

SOCIETY GLIDES IN MILES OF TANGO

After First Timidity Wears Off, Smart Set Starts In to Learn Latest Steps.

STUNNING FROCKS SEEN

Several Variations of Popular Ballroom Dance, Exhibited by Harry Gray and Miss Wirt, Draw Large Attendance to Hotel.

Society "tangoed" and "lead" again yesterday afternoon at Hotel Multnomah. The affair, coming immediately upon the heels of the debut of the dancing team in Portland, was equally successful with Tuesday's event, and undoubtedly will continue to hold full sway for the remainder of the season at the hotel. There were fewer spectators and more dancers yesterday, and the spacious ballroom permitted the participants to indulge in all the variations of the modern dances. Tea and refreshments were served during the dances in the ballroom, and tables were also placed in the supper room.

While there was a general gathering of the smart set, the men in informal dress and the women in stunning afternoon frocks and tailored suits, owing to the capacity of the ballroom and splendid managerial ability displayed everyone was comfortably seated and served and had an excellent view of the dances and one-step. The dances were extremely graceful and pretty and were executed in artistic style.

At first the guests were chary and timid about dancing, but soon they were all gliding about in gleeful fashion, the purpose of all present seeming to be an earnest endeavor to learn the graceful, rhythmic steps as shown by Mr. Gray and Miss Wirt.

Both the Multnomah and Portland hotels will have the tea dances again on Saturday from 4 to 7 o'clock.

MELBA, GREAT SINGER, TELLS ABOUT HER FIRST BIG NIGHT OF TRIUMPH

Happy After Selling Red Cross Seals, Diva Recounts Winning of Her Fame—Weather Reminds Her of Australia and She Tells About Her Home and Girlhood Days.



MADAME MELBA, AS SALESWOMAN, AND JAN KUBELIK AS ONE OF HER PATRONS AT RED CROSS CHRISTMAS STAMP BOOTH AT PORTLAND HOTEL YESTERDAY.

"I WAS in the Royal Opera House at Brussels. Queen Marie was there with her ladies. The house was abuzz with composers and critics. An unknown Australian singer named Melba was making her debut, singing Gilda in 'Rigoletto.' Mathilde Marchesi, her teacher, who died the other day at 93, had come from Paris with Charles Felix Gounod, the composer, to hear her.

The chandeliers were yet trembling with the applause that had greeted the first flight of the fresh young voice, clothed in the magic plumes of song, when a woman in a box near the stage said to her companions in a voice hushed and loud enough to be heard in an adjoining box:

"'Michael Debut! I heard her hessed ten years ago in Spain!'

"At once a friend of the young singer in the adjoining box rose, went to the door of the box occupied by the woman with the hushed voice, and knocked.

"To the man who came he said: 'Sir, I don't know who you are and I don't care, but a lady in your box has just told me about a singer in the past who she doesn't apologize, I'll punch your head!'

Apology Given by Proxy.

The apology was given by proxy by the man who came to the door.

"Thus you see how we celebrities, whether a singer or Colonel Roosevelt, are assailed unjustly," said Madame Melba in her parlor at the Portland Hotel yesterday.

"And it's too bad that we haven't always champions such as I had that night," she went on. "I did not learn of the incident for years afterward, and my friend only told me when my success had long been assured and he knew that a long battle would be a possible effect on me, as it surely would have had then, when I was trying so hard and was so anxious to succeed—when my fate as a singer literally trembled in the balance.

"But my success was instantaneous. The Queen sent for me. She told me that she had never heard so beautiful a voice as mine. I had fulfilled the fondest expectations of my good master,

Marchesi. The critics proclaimed that a new star had arisen."

"That night the wires and cables were singing the news to the music-lovers of all the earth.

Sober Household Wonders.

At no other place was it received with such wonderment, nor with such a whirlwind of other emotions, as in a sober Scotch Presbyterian household in Melbourne, Australia.

Melba, the new star, was Nellie Mieschell, their daughter, their madcap, tomboy girl.

