



GREAT EFFECTS - Pages - Ever Produced in West



Woman's sphere is her home and enjoyment of it is her greatest pleasure. But there are other pleasures that women seek and these have been her special right for centuries. Woman loves the fashions and likes to "play the game." A well dressed woman is fair to look upon and all women should dress well—within their means. Latter-day fashions provide for all manner of purses, the fat and the lean, the purses of the rich and the poor. No woman is so poor that she cannot take interest in what to wear and even if she has not the money to purchase she enjoys reading about what others who have money can buy.

The proper way to know how to dress is to find out from experts who make a specialty of following the fashions. This is not always a costless method, within the reach of every woman, therefore she must look to her newspaper, her weekly or daily, for information. With this knowledge in mind the Sunday Journal has arranged to present its women readers with a special 12-page section of fashions in the Sunday issue of March 22 that will be the finest fashion number ever attempted in this part of the country, no expense being spared to make it complete in every detail and something that every woman reader of the Journal will regard as a decidedly valuable compendium of spring styles as will maintain during the approaching season.

JUST at this season of the year, when winter is all but ended and spring not quite begun, women all over the world have a common interest—the great universal feminine interest—in the question of Dame Fashion's newest and smartest offerings for the coming season. What will be the trend of the new fashions? What will be the correct style of gown? Of what cut and pattern the very smartest of spring coats and suits? Just

what decree will the Parisian and New York milliners issue for the spring millinery and what will be the latest, most up-to-date thing in the shape, color tone and trimming of the Easter hat? The Sunday Journal has a surprise in store for its women readers. It will answer all the above questions and many more. It will answer them not only in the fullest and most authoritative detail that can be given in print, but it will illustrate them with beautiful large-sized, especially posed photographs—10 splendid ones of these—and each photograph accompanied by a complete description of the garment which it illustrates. These photographs throw a special arrangement which the Sunday Journal has been able to make exclusively, come straight from Paris, and were secured by skillful management and at great expense direct from the shops of the world's greatest fashion designers. They were posed for by beautiful models in the complete to the great Parisian houses of fashion, attired in the pattern hats, gowns, blouses, etc., from which the modistes, outfitters and milliners of the world take their cues.

An Advance Publication.
By this special and exclusive arrangement made by The Sunday Journal it will be able, not only to clearly describe and beautifully illustrate the coming spring fashions in a manner never before attempted by any newspaper in the northwest, but it will be able to do so in advance of all other publications. Even the standard fashion magazines and periodicals upon which the women of the United States have come to rely will not be able to handle the subject of spring fashions so fully and comprehensively, and because of their lack of equipment for such an undertaking they will not be able to get to press with these offerings for at least two months after The Sunday Journal has exploited them.

A separate and special section, comprised of 10 full pages, each showing from 6 to 15 illustrations, will be issued by The Sunday Journal to cover this important subject for The Journal's readers.

Watch for This Special Fashion Number:
It will be issued on Sunday, March 22, and will be a part of the regular Sunday edition of The Journal. Subscribing before that date you will have this really wonderful fashion guide delivered with the regular Sunday Journal at your door. That will be on March 22, far in advance of any other authoritative publication on spring styles and in ample time for you to plan your spring wardrobe, to study out the spring work for your seamstress and to select the materials which will be correct for the spring suits, frocks, blouses, etc., for all the feminine members of your family.

Here are some of the good things which may be looked forward to by the Journal's women readers in this special fashion number March 22:
A cover design in three colors and black, by H. Lyman Sayen, one of the foremost of American illustrators who drew the design especially for The Sunday Journal in his Paris studio. The cover design itself, besides being an exquisite in design, is also a suggestion in Parisian styles and tones.
A full page, with splendid illustrations, by Jeanette Hope, America's lead-

ing fashion designer, showing the latest modes in Paris creations as adapted to the needs and demands of the American woman.

A second supplementary page by Miss Hope, entirely devoted to the Paris modes in gowns for formal wear, adapted artistically but practically to the personality of the American woman. Modistes all over the country regard Jeanette Hope as an indisputable authority and follow her designs confidently, from the publications in the standard fashion periodicals.

