

FIRE PREVENTION DAY TO BE SIGNIFICANT IN PORTLAND TOMORROW

Every Effort to Be Made to Teach Value of Care and Cost of Carelessness.

Tomorrow is Fire Prevention day in Oregon, by proclamation of Governor West, issued yesterday, and it is made Fire Prevention Day Portland by proclamation of Mayor Albee this morning.

Doubly proclaimed, every effort is being put to make the day one of great significance in the minds of the public. It is the anniversary of the great conflagration at San Francisco, and it is hoped to mark the beginning of a new era of fire precaution in Portland.

Between 10:30 a. m. and 12:30 p. m. tomorrow there will be a parade of fire apparatus, led by the firemen's band, through the downtown streets. Banners carried by the apparatus will call attention to Fire Prevention day.

Fire prevention will be the sole subject of the Oregon Civic League's luncheon tomorrow noon. Among those who speak on the subject are Fire Chief Dowell, H. P. Boardman of the Underwriters' Inspection Bureau, L. B. Smith of Fieshner, Mayer & Co., and Harvey O'Brien, insurance man.

Tomorrow evening at the East Side library a fire prevention meeting will be held, at which slides of many of Portland's firetraps will be shown. Mayor Albee's proclamation calling on the people to cooperate in the fire prevention movement tomorrow follows:

Mayor Albee's Proclamation.
It is very fitting that there should be a day upon which special attention shall be directed toward the minimizing of loss by fire. The ravage of flames is particularly regrettable because, in many instances, it is unnecessary, were a little care taken in the way of prevention. Millions of dollars' worth of property is up in smoke every year in this country, largely for the reason that we are careless in our surroundings. We fail to realize how very important it is that we shall take proper precaution by putting our premises in the best possible condition to guard against just such contingencies as are so frequently found, resulting in tremendous aggregate damage to life and property.

Saturday, April 18, having been set aside in Oregon as a day upon which the citizenship shall pay special heed to fire prevention, I appeal to the people of Portland to lend hearty cooperation to the end that this city may see a decrease in its annual contribution to the cost of fire. A trifling thing may be the cause of a great conflagration. Immense toll, both in lives and property is often levied by careless act of an individual, within itself apparently insignificant. The thorough cleaning up of rubbish, and complete inspection by competent persons and a general overhauling of every home, with a view to putting everything in the safest possible condition, will be worth much to us as citizens during the coming year.

Fire Prevention Hints Given.
Arthur M. Churchhill, chairman of the Oregon Civic League's fire prevention committee, has prepared a few fire prevention hints as follows:

Don't allow waste paper, boxes, and rubbish to accumulate in alleyways, barns, sheds and cellars. Waste paper in these places has caused many fires. Don't put sawdust in wooden boxes for suitcases. Clean up dead leaves and grass.

Remove all papers, splinters and other inflammable material from neighborhood of stoves and furnaces. Protect furnaces by metal or asbestos, covering over adjacent woodwork.

Have your chimneys cleaned once or twice a year. It will avoid burning out of chimney and danger from fire. They will draw better, and you will save coal thereby.

