

NEW APRIL VICTOR RECORDS JUST ARRIVED—ON SALE TODAY—SIXTH FLOOR

### FIRE FORCE IS WEAK

#### Lack of Employees Constitutes Menace to City.

### WAGE RISE IS ESSENTIAL

#### Fire Bureau Situation Deemed to Be Grave, as Now at Meal Times Five Engine Companies Are Completely Out of Service.

An idea of the seriousness of conditions in the Fire Bureau because of the low wage scale maintained by the city is seen in a report yesterday that five engine companies in the city, including several in the main part of town, are completely out of service three times each day because of the fact that the only remaining engineers to operate the machines are out for their meals.

It has been found almost impossible to get engineers to handle the machines because of the higher wage scale existing for engineers in nearly all outside concerns. Several fire companies have been so short in the last two weeks that they have had to put the engines out of service altogether.

#### Many Leave Service.

In the case of headquarters station and engine companies 4, 5, 19 and 13, all of which are in the business district, the engines are reported out of service every time a meal hour arrives. This means that should a fire occur at that time these engines could not respond because there would be no one on hand to man them.

Many experiences have been had recently which indicate the handicap of the Fire Bureau as a result of men leaving the service for better positions. In one station a short time ago a fireman could not be found to go to a livery barn for three horses because if he had left there would have been only two men left in the station, and they could not handle the machines.

These conditions are cited by City Commissioner Bigelow, who has charge of the Fire Bureau, as a reason why the voters will have to act favorably on a measure to be on the ballot at the special city election, May 17, providing the council a means of obtaining additional revenue so that salaries of firemen and policemen may be increased.

#### Higher Wages Outside.

The Fire Bureau in the last year has lost about 150 men, or more than half of the entire force. While it is not difficult to get men for some lines of work it is impossible to get men to handle the engines at the wages paid now for this service. They can get all the way from \$1 to \$3 a day more on the outside, it is said.

#### ANNUAL Piano Ensemble Musicale by Educational Department Monday Musical Club in our Sixth Floor Auditorium Monday, April 15, at 2:30 P. M. A 50c luncheon for members and guests will be served in our Ninth Floor Tea Room at 1 o'clock. Luncheon guests admitted to musical programme free. 25c admission charged to non-members who do not attend luncheon.

#### COMPANY 318TH ENGINEERS' Vaudeville at Helig Theater Wednesday, April 17, at 8:30 P. M. Reserved seats 50c, 75c, \$1 (including War Tax). Exchange tickets now on sale in a special booth on our Main Floor.

Meier & Frank Co.  
Established 1857  
THE QUALITY STORE OF PORTLAND  
7th, 8th, 9th, 10th, 11th, 12th Sts.

#### Child Welfare Week: Today's Programme

Auspices Fruit and Flower Day Nursery, Mrs. W. H. Skene presiding.  
3 to 3:30—Miss Jessie Hodge Millard (children's librarian), "Books—Their Part in Child Welfare Work."  
3:30 to 4—Miss Edna Groves (Supervisor of Domestic Science in Portland Public Schools), "Food for Children."  
Musical programme by the McDowell Musical Club.

# We've Provided Liberally for All In Arranging These Values for Saturday



THE WORLD'S BEST MAKES ARE HERE

## A New Spring Hat for Every Man

If there's one part of a man's attire which is "under fire" more than any other it is the topmost portion—his hat. Most men are conscious of this and all women know it. Wherefore it behooves a man to take thought before investing in new headgear. And not every man is in a position to judge for himself just what hat suits him best—his face, his general attire, his purse. And therein the helpfulness of our men's hat shop is manifest.

A man simply can't go wrong by buying his hat here. We have all the most reputable makes. We have them in all styles and at all prices. We have expert, courteous salesmen to wait on you. We have unequalled facilities for selection. Step inside our Morrison-Street entrance today and you'll at once understand why our men's hat shop enjoys the patronage of such a wide and discriminating clientele.

**Knox Stetson Mallory Borsalino**

A pretty imposing array of talent, you will admit. Not that it's the names, after all, so much as the quality that counts. And the quality is guaranteed by the makers as well as ourselves. You'll economize in time as well as money by coming direct to Meier & Frank's and selecting your new Spring hat—Today!