Dainty Blouses.
A full page of "accessories" for the feminine costume. Half of this page is devoted to the wide variety of dainty blouses which the fashion designers have decreed for spring wear, each picture accompanied with a detailed description. The other half is given over to illustrations and descriptions of all the latest and smartest things in Parisian neckwear. From these pictures every woman reader can glean a dozen new ideas about fixing up her stock of dainty collarettes and other neckwear which mean so much to the whole appearance.

A full page of the latest American spring and summer gowns, artistically illustrated in photographs. With this goes a secondary feature of the best things in children's fashions for the coming season from the French and American designers.

A full page of new Paris suits, right up to the minute, and being actual photographs from the famous Parisian houses of Redfern, Drecoll, Ney Sisters, and half a dozen other exclusive designers of the French capital. These photographs used will reach us just in time to get them out on the promised date; we have arranged it so, in order that we will be able to get before our readers the latest up-to-the-minute things. With this page goes a secondary feature of the latest of excellent photographs to illustrate.

New Parisian Gowns.
A full page of the new Parisian gowns for evening and more formal wear—creations that will be copied by every American dressmaker that sees them and which will set the pace for the summer resort places of the country. A secondary feature will be a set of American things that will rejoice the hearts of women all over the

country during the warmer days of the year—new designs for the cool, dainty fabrics and pretty transparencies that are always associated with memories of "Good Old Summer Time."

There will be one full page devoted to embroideries, with hundreds of useful hints for dainty needlework; new designs and patterns in all kinds of art needlework. This feature in itself will prove a rich source of information for the home loving woman.

There will be other pages devoted to things too numerous to mention, but every one of them important and interesting to our woman readers.

The back cover, which is to be done artistically in three colors, will be devoted to millinery. None but the newest creations of the world's greatest milliners will be given. Soon you will observe that the local milliners will be displaying in their show windows hats patterned after the same models from which we secure our photographs for they come from the best and most reliable designers. It was no easy matter to secure these photographs; in fact they were only secured by the exercise of the greatest diplomacy. Among the great milliners to be represented in this collection of pictures are Lewis Virot, Georgette, Suzanne Talbot, Marcescot Soeurs, and others whose names mean so much.

How the Sunday Journal managed to arrange for this splendid and comprehensive illustrated section of advance spring and summer fashions, would make a story in itself. Through its eastern connections, the Sunday Journal was able to work out the idea after much scheming and hustling.

WE CLAIM YOUR DENTAL PATRONAGE

For Several Reasons



DR. B. E. WRIGHT

You can't secure better work elsewhere, and ninety-nine times out of a hundred it won't be as good.

We use every known method of tested value to prevent pain, with the result that our work is painless.

Considering the high grade of service rendered, our charges are extremely reasonable. That is the reason that our patronage constantly increases.

Our Crown and Bridge Work is unequalled. The bridges we supply are as useful as the natural teeth and look just as well.

Gentle, considerate treatment.

GOOD SET OF TEETH ON RUBBER PLATE.....	\$5.00	BEST SET OF TEETH ON RUBBER PLATE.....	\$8.00
--	--------	--	--------

DR. B. E. WRIGHT

PAINLESS DENTISTRY

342 1/2 Washington Street, Corner Seventh

OFFICE HOURS—8 A. M. to 5 P. M.; 7:30 to 8:30 P. M.; SUNDAYS—9 A. M. to 1 P. M. PHONE MAIN 2118—TWELVE YEARS IN PORTLAND

American and Paris representatives were both kept busy for weeks, and the work is not yet done; but arrangements are now so nearly complete that the Sunday Journal is now able to announce the date of issue as March 22. This information, and these photographs were obtained through agencies not open to any publications except

those with which we are associated, and the Sunday Journal will publish the section exclusively in the northwest. The contents of this splendid fashion section will be far and away ahead of the material to be published in the April and May numbers of the publications devoted to women's fashions. To the woman who reads this, let us

say that if your family is on the list of our subscribers should lose no time but subscribe. This exceptional offering is the only good feature of the women contemplated by The Journal. We have made it a cardinal to study the needs and desires of women readers, and our big spring fashion number is one of many good things in store for you. Remember the date, Sunday,

PARSON LOTTERS; CUPID CHEATED

Sleuths Spoil Jersey Wedding by Arresting Bride and Bridegroom-Elect.

