

GOVERNMENT BACK OF MORE TO BOOST HOME OWNERSHIP

Need of More and Better Houses, Recognized During War, Is Being Pressed at This Time.

SHORTAGE GROWING DAILY

Response to Appeals, While Insufficient to Meet Needs, Are, However, Keeping Down Rents

During the war the federal government considered as essential an adequate supply of sanitary and comfortable houses at centers of war industry and the task of insuring proper housing facilities was assigned to the bureau of industrial housing and transportation, department of labor. The need of more and better residence buildings in the larger cities of the country is still recognized by federal officials and the work begun by the bureau is being continued by the department of labor through the activities of its information and education service.

In the nation-wide building campaign now being carried on by the department of labor, the "own your home" branch of the work, under direction of Paul C. Murphy of Portland, has enlisted the cooperation of ten thousand members of the National Association of Real Estate Boards have pledged themselves to work with Mr. Murphy in an effort to stimulate interest in the construction of dwellings, and many cities throughout the country have organized local "own your home" campaigns.

According to estimates of the department of labor, the United States is now short about half a million houses for residence purposes, and the shortage is being accentuated daily by the return of discharged soldiers and sailors. Rents have risen to a point that makes building imperative. Investigation into the cost of building gives assurance that the increased cost over pre-war prices is not prohibitive and also shows that any decline in cost of material or labor is not to be looked for during the next few years.

These assurances on the part of the department of labor already have had a stimulating effect on the building industry and reports from many cities show an increasing number of houses being built. In Portland there are at present over 500 houses planned or under construction, according to estimates of builders and contractors.

This increased construction will have a tendency to keep rental charges within reasonable bounds. Closely connected with the efforts toward better housing on the part of the department of labor has been the duty of combating those who threaten to increase discontent by profiteering in rents. Officials of the department of labor report that complaints of rent profiteering have been received from 125 cities.

Foresters Clearing Out Debris Left by The Spruce Division

More than 100 men have been put to work clearing out the debris left by the spruce production division in its logging operations during the war, according to Forest Examiner R. H. Chapler, who has just returned from a trip over the Northwest in the interests of the different fir harvest removal projects.

Fifty men have been put to work in Clallam county, Wash., 16 men will start on the White river project this week, and in Oregon eight men have been assigned to the forests in Clatsop county and 25 men in Lincoln county.

Although all these projects are in privately owned timber and are the effect of the spruce production corporation, the forest service agreed to handle them in the promotion of better protection throughout the entire country.

Captain Whitfield Is Promoted to Major; Leaves London Soon

Captain William Whitfield, senior partner of the firm of Whitfield, Whitcomb & Co., has just been promoted to the rank of major, according to advice received by the company Saturday. Major Whitfield is finance requisition officer of the government in London. He has been assigned for return to the United States, leaving London April 20.

Mr. Whitfield was employed by the government as chief accountant of the construction division at Washington, working in a civilian capacity, when he enlisted as a private for overseas duty.

He was subsequently promoted directly to captain and the new rank is considered merely a compliment to his abilities, as he is returning almost at once.

Walter D. Whitcomb, junior partner of the company, lately received the rank of lieutenant colonel. He is now in Germany with the army of occupation.

Easter Fashions—at Their Best

EVERY woman knows that MEIER & FRANK'S has at all times the largest assortments of apparel and accessories in these parts. We are proud of the reputation we have earned in this respect. But the maintenance of our leadership in this particular, although a matter of the utmost concern, is of no greater importance than the upholding of the quality-standards and style-standards which have always been the bulwarks of this business. The Easter fashion displays well illustrate our supremacy in all of these. As ever our prices will be found lowest, quality considered.



Lovely Easter Suits

This presentation of authoritative suit modes, designed to gratify the most critical judgment, makes it easy for every woman to be attired in new irreproachably styled apparel at whatever price she may wish to pay.

Tricotine of superior quality, so highly favored by the well dressed woman of today for its modishness and serviceability, is a featured material. Poiret twill and men's wear serge are other featured fabrics. Box and semi-box models, blouse effects, plain tailored suits, vestee effects, embroidered models, all around belted styles, one-button effects—every fashion-sanctioned style is here. Braiddings, tuckings, buttons, panels lend additional charm.

Satisfaction awaits the woman or miss whose Easter suit is selected from our great assortments, ranging in price from \$25 to \$125.

New Easter Dresses

Our assortments embrace every approved material, every style, every trimming, every color. Nothing is lacking from this, Portland's most comprehensive showing of Easter dresses, on which the prices range from \$15 to \$150.