—Men's Hat Shop, Main Floor.

## STYLE HEADQUARTERS

The Only Portland Store That Sells

# Society Brand Clothes

For Young Men and Men Who Stay Young

Young men who dress carefully and appreciate distinction and dignity in smart style; college men; high school men; business and professional men—here are the styles you seek. Here are clothes that typify the tendency of the times—the tendency toward alert, vigorous, enterprising manhood. Society Brand clothes, of course—what other could so convey the impression of youthful vigor admired in men of all ages?

All the new Society Brand models for Spring are here. Illustrated is the "Budd"—a three-button single breasted with graceful lines and lots of style, yet made full skeleton lined for comfort during the warmer days ahead. A suit for young men and men who stay young. For men of regular, "young stout," long or short proportions.

All other models for men of every taste. New fabrics. New colorings—navy blues, myrtle greens, russet browns, coffee browns, heather shades and iridescent effects.

Come now, while the assortment is at its newest and finest. There is a Society Brand model here for you—\$30 to \$55.

Other new Spring suits from \$16.50.

—Men's Clothing Shop, Third Floor.



## New Spring Veilings—Just Received!

- New Spring Mesh Veilings**  
Just received—a fine selection of new mesh veilings in taupe, purple, black and brown. The designs are scroll and individual patterns. Yard 50c to 85c.
- 75c-\$1 Drape Veils 49c**  
Drape veils in circular and half circle styles, novelty meshes, chenille dotted borders. Also flowing styles in Chantilly designs. Special 49c.
- New Spring Drape Veils**  
New Spring drape veils in smart circular and flowing styles. Black, dusky brown and taupe. Moderately priced at each \$1 to \$2.25.

—Veiling Shop, Main Floor.

### DANCING ACT RENOWNED

EXponents of CLASSIC STYLE COME TO ORPHEUM.

Celebrated Ballet Russe Outdone by "Greater Morgan Dancers"; Sponsored by Martin Beck.

"The Greater Morgan Dancers," the most celebrated organization of classic dancers in the world and which has been attested as excelling over the famous Ballet Russe, will be the headline attraction of the Orpheum show to open at the Helig tomorrow afternoon. The engagement is only for three nights and four matinees as rental of the theater for an Army show prevents the Orpheum from presenting an extra performance Wednesday night. Martin Morgan, producer of the famous dancing act, accompanies the girls in their Orpheum tour, and the act is sponsored by Martin Beck, managing director of the Orpheum circuit. The majority of "The Greater Morgan Dancers" are California girls and they are the same dancers who amazed New York a few years ago by dancing in the snow in Central Park, clad only in Grecian draperies. The company includes 16 girl dancers, each of whom is proclaimed to be a beauty, a musical director and mechanicians who handle the scenery and lighting effects. "The



One of "The Greater Morgan Dancers" at Orpheum.

Greater Morgan Dancers" present an historical Roman ballet in three episodes and the act occupies the entire stage for more than half an hour. The added attraction of the new Orpheum show is Tarzan, the marvelous chimpanzee, who, say critics, "does wonderful things not apishly but with understanding."

#### U. S. in Need of Tailors.

Alma D. Katz, chairman of the Military Training Camps Association, has received word from the War Department requesting the names of tailors or seamstresses for early overseas service as enlisted men. This is an opportunity for men so qualified to choose their own service. They will be inducted from their position in the draft and will be used in their trade in France.

They will receive the regular overseas pay for privates of \$32 per month in addition to expenses and will receive the same privileges of war insurance and allotments as are given to the drafted men. Length of service will be for the duration of the emergency, the same as the drafted men.

### Hood River Apples

Wineapples \$1.00 per box, and

### Fancy Potatoes

110 Second St. Phone Main 2669

For Misses—Small Women—Women of All Types



## Hundreds of New Spring Suits \$25 to \$48.50

Within this most moderate range of prices we have such a large and varied assortment of new Spring suits for misses, small women and women of average proportions as affords a selection to be equaled nowhere else in Portland.