New York Feb. 29.—If the parson who had been engaged to marry them had not stopped to look in the shop windows today, Edna Ditzel, 17 years old, of 130 North Broad street, Elizabeth, N. J., would today be receiving congratulations on the splendid fit of her new name. She had promised Albert B. Hunter, of 48 1/2 Filmore street, Newark, to help him carry his directory designation and last night was the time set for the wedding. All the guests were assembled at the home of Hubert's parents, the table groaned under a two-story-and-basement wedding cake and bride and bridegroom-elect eagerly awaited the clergyman.

"What under the sun can be keeping him?" queried the girl.

"That's him now," answered Hubert, taking the stairs without touching the steps as the doorbell began jingling.

"Does Miss Ditzel live here?" asked one of two men who stood at the door.

"Yes, yes," this is the house shouted the girl from the landing above. "Are you the minister? What kept you? Hurry, the soup will be ruined and the folks are starving."

"We're not ministers," said the man. "We're detectives, and we have warrants for man named Hunter and a girl named Ditzel. Sorry to interrupt the festivities, but you both better come along."

"Please, please, Mr. Policeman," sobbed Edna, "can't you wait till the clergyman marries us. He'll be here any minute now and we don't care what you do to us after that."

Hunter voted aye on this proposition, and the guests surrounded the detectives and begged them not to cheat Cupid. The detectives informed the company that the girl's father had secured warrants for herself and her sweetheart and they were being hurried away from home and him with inducing her to go. Everybody cried some, and then Hubert and Edna took hold of hands and followed the detectives to police headquarters. There was another tearful parting when the lovers were separated and taken to different cells.

"Don't worry, dear," said Hunter. "Everything will be all right in a few days, and my name will keep that long."

Edna told the police that her father wanted her to marry a man she didn't love. She said she left home a week ago, and has been living with Hunter's folks.

"FRANCESCA DI RIMINI"

At the Edisona Theater, Seventh Street Near Washington.

Too much cannot be said in praise of this new work. It represents the successful working out of the new idea in motion photography—the use of standard dramatic works as cinematographic subjects. The familiar story of "Francesca di Rimini" has been stripped of all its embellishments and the mere narrative of the tragic play is presented in all its powerful simplicity. The story is carried out by one of the most skillful groups of pantomimic players that has been seen on the sheet in a long time.

The plot: Francesca, the dwarf, goes through the medieval ceremony of betrothal and sends his well-favored brother to his betrothed with a message. The brother delivers the message, falling in love with the girl at sight. The girl returns to the palace of Francesca and in spite of her unwillingness the marriage ceremony is performed. While they are still in the church, the dwarf is hastily called away to war. He departs, leaving the bride in charge of his brother. During the absence of the husband the young pair avow their undying love in an exquisite series of out-of-door scenes laid in what serves as an Italian garden. A court jester, who has earned the enmity of the brother, spies upon the lovers and with a plan of vengeance rushes away to Francesca's fond headquarters to report the brother's treachery. Francesca returns in boiling rage, and finding the pair in each other's arms, stabs both to death, afterward himself dying by his own hand.

800,000 PETS IN ONE SMALL LAKE

Nearly Million Cannibalistic Canners Fill Big Pond East of The Dalles

Suppose you had 800,000 cute little pets in your back yard. And suppose, just for fun, that every day you had to feed the little things. And that whenever you appeared with the feed tin thousands of pets would come from all directions to get the tiny bits. And that at last all the lively little fellows would be swept away. And that in four or five years many of them would return, and that you would catch them one by one. And that then you would put them in cans, and eventually your cunning little pets of the past would be shipped to all parts of the world.

