

BUSINESS IS ON MEND IN OPINION OF PIANO MAN FROM MICHIGAN

Visitor Declares That Pres-
ing Country in Many Ways
ent European War Is Aid-
PAYS OREGON A TRIBUTE

"You Have an Empire in Itself Here,"
Declares W. K. Beach of Firm
of Bush & Lane.

Making his sixth annual visit to the
Pacific coast W. K. Beach, treasurer
and general manager of the Bush &
Lane Piano Company, (Holland,
Mich.), is in Portland and with a firm
conviction that business is on the
mend.

"Fundamentally the United States
is on a better and more substantial
basis than any other country on the
globe," he remarked yesterday. "Our
crops during the past years have
been record breakers and with the Eu-
ropean war, deplorable as it is, work-
ing to our advantage I foresee steady
improvement. I don't believe better
times are coming with a rush but I do
look for a constant and continued im-
provement.

"This war is helping us in more
ways than one. We have disposed of
the bulk of our grain crop at top-
notch prices and we have received the
cash in return. We are liquidating our
debts abroad. We are buying back
American securities at 60 cents on the
dollar. Our factories are working over-
time in some places to supply the Eu-
ropean demand; we are lending our
money abroad at good rates of interest.
And most of the money has been
loaned with the express stipulation
that it be spent in the United States.

"Other benefits from the war lie in
the fact that the competition of Eu-
ropean factories is decreased, giving
rise to a greater production in this
country, and that Americans are being
compelled to stay at home instead of
going abroad to spend their money.

"Deplorable, indeed, as it is, this war
should help the Pacific coast in that
thousands will visit on this slope this
year instead of going to Europe. The
expositions will be the attraction but a
large proportion of the travel will
come by way of the northwest.

"It is absurd with such fine states
as Oregon and Washington and such
splendid cities as Portland and Seattle
to consider a visit to California alone
a visit to the Pacific coast. Eastern-
ers who fail to come to the northwest
will return home without an adequate
conception of the western half of our
country.

"You have a veritable empire here
and I look for the time when Oregon
and Washington will support a vast
population. Your natural resources
have hardly been touched."

Mr. Beach is en route to California.

Every Dog Has His Day; So Does Orange

Railroads, Hotels and Plain People Join
in Efforts to Accelerate Demand for
Luscious Fruit.

Yesterday was "orange day"—not
apple day, or raisin day, or salmon
day, or peanut day, or Senator Day—
and throughout the nation the sale
and consumption of the golden glo-
bules of California and Florida were
materially increased. The public con-
sciousness of the edible delectability of
the juicy fruit.

Portland joined in the observance.
Oranges were featured on hotel and
restaurant menus, and attractively
displayed in the stores. Nearly all
railroads gave oranges a premier place
on their menus. Oranges appeared in
tempting form throughout the entire
culinary gamut.

The public is getting used to it—
even likes it—and if someone proclaims
a "sweet potato day" or "lima bean
day," precedent would argue that
sweet potatoes and lima beans should
be given equal honor and considera-
tion with the raisin, the apple, the
orange and canned salmon.

Church Members to Carry on Campaign

First Methodist Episcopal Revival Will
Be Handled by Corps of 130 Workers
—Banner Will Be Awarded.

To revive the interest of old mem-
bers, who are not active, and with
some organization of the First Meth-
odist Episcopal church, is the purpose
of one of the biggest campaigns ever
undertaken by any church in this city.
A corps of 130 men and women from
the First M. E. church are to spend
three hours every afternoon during
four days of Passion week canvassing
old members of the church.

The big corps will be handled by a
commander in chief, who will have as-
sistants known as colonels, adjutants
and captains. The members who can-
not be seen in the afternoon are to be
visited during the evening.

Each division of the big corps of
workers will compete for a banner, it
to be awarded to the division seeing
the most people and securing the most
points.