Extra Sizes

We've devoted especial attention in the assembling of our new Easter apparel to the providing of fashionable garments for women who require larger sizes.

Easter Wraps Abound

The Easter wardrobe of every fashionably garbed woman must include a cape, dolman or coat. If our apparel displays were appraised from the assemblage of capes and dolmans solely, our showing would be found in numbers alone comparable to the whole range of apparel carried by other stores.

Special attention is directed to a new shipment of high-grade capes and dolmans recently received. These are in Poiret twills and satins in the new large collar effects finished with large silk tassel. We have just unpacked, too, a splendid lot of coats in straight-line models for the woman who prefers this style. These last are in belted models giving a high waisted, back or natural waistline effect.

The diversity of Easter wraps shown at this store permits of practically unlimited choice and the range of prices is so broad as to appeal to every one—\$15 to \$165.

A Personal Visit

alone will enable you to form some idea of the extent to which we have gone to procure for Portland women and misses the biggest and best assortments of Easter apparel. See also the new furs and separate skirts when in this section.



We Cannot Recall a Finer Showing of New Easter Blouses

than will greet patrons on our Fourth Floor tomorrow. Whatever finds favor in the blouse world is here—and every approved idea has fullest representation. Omnipresent is VALUE—for which our Blouse Shop enjoys a unique reputation. Portland—or the feminine part of it—can safely entrust itself to our selection where Easter blouses are concerned.

Crepes de Chine, Georgette Crepes, dainty nets and combinations of Georgette-and-net are favored materials. Val, Venise and Filet laces, hand embroidery, hand-run tucks, yarn embroidery, beading and braiding are cleverly used. New voile and batiste waists also bespeak attention—so fresh and appealing they are.

Prices range from \$6.50 to \$47.50.

—Meier & Frank's: Blouse Shop, Fourth Floor.

Easter Notes

FROM PARIS have come novelty necklaces to be shown here for the first time in any Pacific coast store tomorrow. All this week our Jewelry Shop will make a special showing of novelty beads of all kinds. We are in a unique position with respect to stocks of these novelties. All colors. Prices range from \$10 to \$16. See our special showing of Jet and pearl bead necklaces at a wide range of prices.

BEADS of all wanted kinds for trimming purposes will be found in great variety in our Needlework Shop.

Victory red wooden beads in ten sizes range in price from 10c. to 30c. Various colored bugle beads so much in vogue for dress trimmings are priced at, bunch, 75c and 90c. Seed beads in colors and shaded effects for making beaded bags are priced at, bunch, 13c to 75c. Wooden beads in blue, purple, green, brown and maize for fringes, dress trimmings, etc., are priced at, dozen, 5c.

EASTER NOVELTIES are here in great array. On the fifth floor there are Easter baskets at 5c to 75c. Easter hats at 10c to 1.50 each, paper mache rabbits at 10c to 20c. Easter bonnets at 5c to \$1.50 dozen. Easter dinner favors at 7c to 35c. Easter paper hats at 5c to 15c. Easter lilies of paper at 25c. Other Easter novelties at 5c to 15c. On the main floor we have in a large assortment of Easter greeting cards ranging in price from 1c to 60c.

PERMANENT HAIR WAVING with the Frederics Electric Hair Waving Machine is performed here by experts in pleasant, sanitary surroundings. The woman who has exercised infinite patience in making an attractive coiffure with straight hair (and not always succeeding) will be delighted at the ease with which permanently waved hair may be arranged. And moisture only deepens the waves.



The Crowning Feature of the Easter Costume The Easter Hat

may be selected with greatest satisfaction from the assortments displayed in our Millinery Shop for this occasion. Easter millinery for women, misses and children is spread out in glad array on the Fourth Floor. The variety is well-nigh infinite.

Dress, semi-dress, tailored and sports hats—in all of these our showing is most complete. Here are transparent hats in black and colors—new Mitzi sailors in all colors—smart turbans with wings or fancy feathers—tailored hats—sports hats—no end of them. A plentiful showing of the large hats which have suddenly sprung into prominence, adapted to the requirements of the Easter costume.

Prices range from \$5 to \$50.

—Meier & Frank's: Millinery Shop, Fourth Floor.

MEN In the Nick of Time for Easter Merchandising Mastery Brings New Silk Broadcloth Shirts \$6.95

A well-known judge of silks to whom we showed these shirts marveled that they could be sold for this price. They couldn't—were it not that merchandising mastery effected a special purchase which enables us to quote this price on 360 of these new silk shirts that would regularly sell for \$10. Buy for Easter.

