

PORTLAND WOMEN HAVE NEWS ON SOCIETY FIBS

Local Patronesses Hold Little Sympathy for St. Louis Postmaster for His Assertion That Reports of Strayed Invitations Were Fibs of Women Not Caring to Go.

Society women may be fibbers, as the St. Louis postmaster says, but they certainly cannot be accused of lack of faith in their friends. Whether they indignantly deny the postmaster's accusation because they do not wish to uncover their own weapons, or because they really believe the fault is not present, might be questioned, but the women for the greater part say that they would be unhappy to think that perfidy exists to the extent held by the postal official and refuse to believe it.

The statements were brought out by the assertion made by the postmaster in a telegraphic dispatch from St. Louis Monday that the reason so many invitations were reported as going astray was because of the faulty conduct of the society women who received them; that they would say an invitation had not been received and blame the postal service if they did not wish to accept the invitation. The explanation is a pretty general one against society women.

"I don't believe," said Mrs. R. R. Hogg, "that it is a practice or even a propensity of society women to fib in this manner. All women are addicted more or less to untruth, yet it is unfair to accredit it to any one class in particular."

Unfair to Society.
Mrs. A. A. Morrison, too, refuses to believe that it is a general custom. "Such things may occur," she said, "but they do not belong to one class any more than to another. It is unfair to heap such accusations in a general way on society in general. There is, of course, more or less human instinct to get out of things in as light a manner as possible and anyone is apt to do it, but not society women more than others. It is so easy to send down word that we are not at home to people we do not wish to see and we hardly regard it as an untruth."

"If one is all right to say one is not at home to that caller, I am afraid that our polite fibs are having a demoralizing effect on our children, too, for we tell these little untruths so easily and regard them so lightly without regard to what they mean to the younger ones. And so it is hard to stop fibbing among children. But, understand, I don't think it any worse among society women than others."

Admits It May Be So.
Mrs. Abigail Scott Duniway takes an optimistic view of the matter, even though she admits it may be so.

"The postal regulations are generally pretty well carried out," she said, "and it certainly is an easy escape to pretend one did not receive an invitation. So the St. Louis postmaster may have been speaking the truth. But I would not accuse woman of wholesale falsehood on a report like that. There is, of course, a great deal of subterfuge among us today and I can't believe that the postal service intentionally omits the delivery of the notes. I have known cases where I was absolutely certain that women had received the invitations they did not wish to recognize, but this has not happened very often in my knowledge and I don't think it is common. After all, I believe men and women are better than they are usually given credit for. I don't think such a thing can be true," said Mrs. J. Lowengard. "I should feel so badly if I thought it were. I have never heard of anything of that kind happening in Portland and I don't think it ever has. It is often said that society is shallow, though I have never found it especially so, but even then I don't believe it is that shallow. It might be that in New York, where they are so pressed with engagements they might—but, no, I refuse to believe it happens even there when there are so many legitimate means within propriety of refusing invitations. We all have too much faith in our friends to believe that."

Protests Against Charge.
Mrs. Frederick Eggert protested indignantly against any such wholesale accusation.
"Do not think it is at all a current custom," she said, "and I think women are as likely to be honest as men in these little matters. And society women are no more likely to resort to such methods than any others. It is not necessary for one thing, and I believe they are above it, for another thing."

Other women who were approached on the subject and who move in society circles protested against any such report being spread abroad, for it was an injustice to their friends. All refused to admit such disbelief in the people with whom they have daily dealings, and suggested that it would be needless perjury where every way is offered to a man or woman to avoid an invitation he or she does not care to accept. And most of them emphasized the fact that men are put to the same test and are as likely to fib politely as a woman.

PULSE OF BUSINESS

Rosenthal & Co., on Third street, the firm that made the Hanan shoe famous in Oregon, has been selling a large number of its waterproof, cravenette 12-button over-gaiters during the recent cold snap. Women generally are learning to appreciate the comfort and service as well as the attractiveness of this neat gaiter, and in the extra length they are right now proving especially popular. They come in all colors, and they may be obtained to match the skirt or coat, completing a stylish and healthful costume. The long over-gaiter is one more evidence of common sense combined with beauty in women's garb, and is in line with the steady march toward more civilized modes of dress for women. Mr. Rosenthal is also well supplied with felt shoes which the cold weather has made much in demand, and as a general sale is on at his store these reasonable articles can be had very reasonable.