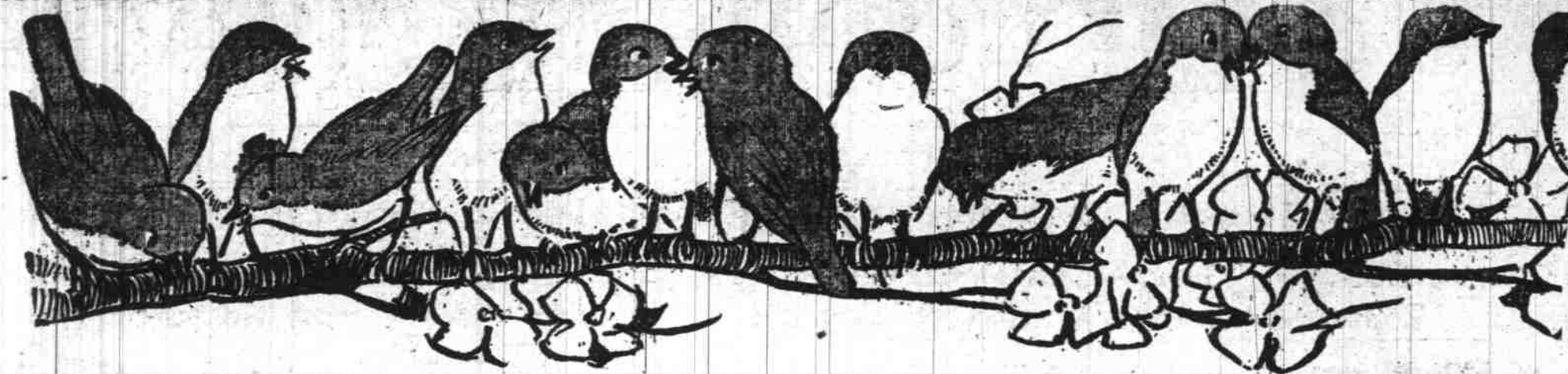
Twenty automobiles are to be used
and their use has already been donated.
The workers expected to cover the en-
tire city and the close in towns, in-
cluding St. Johns and Gresham.

Paroled Man Denied Citizenship Papers

Moses Silver, convicted in Salem of
a charge of burning a building with
intent to injure the insurer and paroled
on recommendation of the jury
which convicted him, was denied citi-
zenship yesterday by Circuit Judge
McGinn on his record. Silver was sen-
tenced to 2 to 7 years in the peniten-
entiary. During the two day hearing,
which ended yesterday, 41 new citizens
were created through the naturaliza-
tion route.

40,000 children in and near Los An-
geles have saved almost \$1,000,000 in
bank deposits. The children are all
under 16 years of age.

Just Arrived!
\$1.25 Taffeta Silk 98c
The most wanted fabric of the sea-
son.
One Yard Wide
Here's the choice of colors at your
disposal:
Greens Gobelins Yellows Pinks
White Cream Black
Apricot Nile Green Alice Blue Navy
—Third Floor, Sixth-St. Bldg.



**Souvenir 10c
Spoons**
California, Oregon, Washington
and Missouri States
By special arrangement with the maker's re-
presentative, we are able to announce this sensa-
tionally low price 10c.
The California State Seal Spoon goes on sale
tomorrow for the first time. Get one and add
it to your collection. All the other states are yet
to come.
Each Spoon sold with R. Wallace & Sons Mfg.
Co.'s written guarantee. Main Floor, Sixth-St. Bldg.

New Spring Suits, Coats, Dresses for Easter

In the history of "The Big Store's" 58 years' rapid rise and ever-broadening scope of service, we have never before shown such a beautiful collection of Suits, Coats, Wraps, Dresses and Gowns. Models from the finest dressmakers in New York, who have sent us styles inspired by

**Maker's Samples of
Women's Neckwear**
Newest and most desirable styles, comprising 2400
pieces, and including collars, sets, guimpes, vestees,
fichus and many color novelties.
35c and 50c | 75c, 85c, \$1.25
Neckwear Neckwear
Special 25c Special 59c
Monday Monday
Many women will buy for Easter wear.
—First Floor, Sixth-St. Bldg.

**Worth, Beer, Jenny, Drecoll, Klein
Agnes, Paquin, Decillet, Bernard**
The woman who demands originality, grace and beauty will certainly find it in the quaint, pretty styles we are now showing for the Spring and Easter of 1915.

Women's Spring Suits in half a hundred smart novelty effects, showing the high-waisted Empire, Norfolk, belted, fancy and plain tailored models, in such materials as Gabardines, Poplins, Honespuns, Tweeds, Mannish Serges, Silk Poplins, Checks, etc. Splendid styles in medium-priced Trotteur Suits, on sale at **\$17.50 to \$35**

Ultra Spring Suits designed to please the fastidious woman. The fabrics include Faille Silk, Taffetas, Combinations of Moire and Taffeta, Taffeta and Serge Voile and Taffeta, and other smart combinations, illustrating artistic ideas from the foremost foreign designers. Jaunty Etons, smart Bolero, hip length and 34-inch belted models, exquisite linings and trimmings, on sale at **\$32.50 to \$65**