You know how famously serviceable silk broadcloth is, besides being handsome in appearance. All the new Spring patterns and colorings in a multitude of fashionable stripes—WOVEN—not merely the satin-finished kind. It's a sale the man who appreciates silk shirt distinction should not miss.

Easter Neckwear, hats, hose, gloves—new furnishings of all kinds are here in ample selection. Values such as only this store can offer.

—Meier & Frank's: The Store for Men, Main Floor.

Easter Neckwear

These and many other Easter suggestions in our Neckwear Shop:

Filet Lace Collars

in white and the natural shade are shown in new roll styles. The laces are washable and have fast edges. \$1.50, \$1.75, \$1.95.

Apron Front Vestees

New organdy apron front vestees combined with Val lace and tucking are here in white and colors. Some have collars. \$2.50, \$2.75 and \$2.95.

Vestees, Waistcoats

Many novel effects in vestees and waistcoats of spiral silk, bengaline, broadcloth, hand-embroidered linen and pique are featured. \$3.50 to \$9.75.

—Meier & Frank's: Main Floor.

Easter Gloves

We are agents for the following famous makes of women's gloves:

Perrin's, Trejousse, Valier, Reynier, B a c m o, Washrite, Ireland Bros., etc.

We have just received in time for Easter selection a fine new assortment of brown and champagne real French kid gloves in the Perrin's make so well liked by Portland women.

Come in tomorrow and select your new gloves for Easter. Our experienced saleswomen will see that you are correctly fitted.

—Meier & Frank's: Main Floor.

Easter Silks

Among the most wanted of the new silk weaves for Easter garments are the following silks on display tomorrow:

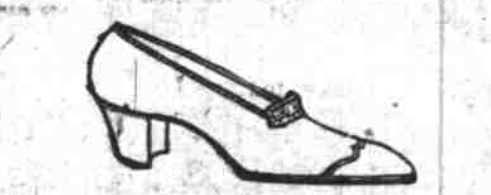
Silk tricolettes, plain and striped Baronet sport satins, Moon-glo satins, Moon-glo crepe peters, satin de Lyons, silk vestings, chiffon taffetas, changeable chiffon taffetas, foulards, pussy willows, Kumsi-Kumsa, moire silks and all the other wanted weaves.

New Dress Goods

Our displays include:

- All wool plaid skirtings, tweed suitings, jersey cloth, Spring coatings, French and worsted serges. We also have new silk and wool poplins.
- A wide range of prices.

—Meier & Frank's: Second Floor.



Easter Pumps

For genuine all-day comfort the conservative pump (illustrated) is unequalled.

Though following the slim lines of the year's best fashions, it has plenty of room across the ball of the foot, with a perfect fit at the heel and top which characterizes all low cut models in

J. & T. Cousins

shoes for women. It is finding favor in patent, black kid and brown calf-skin.

Cousins and other makes of high and low shoes in great new assortments at a wide range of prices ready for Easter buyers.

—Meier & Frank's: Third Floor.

New Silk Underthings

Our Third Floor Has Ready for Easter Lovely New Crepe de Chine and Wash Satin Undergarments

GOWNS in every imaginable style—tailored and fancy models, empire styles, strap shoulder effects and gowns with sleeves. V, round and square necks. Filet, Val and Cluny laces, real Filet and hand embroidery in French knot designs distinguish these latest arrivals. Deep-lace yoke effects, ribbons and fancy shirring add to the beauty of this assemblage. Flesh and white. Prices range from \$3.95 to \$24.50—two models sketched:

ENVELOPE CHEMISE in flesh and white are shown in a pleasing array of tailored and fancy models, variously trimmed. Strap and regulation shoulder styles. Special values at \$1.98, others at \$3.59 (one sketched), \$3.95 to \$10.

PETTICOATS in new straight-line models, tailored and fancy styles, without underlay. Pink and white. \$3.95, \$4.95 to \$13.50.

CAMISOLES in dozens of styles are priced at \$1.39, \$1.98 to \$3.59.

New Easter Corsets

are shown in such famous makes as Madame Irene, Madame Lyra and Frolaset. Frolaset corsets, \$3.50 to \$15. Madame Lyra back-lace corsets, \$4 to \$25, and Madame Irene corsets, \$6.50 to \$25. New brassieres, new corsets and corset waists for juniors and misses are also shown.

New Negligees

and kimonos invite inspection. Those of Barso and flowered serpentine crepe are featured in straight-line effects with satin ribbon and in plain models from \$2.50 to \$7.50.

—Meier & Frank's: Third Floor, Sixth Street.