Suits that are finely developed in serge, poplin, gabardine, jersey, velours and hopsuane—materials of tested quality.

Semi-fitted, full belted and the new high waist flaring models so popular with the younger set.

The season's leading colors, including navy, Pekin, Copen, tan, khaki, checks and mixtures. Most attractively priced at \$25 to \$48.50.

—Apparel Shop, Fourth Floor.

### LIBERTY LOAN

'Tis Freedom's Call Lend Your All!

# YOU!

Buy a Liberty Bond TODAY!

## Newest Spring Neckwear

- FILET COLLARS \$2.39**  
Real Filet tuxedo collars—by far the most popular item of neckwear for wear with one-piece dresses. Good quality real Filet lace edges combined with insertions.
- Other Filet Tuxedo Collars \$3.39.**
- COLLARS AND CAPES**  
New Marabou collars and capes just received. In black, natural and the "real" shade. Cape styles, also long shoulder models with cord ribbon ties. Moderately priced from \$6.00 to \$14.50.
- WAISTCOATS \$1.75**  
Waistcoats made of finest quality pique. Cut along tailored lines with trimming of pearl and fancy buttons. The collars on these waistcoats are in the tuxedo style. Very lowly priced at only \$1.75.
- NEW FICHUS 65c**  
Women's neat washable fichus made of fine quality net. These fichus have large collars finished with frilled edges, also plain and picot edges. They are splendid values at this very low price—each 65c.
- NEW VESTES 59c**  
Organdy vestes to be worn with either dresses or suits. Peter Pan styles, finished with ruffles and tucks. In fashionable shades of rose, blue and maize. Very specially priced at 59c.
- PLEATINGS, FRILLINGS**  
New pleatings and frillings for collar and cuff sets and fichus. Organdy pleatings with tucks and hemstitching in beige, white, rose and blue. Net frillings in white and cream. Yard 50c to 95c.

—Neckwear Shop, Main Floor.

## We Have Just Received New Arrivals in Spring & Summer

### "Sampeck" Suits For Boys



Never before have our stocks of Nationally renowned Sampeck suits for boys been more complete. Come in today and select your boy's new Spring and Summer Sampeck—"Standard of America" in boys' clothing.

All the favored styles will be found. Fabrics include plaid worsteds, fancy mixed tweeds and chevrons, plain and fancy hopsuane. Every desirable color is here in sizes for boys from 6 to 18 years. And, remember, nearly all

**FANCY SAMPECK HAVE 2 PAIR PANTS**  
Sampeck suits are moderately priced from \$10 to \$22.50.

—Boys' Clothing Shop, Third Floor.

## Of Interest to Girls and Their Mothers

### SILK DRESSES

Newest and smartest styles in children's silk dresses. High waist line, coat, Eton effect and guimpes are among the latest styles. Taffetas in plain, two-tone effects, checks and polka dots—light and dark colors. Some have double skirts. Sizes 10 to 18 years. \$15 to \$35.

### TUB DRESSES

Good assortment of wash dresses of percales and ginghams in stripes, plaids and plain colors. High waist-line effects in many desirable styles. Some plain, others with contrasting trimming. Sizes 6 to 14 years. \$1.59 to \$5.

### TUB DRESSES

New wash dresses in many different styles. With and without deep yokes and belts. Trimming of contrasting colors, machine embroidery, smocking and tucks. Tan, pink, green, blue and yellow colors. Sizes for little tots 2 to 6 years. 98c to \$3.50.

### WASH DRESSES

High grade wash dresses made of crepe and linen. Exclusive styles with hand embroidered trimming. Sizes 6 to 14 years. \$12 to \$18.

### NEW COATS

We have an excellent selection of good wool and silk coats for small children from 2 to 6 years. Also smart styles for older girls up to 16 years. \$4.95 to \$45.

### BOYS' SUITS

Boys' suits in two-piece styles with waists that button on to pants or middy effects. Materials are poplins, linens and chambrays. Some have hand-embroidered trimming. Newest shades. Sizes 2 to 4 years. \$2.50 to \$10.