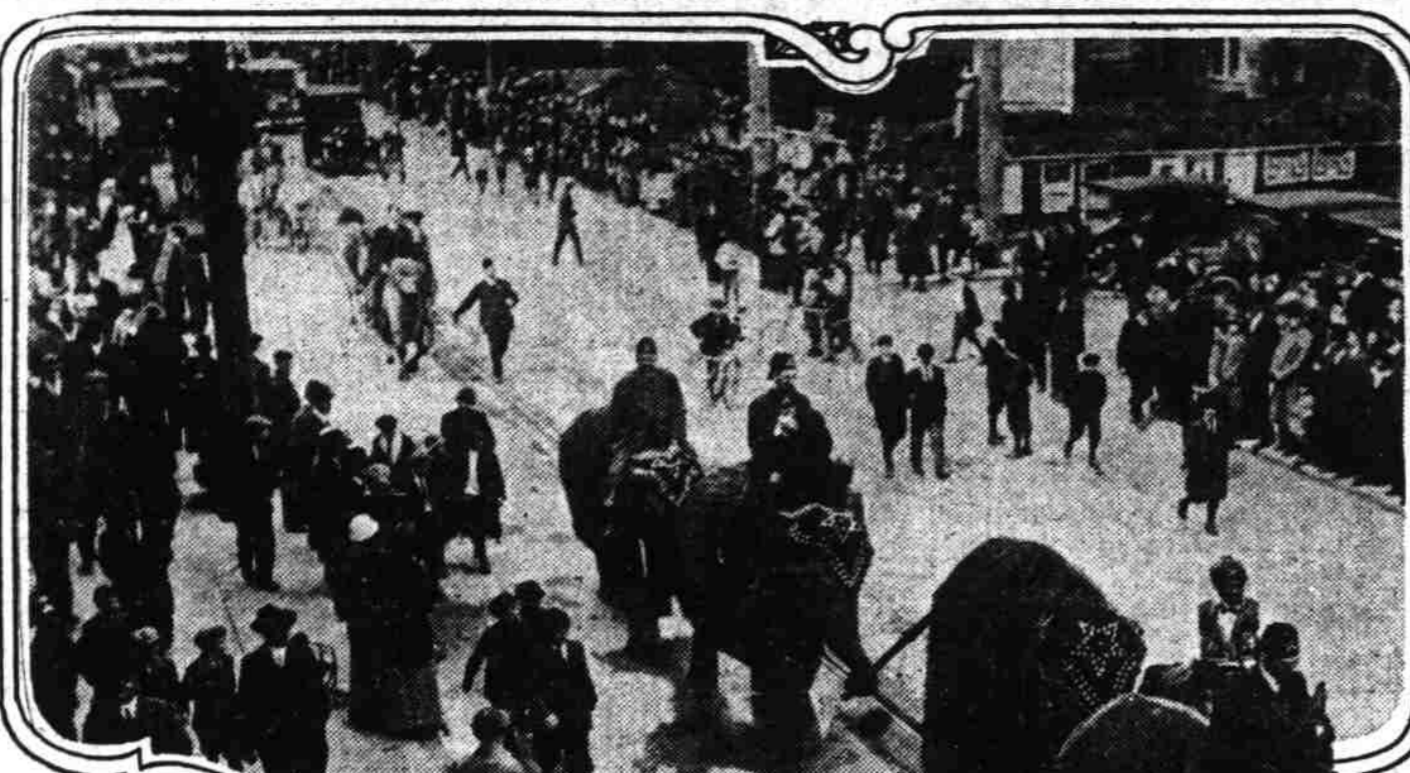
Look out for defective flies. Sometimes a house is faultily constructed. Part of the weight is borne by the chimney. Then if the building settles the chimney is likely to crack and fire get through to the woodwork. Inspect frequently.

Stovepipes should never be permitted to run through roofs or sides of buildings.

Do not go away from home and leave a red hot stove in the house with no one there to watch it.

Hot ashes and cinders should be kept in a closed metal receptacle and carried away to a point where they can be dumped without danger to surrounding property. Don't put them on a dumbwaiter, nor in wooden recepta-

MYSTIC SHRINERS MAKE GREAT HIT AT ENTERTAINING IN SAWDUST RING



Two features witnessed during the circus parade yesterday.

If any of the animals failed to see "red" it was because they were color blind, for Shriners in their red fezes were there galore, in profusion and in great numbers.

Visiting nobles from Nile temple at Seattle, El Kalif temple at Spokane and from other cities of the state joined hands with the Portland Shriners yesterday in making the Shrine circus a success. They sold tickets, "barked" in front of sideshows, rode elephants and camels in the parade, and took in every feature of the big Barnes show with all the enthusiasm of the small boy.

Large crowds were in attendance both yesterday afternoon and evening, watching with keen interest the feats of ring and amphitheatre, the pantomime of the ever funny clowns and studying the large assortment of beasts of the forest, plain and jungle included in the menagerie.

The circus will continue today and tomorrow under the auspices of the Portland Shriners.