"She was always up to something unexpected, was our Nellie," said the father, telling about the incident afterward. "Was there a horse on the place that she would 'na' nor could 'na' ride? There was not. And what a time we had to keep her from sleeping in the stable."

Melba took her operatic title from her beloved Melbourne, the "old home town" that she still loves above all the cities of the world, and she has seen and sung in them all except Constantinople, Athens, Lisbon and a very few others.

Fathers Oppose Singing.

"I discovered myself," she said. "My parents were such strict Scotch Presbyterians—Oh, yes, I am Scotch to the very backbone, that they wouldn't let me sing. They feared the stage as a device of the devil and grand opera as a certain chute to hell fire. They made me cease singing, or tried to, when I was 6 years old because of the compliments given me for my singing in a church concert.

"But the girl knew better than the old folks. On lonely, truant rides 'cross country she sang to the skies and the winds. She sang in the stables, and she hurried singing, or tried to, when I was 6 years old because of the compliments given me for my singing in a church concert.

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was 6, until she was 21, and had her initial triumph in Brussels, Melba never once sung in public.

Portland Weather Pleases.

"Does Portland always have such diamond-and-sapphire days as this in December?" she asked, drawing back the curtains and looking out across the city toward Mount Hood, his snowy head showing seams of purple in the advancing dusk.

"Why, this is like Australia, this fresh, crisp air, this dreaming haze o'er all the landscape. I thought it would be raining here. This is what you Americans call Indian Summer, isn't it?"

"And am I not lucky to be here at such a time. The neighbors used to call me the sunshiny girl and, who knows? Perhaps I have brought this sunshine and these Australian skies to Portland."

"Three fortunate she counted herself, for since September, when the present tour began in Montreal, she had not slept in the same bed twice in any city, as she did in Portland Tuesday and Wednesday nights. The two-day stop here was a real vacation for Melba and her party.

Seal Sellers Happy.

While Melba, upstairs, was telling about her first triumph, down in the lobby of the hotel, beneath a little booth hung with holly wreaths and Red Cross emblems, a happy group of women were counting the proceeds from the sales of Red Cross Christmas stamps, which will go into the great National fund to fight tuberculosis. Two, and perhaps three, records had been broken.

First, their booth had sold \$156 worth of stamps, the day's record for Portland by about \$50. Second, Madame Melba, for the first time in her career, had posed for a newspaper photographer—and in their booth, while in the act of selling Red Cross stamps, which, they believe, is another record for Red Cross stamps sold in a given time.

Jewish Women's Council Hears Addresses.

Mrs. S. M. Blumauer Tells of Trip to Europe and Visitation of Organizations Being Done in Other Cities.

At the regular meeting of the Council of Jewish Women held yesterday in Selling-Hirsch Hall, an exceptionally attractive programme was presented under the direction of Mrs. Louis Hirsch. Two interesting addresses and some music followed by a social hour, were featured. Mrs. S. M. Blumauer, who had just returned from a visit in Europe and Eastern and Southern states, told of her impressions on viewing the ancient buildings of the Old World.

After telling of her trip through Europe, the speaker gave an outline of what is being done among the councils in Chicago, New Orleans, Los Angeles and San Francisco and brought with her greetings from the women of those cities, especially of those of San Francisco, who are hoping the triennial session of the Jewish Women's Councils will be held there.

The useful monuments—the good work of the women of America—was referred to as of greater value than the ancient monuments of Europe.

Mrs. Blumauer said that in Hull House, Chicago, those in charge were considering allowing the tango to be taught to those who attend the social center dances.

Mrs. Lullie Robbins, of the extension department of the Oregon Agricultural College, gave an address on "Phases of Women's Work." The industrial revolution was cited as an important cause for the development of woman's work. Mrs. Robbins spoke of several of the interests that women had furthered, including probation, juvenile court, social center, reform and child rescue work. Settlement work, nursing and the interests of the Young Women's Christian Association were also mentioned.

