism.

WOMEN Are Purchasing Agents in Most
homes. Their cooperation is necessary

PAY-ROLL Money Stays at home
helps make Oregon prosperous

Preferred Stock GROCERIES

FRUITS VEGETABLES TEAS, SPICES, EXTRACTS, ETC.

ALLEN & LEWIS' BEST BRAND

PEARL SHORTENING

A Product of Home Industry
Government Inspected

Economical and highly dependable
wherever a high grade shortening is desired.

UNION MEAT CO.
North Portland,
Oregon

Larger Bottles of Better Dressing

At The Same Price

DIAMOND

Mayonnaise Dressing

A Delicious Dressing
For Salads, Meats or Fish.

Ask Your Grocer For
DIAMOND "W" PURE FOOD PRODUCTS

WADHAMS & CO.
Manufacturers and Wholesale Grocers.

It Pays to Buy the Best
Ask for
Olympic Flour

Makes
Whitest,
Sweetest,
Healthiest
Bread

Makes
Health
Happiness
and
Success

Made from carefully selected Northwestern Wheat, thoroughly cleaned and scoured by the most modern methods known. All the nutritious qualities of the Wheat are retained and it reaches you clean, pure and wholesome.

The Portland Flouring Mills Co.

PRESCRIBE FOR YOURSELF!

Rx EAT

BRANOLA

With Meals and between Meals

for your health's sake!

ORIGINATED BY TRUE-BLUE BISCUIT CO., PORTLAND

"FEELING ONE'S OATS"

Is a familiar expression growing out of the well established fact that eating oats produces vigor and energy.

GOLDEN ROD OATS

Are milled from the choicest oats obtainable, are free from hulls and can be used in many delightful dishes besides porridge.

Write for Our Liberty Recipes.

The Housewives' Pride

Housewives always make the lightest, sweetest and purest bread and rolls and the most delicious cake and pastry when

CROWN FLOUR

is used. It is the flour recognized by all competent housewives, and a trial will convince you.

NOT BLEACHED.

CHURCH NOTICES

Evangelical Church—

Corner First and Pine Streets. Sunday school at 10 a. m. and preaching service at 11 a. m. Subject: "Extension of Missionary Work." Young people's meeting at 7:30 p. m. Evening preaching service at 8:30 p. m. C. L. Schuster, pastor.

Grace Church—

Grace church has been one place in East Albany where the fervor and facts of religion have been brought to bear on the world situation in which the forces of human liberty and the forces of ruthless devilry are at grips. The pastor preached seven sermons in the winter on the religious and moral issues of the war; a half dozen special patriotic services have been held; the community house has been used by the Red Cross and Liberty Loan committees; the government's programs for food conservation put up to ministers and churches have been followed religiously. Now "Liberty Sunday" will be observed. Patriotic songs in Sunday school at 10 o'clock and in the morning and evening worship will be sung. The pastor will preach Sunday morning on "America's Opportunity to Do Good to the World." The service at 8 p. m. will be brief, a contemplation of Jesus' appearance seven days after the Resurrection.

St. Mary's Church—

Rev. Arthur Lane, rector. Rev. John Rubis, assistant. Sunday services at 8 and 10:30 a. m. The pastor will officiate and speak at both services from the gospel of the day, St. John, 20. The subject will be Christ's Easter greeting "Peace be to you." Sunday school at 11:45 a. m. At 3 p. m. a patriotic service will be held in the open air at which an address will be given by the Hon. P. H. D'Arcy of Salem. An American flag and a service flag will be dedicated and a program of patriotic songs will be given. Following this a brief service will be held in the church and the Knights of Columbus will entertain later in the parish hall. The public is cordially invited to these exercises.

Christian Science—

Corner Fourth and Ferry streets. Sunday service 11 a. m. Subject of lesson sermon, "Unreality." Sunday school at 9:45 and 11. Wednesday evening meeting at 8. Reading room in church parlor from 2:30 to 4 p. m. Monday, Wednesday and Friday. The public is cordially invited.

Methodist Episcopal—

Third and Ellsworth; George H. Bennett, pastor. Morning sermon, 11 o'clock, on "Graveyard Salvation." Sunday school changes the hour of meeting, so tomorrow it assembles at 10 o'clock. Epworth League, 7. Evening sermon, 8—"All Fool's Day." Motion picture lesson—"The Pied Piper of Hamelin." Come and bring the

children.

First Presbyterian—

Sunday is Liberty Loan Day, and in keeping with her spirit and history, the Presbyterian church will give no uncertain sound on the subject of national patriotism and backing up of the government in this and all other efforts to wage a victorious war on war. In keeping with the occasion the pastor will speak in the morning at 10:30 on "The Bondage of 'Kultur' vs. the Freedom of the Truth." At the Vesper service at 5 o'clock his theme will be "Was Joshua a Hun?" All these old-time events have a new meaning in the light (or shadow) of present happenings. The Vesper choir will be directed for a few weeks by Prof. Palmer, and will render appropriate patriotic numbers. The morning quartet is also very fine and is preparing a special number in sympathy with the spirit of the day. A pleasant surprise is being planned by Dr. Schmitt, who has charge of the Sunday school during the absence of Mr. Crowell. If you miss anything of this interesting program you can never make it up. "Redeem the time," as Paul says.

Baptist Church—

The public is most cordially welcome. The services are spiritual and full of inspiration that lifts the soul to God. The pastor will preach a special sermon at 7:30 commemorating the beginning of America's sacrifice for Christian Liberty. Don't miss it. Special music. See program—free

and worshipful—come.

Christian Church—

Sunday is Liberty Day. Special rance of Christian Baptism will be

program Sunday night. Don't miss it.

All services at usual hours. The ord-

administered at the close of the evening service. Morning subject, "The Super-Man." Evening, "Liberty."

Advertising Momentum

Many institutions expect advertising to perform miracles, to rehabilitate a depleted list of customers in a few weeks or harvest a golden crop of dollars. Advertising is not based on wizardry any more than on quackery. Its results are cumulative.

There are no miracles in advertising, but money so invested, if invested properly and the opportunities thus created properly followed, will yield handsome returns.

An inquiry from a prospect who has never transacted business with your organization is the most vital and the most potent factor in the success of your business. That inquiry represents growth, development new business, —and new inquiries are worth attention, study and care—the full measure of your service. The aggressive and consistent advertiser whose educational publicity attracts, will find that the business has acquired a new momentum, the effect of which will be apparent in succeeding years.

—THE FINANCIAL WORLD