New Plant at Roseburg.
Roseburg, Or., April 17.—Roseburg is to have another fruit packing house and possibly a cannery. The packing plant will be built the coming summer by the J. K. Armsby company, and if the citizens of Roseburg will donate the site, which they practically have decided to do, the company will build a cannery in time for handling the 1915 crops.

Marion Boosting for Road Bonds

Committee Decides to Wage Vigorous Campaign to Further Interests of Bonds to Be Voted Upon May 15.

000 road bond issue was decided upon yesterday by the committee which had in charge the circulation of the petitions for the special election, which has been called for May 15. The committee elected John S. Scott, former county judge, as campaign manager.

Persons from various parts of the county said that the roads selected for improvement have met with general approval, and as a result sentiment in favor of the bond issue is rapidly in-

creasing. It was decided to thoroughly organize throughout the county, to have speakers hold meetings in all parts of the county, to circulate good roads literature and in every way possible push the fight for better highways.

Sole Agency for Dunlap Hats, \$5—Brewer Hats, \$3

Stroll Out in a New Suit Sunday



—come in tomorrow and pick out just the pattern and style that's waiting here at Ben Selling's for you. Choose either a

Stein-Bloch or Atterbury System —The Acme of Clothes Making

—Probably the greatest compliments that are paid these fine Clothes come from men who are essentially "custom tailors" men. They recognize the true merit of the garments we offer—the individuality in the styles—and they are not averse to saving the one third or more which our prices make possible.

—All the Spring and Summer 1914 styles are here—English effects, figure-hugging American models, conservative business suits. Blues, Blacks, Grays and Browns — Pencil, Chalk and Herringbone Stripes.

—Your "try-on" is ready tomorrow at \$20, \$25, \$30, \$35

SPECIAL OFFERINGS in the JUVENILE STORE

—There are unusual reasons why every mother should visit the Ben Selling Juvenile Store Saturday! Genuine savings that are worth while.

\$5 Boys' Knicker Suits \$2.50
\$6.00-\$6.50 Suits for... \$3.95

Incomplete lines—many smart patterns. All sizes in the lots.

50c K. & E. Blouses, 29c

—Famous Blouse Waists, in many neat patterns, light and dark colors. Ages 5 to 16. Sold everywhere at 50c—supply future needs Saturday at 29c.

50c Boys' Balbriggan Shirts and Drawers... 25c
Any Pair \$1 Boys' Knickerbockers, Saturday... 79c

Leading Clothier **BEN SELLING** Morrison at Fourth



Shirt Sale

—This morning hundreds of crisp, fresh, new Shirts—the celebrated "Star" and "Vindex" Shirts—went on sale at extraordinary reductions! Don't fail to take advantage Saturday.

"Star" Shirts

\$2.00 Grades \$1.29
\$2.50 and \$3 Grades \$1.89

"Vindex" Shirts

\$1.50 Grades 98c
\$2.00 Grades \$1.29

Diamonds in Profusion Offered in The FRIEDLANDER SALE

Prices at near-wholesale cost. Every stone satisfactorily guaranteed.

Blue White Solitaires Ladies' Rings
No. 51, Diamond Solitaire, originally \$40, Now \$29.75
No. 44, Diamond Solitaire, originally \$65, Now \$47.50
No. 46, Diamond Solitaire, originally \$75, Now \$52.50
No. 36, Diamond Solitaire, originally \$80, Now \$58.50
No. 42, Diamond Solitaire, originally \$90, Now \$68.00
No. 22, Diamond Solitaire, originally \$100, Now \$79.50
No. 48, Diamond Solitaire, originally \$110, Now \$85.00

All Platinum Gentlemen's Heavy Rings
No. 496, perfect 1 1/4 carat, Blue-White Diamond, originally \$450, Now \$355
No. 89, a two-carat Steel-Blue Diamond Ring, originally \$675, Now \$495
No. 94, a perfect 2 1/4-carat Diamond Ring, originally \$700, Now \$525
No. 92, a fine Cabochon, 1 1/4-carat Emerald Gentleman's Ring, originally \$100, Now \$65

Diamond Ear Rings
No. 10, a pair of Steel-Blue Perfect Diamond Solitaire Earrings, originally \$210, Now Fr. \$156.50
No. 6, another pair, originally \$275, Now Fr. \$215

Platinum and Diamond Bracelet Watches, Platinum Pendants, Bar Pins and Bracelets at Extraordinary Reductions.