An artistic treat was afforded the members and guests in the music department of the programme. Mrs. Delphine Marx sang an aria from "Samson and Delilah" and another from "Carmen." She had the inspiration of a brilliant

plano accompaniment played by Mrs. Rose Bloch. Mrs. Blumauer, president of the club, presided and several members of the social committee assisted in serving refreshments.

At a meeting of the Vernon Parent-Teacher Association at Vernon School Tuesday afternoon, a communication from Commissioner Brewster was read regarding the proposed "improvement bonds." The position of the association, on the same grounds, was reiterated. The association favors park improvement only after playgrounds have been established in those districts where the need is great, as it is in Vernon, Highland and Woodlawn.

Mrs. Felts, president of the Oregon Congress of Mothers, was present and spoke regarding educational matters, the need for more education of the sort which will make the need for reform institutions less.

H. H. Bushnell made an address on the subject of "Parliamentary Law and Its Use Among Women." A committee was appointed to consider the formation of a class in parliamentary law, of which Mr. Bushnell will take charge.

The Women's Political Science Club had an interesting meeting Tuesday afternoon in the Public Library. Mrs. Mattie Rhoads read a paper on "Prison Reform" and a letter from a prison worker, telling of the good work being done in the state penitentiary in Arizona. At the regular meeting next Tuesday Mrs. Millie Trumbull will address the club on "Prison Reform."

The Portland Parent-Teacher Association will meet Tuesday evening at 12:30 at the Young Women's Christian Association, with reports afterward. The business meeting will be held at 2 o'clock in the library.

The department of dramatic art of the Portland Women's Club will meet this morning at 10 o'clock in room G, Central Library. Mrs. Helen Miller Senz, dramatic chairman, will preside. Members will consider voice control, platform speaking and sightseeing.

The Portland Parent-Teacher Association held a large meeting Tuesday, when Superintendent L. R. Alderman, Mrs. F. S. Myers and several others spoke and the programme was followed by an

elaborate luncheon. Mrs. J. F. Kelly is president of this enterprising circle.

The psychology department of the Portland Woman's Club (Florence Crowl, chairman) will meet in the main clubroom Friday afternoon at 4 o'clock. The lecture subject will be "The Twofold Nature of Mind."

The Graduate Nurses have volunteered their services in the campaign against tuberculosis, and will sell Red Cross seals in the Postoffice. Mrs. Thomas Honeyman and Mrs. Robert G. Dieck have opened a new booth in the Hotel Oregon.

RED CROSS SEALS COST \$5

Melba, the Kubeliks and Mrs. Flske Aid Anti-Tuberculosis Fund.

Five dollars per man! That's what it cost 'em to buy Red Cross seals from Mme. Melba yesterday at the Portland hotel booth presided over by Mrs. Julius Louison and Miss Getta Wasserman, assisted by Mrs. Henry F. Metzger and Miss Marie Louise Feldenhelmer.

Red Cross seals are put up in envelopes containing 25 each at 25 cents. Melba, the world-famous singer, isn't used to 25-cent admission tickets.

So, when the men about town visited



The New Amber Glow Light

Latest Invention from the Welsbach Laboratories

157-CANDLE POWER

FOR

1/3 of a Cent's Worth of Gas per Hour

So carefully has this new invention been worked out that the absolute minimum of gas is used to supply the maximum of candle power, together with the wonderful, soft, mellow light, which has made the AMBER GLOW one of the most popular lights ever offered to the public.

ITS BENEFIT TO THE EYES AND HEALTH ALONE IS ENOUGH TO WARRANT ITS UNIVERSAL USE.

SCIENTISTS tell us that of all the colors of the spectrum, Amber reflects most light. So why not have Amber Light in your home—why not a genuine AMBER GLOW LIGHT?

We install them in your home, you pay nothing down, but remit in three monthly installments of 75c each, with your gas bill.

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PORTLAND GAS & COKE COMPANY

representative citizens to Representative Hawley to disregard this petition and do all in his power to prevent any action on it.