Women's Silk Dresses are most charming this Spring—the style changes are radical. The plain circular Skirts are in evidence with the tight-fitting bodice reminiscent of Colonial days. Materials include Taffeta, Crepe de Chine, de Lourdes, Faille Silks and Mannish Serges at **\$12.50 to \$39**

Woman's Spring Coats in the very latest models, including Empire and loose effects, with or without belts. Made from Poplins, Tweeds, Chinchillas, Gabardines, Serges, Coverts, Checks, etc. Suitable for Auto, for street or general wear. Women's **\$10, \$15 & \$22.50** Spring Coats

Women's Spring Coats for Limousine and Afternoon wear of Faille Silks, Bengalines, Moire Mistrel, Worumbo Coverts, Imported Cords, Plaids and Fancy Mixtures. Exclusive designs with novelty linings. **\$25, \$37.50 & \$45**

The Newest Skirts show the susceptible is particularly good for small Women, Misses and Juniors. Tailored Skirts come in circular, flare or plaited effects. Materials include Chuddah Cloth, English Tweeds, Imported Cords, Novelty Checks and Plaids. Priced for this sale **\$5 to \$10** tomorrow at

Afternoon and Evening Frocks Smart for Matinee and Evening wear, Gros de Lourdes, Satin Charmeuse, Georgette Crepe and Faille Francaise. Colonial models in Empire effects enjoy great vogue. Some with



three and four ruffles around the widely flaring skirt. The new colorings are watermelon, pink, old ivory, king blue, pastel shades of colorings... **\$25, \$35 to \$97**
—Fourth Floor, Sixth-St. Bldg.

**New Silk Faille
Ribbons in a Sale**
All pure silk in plain and moire effects, widest possible range of staple and new colors. Bought at a special price, we give you the saving.
85c Quality | \$1.25 Quality
6 1/2 In. Wide | 8 In. Wide
Special 59c | Special 85c
Monday Monday
Used for millinery, sashes, hair bows, girdles, etc.
—First Floor, Sixth-St. Bldg.

**McCallum Extra Size
Silk Hosiery \$1.50**
A most popular favorite with Portland women. Here in the new shades—Palm Beach, sand, new grays, taupe, champagne, bronze, and others. Regular and extra sizes.
Women's Fiber Silk Hose 50c
New! Black and white only. Extra sizes, made with ribbed tops.
—First Floor, Sixth-St. Bldg.

**New Things for You in
Laces, Embroideries**
Practically every conceivable style is here—too many to list. Here's a hint:
\$1.25 to \$1.75 Flouncings 98c
45-inch voile and batiste, some elaborate, others simple, conventional designs.
Net Top Laces 50c to \$2.50
White, cream, two-toned effects and sand. The designs include filet, Margot, Point Gaze and Pluentic.
Georgette Crepe \$1.50 to \$2.75
Leading colors, one of the fashionable waist fabrics this season.
—First Floor, Sixth-St. Bldg.

**They Have Arrived!
Perrin's New Gloves**
We've received a full assortment of these famous French Gloves (scores of women will wear no other make)—and are prepared to serve all with
**Every Color! Every Style!
Every Size!**
Prices \$1.50, \$1.75, \$2, \$2.25 and up to \$5. Plus expert fitting by expert fitters.
—First Floor, Sixth-St. Bldg.

**Very Dainty Are These
New Sleeve Bodices**
They are all specially designed for wear with sheer waists.
Of Crepe de Chine at \$1.98
White and flesh tints, lace top back and front, forming sleeve, kimono style.
Of Nainsook at \$1.25
Puffed sleeves of lace insertion, front inset with organdy medallions and lace insertion, and finished at waistline with lace and ribbon beading.
\$2.75 Corset Covers \$1.59
Washable chiffon, white and flesh tints, hemstitched and picot edges, and ribbon trimmed.
—Second Floor, Sixth-St. Bldg.

**See Back Page
of the Dramatic Section for our
Other Page Ad
of Drugs, Toilet Articles, Cor-
sets and Furniture.**

Store Your FURS
here and now in our Cold Storage Vaults on the premises.
Moderate charges. Drop a postal or phone and we'll call for them.

**An Open Letter
to Kodakers!**
Bring in your films tomorrow for expert developing and printing. An expert, formerly with the Eastman Company, is here to do the work, and you're assured satisfaction. We get the most out of every film.