Anticipate Your Wedding and Other Gifts of Sterling Silver, Etc., Take Advantage of This Sale

FRIEDLANDER'S
310 Washington
Between Fifth and Sixth

No Meters ZONE PRICES New Taxicab Rates

BLUE TAXI
PHONE-MAIN 9460 - A 2223
HOURLY RATES \$2.00

Map of West Side showing various rates in that section of the city

Hourly Rate \$2.00

BLUE TAXI
PHONE-MAIN 9460 - A 2223
DISTRICT

Map of East Side showing various rates in that section of the city

Blue Taxicab Company

C. Aerne, Jr., Manager
Phones, Main 9460, A 2223; Office 500 Burnside Street
Use the Blue Cab—It Saves You Money

TIMELY - SUBSTANTIAL - ATTRACTIVE

The Two Special Illustrated Sections of THE SUNDAY JOURNAL Are Rich in Quality Features

Here Are the Big Offerings for Next Sunday

PICTORIAL REVIEW OF PEOPLE AND PLACES AT HOME AND ABROAD—Three pages of current news photographs that visualize the events of the day.

FISHING BOATS at KELSO--Full Page Photograph by Weister

MAGAZINE SECTION

HUERTA NOT ENTITLED TO RECOGNITION
Professor Albert Bushnell Hart of Harvard university, an authority on history and government, reviews the chaotic history of the Mexican nation in a compelling article, which supports President Wilson's policy of non-recognition of Huerta, the dictator.

HOW I ROBBED TRAINS
Al Jennings, reformed outlaw and ex-convict, who aspires to be governor of Oklahoma, tells the story of his exploits as the leader of the "Jennings gang."

WITH THE WILD HILLMEN OF NORTHERN ALGERIA
Clayton Sedgwick Cooper relates what he found among the primitive people of Kabylia who are little influenced by twentieth century civilization.

WHEN THE CIRCUS CHRYSALIS BECOMES A BUTTERFLY
After several months in winter quarters there is much to be done to get the big organization ready for another season on the road.

WOMAN'S SECTION

THE FREEDOM OF THE ORIENT
The women of the orient may be fettered by special convention, but in matters of dress all freedom is theirs. Will the women of the orient adopt their style?

TO GET A JOB AND HOLD IT
Neatness as an essential to the business girl is discussed in an entertaining manner by Lillian Russell.

HINTS FOR THE HOME DRESS-MAKER
Suggestions are offered for making frocks to wear in playtime; new practical blouse features are introduced and French fashion notes included.

FOR THE INDUSTRIOUS NEEDLE-WOMAN
A page of helpful hints by Adelaide Byrd, accompanied by an attractive needlework design.

DESSERTS WITHOUT INDIGESTION
Alice Dynes Feuling discusses the desert problem with the authority of an expert in cookery. The rest of the page includes menus and recipes for a week.

ARE YOU GUILTY?
A variety of things small in themselves, but exceedingly annoying to those about you, asks Mrs. Henry Symes, who offers a heart to heart talk with women and girls.

THE SUNDAY JOURNAL is complete in eight parts—five news sections, magazine and pictorial supplement, woman's section and comic. Five cents everywhere.

151 Fourth Street, Near Morrison
New Home of
Graves Music Co.
Now Open for Business

Six palatial Talking Machine Demonstration Parlors, in polished mahogany and plate glass, are marvels of beauty and convenience. Special demonstrations of the new Edison Diamond Disc Phonographs given hourly. Take advantage of our "easiest way" payment plan.

\$60.00 \$80.00 \$150.00 \$200.00 \$250.00

Also Victrolas, Grafonolas and Edison Con-cealed Horn Diamond Point Cylinder Phonograph.

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New Store 149-151 4th St. Near Morrison