Some one once said "Make an unfastidious and it will quickly die out of the world," and the opposite is equally true—make a thing fashionable and it travels like wildfire. Club women and thinking women of all grades of society have become so aroused over the question of the purity of eating that pure foods may justly be called the present fashion, and any firm known to foist off imitations may as well take down its shingle and move off to the woods. This condition of public sentiment makes a new market the cynosure of all eyes.

The new Harry Wood market, on the corner of First and Alder streets, certainly bears every appearance of neatness and perfect sanitation. The entire corner, inside, has been beautified by several coats of white paint, new blocks are in use, the salesmen are in spotless white aprons, and every appointment of the place suggests cleanliness, care and intelligent effort at giving the public the very best the market affords, and in the most sanitary way. The shop opened for business last Saturday, and the public's appreciation has been fully demonstrated by its patronage. Mr. Wood expresses the greatest measure of satisfaction over the welcome given his new store, and expressed the desire to thank the public for its generous mark of approval.

The Goodyear Shoe Repair factory, 175-177 Fourth street, H. Bruck, proprietor, is one of the most uniquely interesting establishments in the city. We usually think of a repair shop as a small, unimportant place; and so it was, until Mr. Bruck, with modern ideas of advertising and expansion, achieved the distinction of making it one of the most widely known and largely prosperous concerns in the city. Mr. Bruck has been connected with large shoe factories all his life, and he had in mind for many years the factory of which he is now the head. He began four years ago with one man besides himself and one machine; each year he has doubled the business of the previous year, and today he employs nine men besides himself and keeps 14 machines busy all the time. He needs double the space and facilities of his present shop, and is on a "still hunt" for larger quarters. From 150 to 250 pairs of shoes are mended each day, ranging all the way from those of school boys to those of society ladies, who come in regularly to have heels straightened and wrinkles ironed out while they wait. In fact it has become quite a fad with this latter class to visit the repair shop, even as they send articles of clothing to the cleaner's for pressing and rejuvenation.

Mr. Bruck has had shoes in his factory that have trod the soil of every land, and in addition to the repair department, he makes shoes to order, having a large trade among people who cannot easily be fitted from ready-made stock.

THE FIRST NUMBER.
The first of the series of 15 beautiful popular songs to be issued in connection with The Sunday Journal, commencing on January 20, will be entitled "Like I Love You." This is a beautiful little song, with an extremely catchy air. It is from the pen of those well-known and clever song writers, Joseph R. Nathan and Harry Gordon and is considered one of their most popular hits. The music rack should be without this clever song, and you cannot afford to miss one of the series. Subscribe for The Journal at once so that you can take advantage of this exceptional music offer, which starts next Sunday and continues for at least 15 weeks, at a most accompanying every copy of The Sunday Journal. Order The Journal, and get a sheet of music every Sunday.

FAD OF ARTISTE IS BUYING HOMES
Olga Nethersole Has Fashionable Town House, a Good Farm and Summer Home in France.
D. W. Haynes, business manager for the Olga Nethersole company, was in Portland yesterday arranging the appearance of Miss Nethersole whose engagement here begins Monday. It will be the first appearance of the famous English artist in Portland. A peculiar fad of Miss Nethersole is owning homes. Although she is engaged at least eight months of every year she has three homes and is said to be planning the acquisition of more. Very few women of the dramatic profession are able to lay claim to owning so many.

Miss Nethersole's city house, and most important home, is in London at No. 5 Norfolk street, quite near the American embassy, and in one of the best portions of London. In one of the most delightful rural districts of Suffolk Miss Nethersole owns a small farm upon which stands a comfortable country house. Here she raises dogs, pigeons, Jersey cows, fruit and flowers. Her blooded dogs are the talk of the neighborhood. During the months that Miss Nethersole is absent the farm is cared for by an old English farmer and his wife.

Nestled romantically on the shore of Biscaya, and almost under the shadow of the Pyrenees mountains, is Miss Nethersole's pretty summer-home-by-the-sea. It is called "Villa Lou Basques." It was an old castle built by the famous Basques several centuries ago. The house was modernized last winter when purchased by Miss Nethersole and is now remarkably attractive. Biscaya, where the villa is located, has become one of the choicest watering places on the west coast of France.