### PETTICOATS

New petticoats for misses. Jersey, taffeta, jersey top with taffeta flounce and percaline top with silk flounce. Pleated, scalloped or tucked with ruffles. Plain and changeable effects. With elastic bands. 30 to 36 inches long. \$3.95 to \$7.50.



### BLOOMERS

Black satteen bloomers with elastic waist. Sizes 4 to 14 years 60c to 75c. Women's and misses' gymnasium bloomers \$1.50 to \$4.95.

### MIDDIES

Women's middies of white or striped galatea. Slip-over or button front styles. Sizes 36 to 44. Priced 98c to \$4.

## Drugs and Toiletries

- Nonspi, for excessive perspiration, 50c.
- Odorono, for excessive perspiration, 90c, 45c and 27c.
- Pinoud's Lilac Vegetal, 89c.
- Mary T. Goldman's Hair Restorer, \$1.20.
- Pebeco Tooth Paste, 45c.
- Pepsodent Tooth Paste, 45c.
- Dr. Lyon's Tooth Powder, 20c.
- Woodbury's Facial Soap, 22c.
- Cuticura Soap, 20c.
- Lux Soap Flakes, 2 packages 25c, package 15c.
- Ingram's Milkweed Cream, 90c and 45c.
- Hudnut's Marvelous Cream, 50c.
- Veda Rose Rouge, 40c.
- Imperial Nail Polish, 20c.
- Mary Fuller Nail Polish, 50c and 25c.
- Squibb's Heavy California Paraffin Oil, 6 bottles \$5.
- Stenolax, mineral oil, bottle 60c.
- Fountain Syringe, regularly \$1.00, special 79c.
- Household Rubber Gloves, pair 19c.

—Toilet Goods Shop, Main Floor.

### Kodak for the Boys



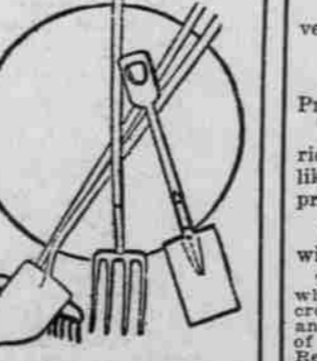
For the sake of the boys in uniform keep your kodak busy. Pictures from home are one of the best preventives against homesickness.

We have complete stocks of genuine Eastman kodaks and films. Developing, printing and enlarging quickly and expertly done. Satisfaction guaranteed.

—Kodak Shop, Main Floor.

## We Are Headquarters for All Garden Tools And Seeds

We have great assortments of high grade garden tools, including shovels, rakes, hoes, cultivators, weedeaters, etc. Our prices, quality considered, are lower than elsewhere. We also have complete stocks of fertilizers, sprays, sprayers, hose, lawn mowers and wheelbarrows at lowest prices. Come in today and select all the necessary tools for your garden.



## Seeds

Complete stocks Portland Seed Company's "Diamond Quality" and D. M. Ferry & Co.'s flower, vegetable and grass seeds.

—Ninth Floor, Fifth Street.

## The Greatest Toy Yet—The "Sam-E-Kar"

We have just received the "Sam-E-Kar"—something entirely different and decidedly new in children's vehicles.

The Sam-E-Kar is easily adjustable to the size of any child from 20 months to 8 years of age. A combination of remarkable strength, durability and lightness has been achieved in its construction. Practically unbreakable and nothing to get out of order.

The driving power of the Sam-E-Kar is derived from an entirely new mechanical device. A thrilling ride and delightful exercise is guaranteed every child—like rowing a boat. The rowing action gives the child the proper exercise for normal, healthy, robust development.

The Sam-E-Kar will coast freely backward or forward without any movement of the driving handle.

The frame of the Sam-E-Kar is made of selected California white cedar, wheels are of hard maple. The wheels are crowned on the face and dished. Roller-bearing wheels and all-steel axle. The driving shaft and gear are made of well-hardened steel neatly black enameled and baked. Red, white and blue—red propelling and steering handle, white frame, blue wheels, red, white and blue shield on seat.

See demonstration today in our Alder-street window. Free rides upstairs in our Toy Department for children from 2 to 8 years. Moderately priced \$5.



—Fifth Floor, Sixth Street.