A majority of citizens deplore any action which might further delay the construction of the building and as the site on Sixth street was settled definitely three years ago, it is urged that

the booth yesterday to buy Red Cross seals she smiled and said: "Five dollars, please."

Assisting in this "benefit" performance were Kubelik, master violinist, and Mme. Kubelik, who greeted all comers, adding honors to this booth, which has now had for its distinguished visitors Mrs. Minnie Madden Fiske, who sold seals yesterday; Mme. Melba and the Kubeliks. Melba and Kubelik and Mme. Kubelik all made generous contributions to the fund that is being raised by the Visiting Nurse Association to wage the fight against tuberculosis in Portland.

The total receipts of the booth for the day were about \$150, members of the Ad Club responding generously to an appeal made at their weekly luncheon.

A protest now will avail nothing and plunge the city into a fruitless internal dispute.

The German government has ordered the construction of a plant which will use 4,000,000 gallons of benzol, the new fuel, annually.

Cottons And Canned Goods

A trained economist traveled 32,000 miles, interviewing 1000 retail merchants, jobbers and manufacturers, and at the end of a year produced a 1000-page report on The Selling of Textiles.

Manufacturers of jewelry, shoes, food products, varnishes, pianos, hardware, whetstones, have pored for hours over this report, jotted down figures and conclusions, and then have gone away to straighten out kinks in their own selling plans.

Why should a report on TEXTILES be of such engrossing interest and service to a canner of foods, for example?

Because it necessarily bored into the very foundations of all American retailing and wholesaling.

This report is typical of the work of our Commercial Research Department. The duty of this Department is to supplement our thirty years of experience with an exact knowledge of today's trade conditions, markets, channels of distribution, costs, profits, methods, tendencies. The Department is now making an investigation of the conditions on the Pacific Coast of the automobile industry and of food products. It is conducted by expert investigators, who are not and never have been advertising men. It is entirely unbiased, interested only in facts to be used to the advantage of our clients.

It is in the same spirit that we maintain a bureau of statistics, a department for copy censorship, a force for the improvement of illustrations and typography, and other facilities for advising on general advertising problems.

The opportunities of the Pacific Coast for national publicity are vast. But they can be realized, and the handicaps overcome, only after conscientious study in the light of full and correct information.

The information we have, or will get. And in the study we are prepared to help to the extent of our power.

Advertising Department
THE CURTIS PUBLISHING COMPANY
THE LADIES' HOME JOURNAL
THE SATURDAY EVENING POST
THE COUNTRY GENTLEMAN
THE CRITERION OF FASHION
Pacific Coast Office
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Here's Health for all Nations

Hot Bouillon made from ARMOUR'S BOUILLON CUBES, refreshing and stimulating—without reaction. Palatable—tasting of beef (or chicken) and vegetables, already seasoned.

Wholesome and Convenient
Made in an instant—a cube to a cup
All Grocers and Druggists

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Armour's Bouillon Cubes

from Sore Throat, Bronchitis, Tonsillitis, Croup, Stiff Neck, Asthma, Neuralgia, Headache, Congestion, Pleurisy, Rheumatism, Lumbago, Pains and Aches of the Back or Joints, Sprains, Sore Muscles, Bruises, Chills, Frosted Feet, Colds of the Chest (it prevents Pneumonia).

At your druggist's, in 25c and 50c jars, and a special large hospital size for \$2.50.

Accept no substitute. If your druggist cannot supply you, send 25c or 50c for a jar, postage prepaid.

"Sample of Musterole was received and have found it very satisfactory indeed. Pleasant quick results, and as you speak of it, no blister."

MUSTEROLE gives instant relief

Don't Fuss With Mustard Plasters!

There's no sense in mixing up a mess of mustard, flour and water and getting everything all mused up when you can so easily relieve that pain or soreness with a little clean, white MUSTEROLE.

MUSTEROLE is made of pure oil of mustard and other helpful ingredients, combined in the form of a pleasant white ointment. It takes the place of the out-of-date mustard plaster and will not blister!

MUSTEROLE gives instant relief