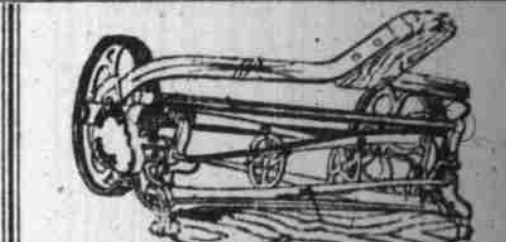
A Triumphant Success! Is the Opinion of Our Patrons of the Showing of Our Latest New Millinery For Spring and Easter Wear



\$7.50, \$10, \$15 Others from \$5.00 to \$125.
It is a revelation to the women of Portland of the very newest, most novel and really practical millinery which has received Fashion's seal for the Spring season.
The unusually broad range permitted by the accepted models for Spring, 1915, both as to color and shape, has enabled our makers to exercise their judgment in a way that has been less hampered and confined than in years.
Consequently your choice this season is exceptionally wide. No matter what your taste, you may be suited HERE—economically and well.
—Second Floor, Sixth-St. Bldg.

New and Charming Waists \$5, \$7.50, \$10

The women who like dainty waists will approve these wonderful models of exceptional quality crepe de chine, Georgette crepe, lingeries, chiffons, shadow and metallic laces. Dainty designs for all occasions. Whether you want a tailored waist or a dress waist, you will find it in this large collection.
Fifth Floor, Sixth-St. Bldg.
Baby Carriages
Go-Carts, too! All new, 1915 models. Come in and let us demonstrate them to you.
"Fulton" Go-Carts
Twenty different styles, the greatest showing ever made in Portland at **\$6.50 to \$21.00**
The "Whitney" Make
Baby Carriages, Chaises and Perambulators, in 40 different styles. Priced from **\$16.50 to \$45.00**
—Temporary Annex, Eighth Floor.



**Ready for Action! These
Lawn Mowers**
Every style and every price in the genuine "Philadelphia" and "Reliance" makes.
"Philadelphia"
14-in. "K" Style, \$8.50, \$11
16-in. "K" Style, \$9.50, \$12
"Reliance"
12-in. Lawn Mowers, \$3.35, \$4, \$4.50, \$4.75, \$5.25.
14-in. Lawn Mowers, \$3.50, \$4.25, \$4.75, \$5.00, \$5.50, \$5.75, \$6.50.
16-in. Lawn Mowers, \$3.75, \$4.50, \$5.50, \$6.00, \$7.00.
—Temporary Annex, Third Floor.

The New Petticoats Are Here!
New Styles! Wide Widths! New Colors!
Petticoats are again the fashion! Below we list a few of the newest novelties.
At \$5 A black and white checked taffeta, circular ruffles of Belgian blue or black. Also plain shades.
At \$3.75 Plain shades; black and white stripe satin, ruches and corded effects. See these handsome styles.
At \$6 A new all-taffeta "Eppo," fancy corded flounces, finished with ruche and underlay.
At \$5 Belding Satin guaranteed, circular flounce, knife pleating, very effective.
Petticoats \$3.69
Last season's "Eppos" and others, adjustable, all Jersey or messaline, good colors.
—Fifth Floor, Sixth-St. Bldg.

**\$3.50
Curtains
\$2.45**
Nottingham lace, white, fresh, clean stock, in pleasing patterns.
—Temporary Annex, Sixth Floor.

A Fine Rug Is a Lifetime Investment
and these fine French Wiltons, Hardwick Wiltons and Bundhar Wiltons may be truly termed as such.
And since their wonderfully firm, even texture permits of the most artistic color treatment, they rival the rarest of Orientals in richness of tone.
These Rugs can be had in the following sizes:

	French Wilton	Hardwick Wilton	Bundhar Wilton
22' x 36'	\$ 4.25	\$ 4.00	\$ 3.75
27' x 34'	6.25	6.00	5.50
36' x 63'	8.50	8.50	7.75
4.6 x 7.6	20.00	19.00	18.00
6 x 9	37.50	32.50	30.00
8.3 x 10.6	53.75	50.00	40.00
9 x 12	60.00	55.00	45.00

We also carry special sizes, such as
10-6x12
10-6x13-6
11-3x15
We make a specialty of odd and extra large sizes, which can be supplied on short notice.
We will be glad to show them to you and to lend you such assistance as you may wish. They are sold exclusively at Meier & Frank's.
—Temporary Annex, Seventh Floor.

Meier & Frank Co.
1857 1915
THE QUALITY STORE OF PORTLAND
Fifth, Sixth, Morrison, Alder Sts.