CLEARING SALE

OUR JUVENILE DEPARTMENT

is overflowing with BARGAINS. We have selected every Broken Lot in our vast stock and made such deep gashes in the price that will close them out in short order. Better come early.

- BOYS' SCHOOL SUITS**
\$3.45 values. Sale Price.....\$1.95
\$3.95 values. Sale Price.....\$2.45
\$5.00 values. Sale Price.....\$3.65
\$10.00 values. Sale Price.....\$6.50
- BUSTER BROWN STYLES**
\$3.45 values. Sale Price.....\$2.25
\$5.00 and \$6.00 values. Sale Price.....\$2.95
\$10.00 values. Sale Price.....\$5.95
- BOYS' SAILOR SUITS**
With Plain Pants
\$5.00 and \$6.00 values. Sale Price.....\$2.95
\$10.00 values. Sale Price.....\$3.95
- CHILD'S REEFERS**
Ages 3 to 8 years
Child's Reefers; were \$1.50. Now.....98¢
Child's Reefers; were \$2.00. Now.....\$1.35
- RUSSIAN OVERCOATS**
Ages 2½ to 8 years
\$2.50 Russian Overcoats; now.....\$1.50
\$3.95 Russian Overcoats; now.....\$2.50
\$5.00 Russian Overcoats; now.....\$3.15
Outing Flannel Blouses, 75c values.....39¢
- UNDERWEAR**
Broken Lines at Enormous Reductions
\$2.50 values now.....\$1.50
\$1.50 values now.....\$1.00
\$1.00 values now.....75¢
- MISSES' TAMS AT HALF**
A Small Lot Still on Hand
Misses' \$1.50 Tams.....75¢
Misses' \$1.00 Tams.....50¢



HALF FARE FOR EASTERN EXCURSIONISTS

Reduced Rates Granted for Those Attending Pacific Coast Conventions Next Summer.

The special circulars announcing excursion rates for the coming summer season, issued under the joint auspices of the Transcontinental Passenger Association and the Interstate Commerce Commission, are being received by Portland railroad officials. At the office of General Passenger Agent McMurray of the Harriman lines, the details of three big excursions were announced today.

The twenty-third International Christian Endeavor convention will be held at Seattle, July 10 to 15. The convention of the Baptist Young People's Union will take place at Spokane July 4 to 7. The grand lodge of the Independent Order of Good Templars will occur at Seattle, July 15 to 23. For each of these conventions one fare for the round trip from points east will be granted by the railroads to all common points in the Pacific northwest, including Portland, Seattle, Tacoma, Spokane, Salem and other cities wherever a common point rate usually applies. The whole northwest thus will receive equal benefit from the tourist and homeseeker travel attending these conventions. The terms of the circulars provide as follows:

One lowest normal first-class limited one-way fare for round trip for tickets going and returning via regular direct routes. Usual divorce routes will apply with arbitrary of \$12.50 additional when through California in one direction. No rate shall be made less than \$8.90 for tickets through St. Paul or Minneapolis. Portland and California rates being the rate from St. Paul and Minneapolis. The rate from Chicago to north Pacific coast common points will be \$62.50 over direct lines; one way through California, the rate will be \$76. The final return limit on all these tickets is September 15. Sale dates from points east of Colorado will be June 20 to July 12, daily, a longer continuous term than under former rules. Stopovers will be allowed west of the Missouri river and St. Paul on going and returning tickets within the final limit.

MOUNT HOOD RAILWAY FRANCHISE RECOMMENDED

At a meeting of the council committee on judicial and actions yesterday afternoon, the ordinance granting a franchise to the Portland and Mount Hood Railway company was amended so as to require the company to build 10 miles of track outside the city within two years and to have the entire 40 miles to Mount Hood completed within three years. The company will be required to give a bond in the sum of \$60,000 that it will comply with this provision of the ordinance.

No objection to either the building or the bond provision was made by Dr. M. G. McCorkle, promoter of the bond, who was present at the meeting. He said work upon the road would begin as soon as the franchise is granted and would be hurried to completion.

DRY FARMING CONGRESS THE FIRST OF ITS KIND

Scientific Reclamation of Arid Areas to Be Discussed at Denver This Month.

Dry farming, advocated by the late Colonel R. C. Judson, industrial agent of the O. R. & N. company, is to be pushed along by an organized movement in which O. R. & N. officials are taking a lively interest. General Manager O'Brien is in receipt of a call for delegates to the first Trans-Missouri Dry Farming congress, to meet at Denver January 24 and 25.

Vast areas in eastern and central Oregon that in the opinion of traffic men may be profitably farmed by this method would greatly increase the total productivity and prosperity of the state. For the first time in the history of America a general movement has been inaugurated looking to the rapid settlement and development of the dry sections. The dry farming congress has been called by Governor Jesse MacDonal of Colorado, in which state are large areas of lands adaptable to this form of cultivation.

Salvation of Great Areas.
"The importance of this movement cannot be overestimated," says Governor MacDonal. "Nine acres of farmland in every ten in the whole country west of the 98th meridian can never be irrigated because of the scant rainfall. Its redemption to some method of scientific agriculture. Within the last decade the spread of the so-called Campbell system of dry farming has convinced the thinking men of the country that in some such method as this lies the only salvation of a large portion of the arid states. It is now proposed to start a broad, intelligent movement in which every state affected can take part, to further develop dry soil culture systems."

LEATHER TRUST MERGER IS FINALLY COMPLETED

(Journal Special Service.)
New York, Jan. 16.—The merger of the United States Leather company and the Central Leather company, to bring about which efforts have been making for more than two years past, was finally consummated today at a meeting of the stockholders of the two concerns held in Jersey City. The Central Leather company was formed in 1904, and the United States Leather company, but the deal has been hanging fire for two years, chiefly because of the opposition of certain of the United States Leather company's stockholders. According to the plan agreed upon, the capital stock of the consolidated corporation remains the same as that of the Central Leather company, \$50,000,000—consisting of 10,000,000 preferred and the same amount of common stock.

BEN SELLING LEADING CLOTHIER

Watch for the Date

Music for Every Taste

Popular Songs of the Highest Artistic Merit

On Sunday, January 20th, The Journal will issue a music supplement and continue for the fourteen succeeding Sundays at least. This series consists of fifteen of the most beautiful popular songs of the day, all from the pen of famous writers and composers. Many have been sung on the stage by artists of the first rank and have easily earned a place among the most popular ballads of the day. A most liberal offer and an excellent chance to fill your music rack absolutely without cost.

The Titles of This Series are as Follows:

- "Like I Love You," By Nathan and Gordon.
- "Ev'ry Morn I Bring Her Chicken," By M. H. Rosenfeld.
- "I've Got My Eyes On You," By Theo. F. Morse.
- "My Love I Dare Not Tell," By M. H. Rosenfeld.
- "The Man With the Ladder and the Hoe," By T. Mayo Geary.
- "What'd Yo' Do Wid De Letter Mr. Johnson?" By M. H. Rosenfeld.
- "The Army of Peace," By Theo. F. Morse.
- "Just an Old Sweetheart of Mine," By T. Mayo Geary.
- "You Know Who I Love," By T. Mayo Geary.
- "When the Mocking Birds Are Singing," By M. H. Rosenfeld.
- "Your Dad Gave His Life for His Country," By Theo. F. Morse.
- "The Lily and the Rose," By M. H. Rosenfeld.
- "In the Moonlight With the Girl You Love," By Theo. F. Morse.
- "Love's Own Sweet Way," By Theo. F. Morse.
- "Happy Hooligan."

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to discolored teeth. It brightens and whitens them, hardens the gums, makes the breath sweet and the health good—that's a dentist's advice.

In handy metal cases of bottles. 55¢
Dr. Graves' Tooth Powder Co.

Reno's Electricity Cut Off.

Reno, Nev., Jan. 16.—All industries of Reno depending on electrical power are closed down as a result of a fire at the Reno substation of the Nevada Power, Light & Water company.

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Wise Bros. Dentists
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Impure blood runs you down—makes you an easy victim for organic disease.

Impure blood runs you down—makes you an easy victim for organic disease. Burdock Blood Bitters purifies the blood—cures the cause—builds you up.