This is an innovation in the salmon business that has been undertaken by F. A. Seufert, of The Dalles, who was at the Imperial hotel yesterday. Mr. Seufert's 800,000 pets are confined in a lake three miles east of The Dalles. The young salmon were put there last fall and the plan is an experiment with Mr. Seufert in an effort to raise the young fish until they are old enough to take care of themselves before allowing them their freedom in the river.

Goodbye Fry.
The young salmon were each about half an inch in length when Mr. Seufert put them in his lake. He got them from a government hatchery, when the freshets in the river comes along the lake will be flooded and all Mr. Seufert's pets will be swept away.

Down the Columbia are a little fellows—800,000 of them—will go. Then they will strike the ocean, select their respective courses and follow the different currents for days and weeks and years, going no one knows where.

But where Mr. Seufert comes in for all his trouble in feeding and caring for the young salmon is when they all return at the expiration of the fourth or fifth year and are captured by his men, as well as the other fishermen along the stream, for canning purposes, and then served upon the tables of the fish-loving people of the world.

Pets Are Cannibals.
The young salmon in Mr. Seufert's lake near The Dalles are just like so many chickens, though they do not make a noise. When it is feeding time they come to the side near the shore in great numbers, patiently waiting for the efforts of each of them to get his fill first.

The baby fish are fed canned salmon, the meat of their ancestors, bread and various other articles of food of which the little fellows are so fond. Every day at meal time they are all in one crowd, fairly climbing over each other in the efforts of each of them to get his fill first.

The baby fish are fed canned salmon, the meat of their ancestors, bread and various other articles of food of which the little fellows are so fond. Every day at meal time they are all in one crowd, fairly climbing over each other in the efforts of each of them to get his fill first.

In addition to the 800,000 pets in the lake, Mr. Seufert has eight young salmon, the same age as these others, which he keeps in a bucket in his home. Another experiment is being tried with these eight baby salmon. Mr. Seufert is feeding them delicacies from his own table, his idea being to determine whether the fish will fatten and grow faster and larger than the others which are fed nothing but the ordinary food.

The eight favorites which have been

separated from their 800,000 brothers and sisters in the pond outside are given boiled eggs, oysters which have been prepared especially for them, and every other delicacy that is kept in the ordinary household.

Staffed to the Guards.
The eight young salmon are "crammed." That is, they are fed as often as they will eat, which is nearly every minute during the day. They are always hungry, it seems, their usual appetite, it is believed, having been created by the oysters, bits of cake and other good things that are being fed them daily. The house-fish will be liberated with the others when the June long comes to take the salmon on their long journey, or four or five years through the depths of the ocean and in all directions.

"My idea in feeding these 800,000 young salmon is to add to the fish supply of the Columbia," said Mr. Seufert yesterday. "This number is merely an addition to the millions which are raised each year by the fish commissions."

"If every man engaged in the salmon canning business would do as I am doing here, and the government would continue its work of hatching there would be little danger of the salmon supply in the Columbia river ever becoming short, or four or five years during the fishing season."

Pets Back More Than He Catches.
"Roughly speaking, I catch in the neighborhood of 250,000 full-grown salmon each year. If my experiment now being tried in the lake east of The Dalles proves a success, every year hereafter I shall endeavor to feed during the winter about three times as many salmon as I catch ordinarily during the fishing season."

SPLENDID PROGRAM.
At the pianola recital held in Ellers' music hall Friday evening Mr. Bruce played with his usual taste and finish. He is a master of the pianola. The vocal soloist for the evening was Frank A. Douglas, formerly of New York, who is a new-comer to the city. He uses his good power and compass. His work showed him to be a finished musician. Mr. Douglas intends making his home in Portland and will continue his work of voice and piano teaching. Mr. Bruce accompanied Mr. Douglas in a faultless manner.

Great Dissolution Sale

Albert Welch Retires, John R. Norris, His Partner, Takes the Business

No room for hot air, but simply want to say that we have three weeks to sell one-third of the entire stock at 223 Morrison street so that Mr. Norris will take the stock, and that consequently you will find during this short while more real bargains at Welch's than at all the other combined stores of Portland

Your Cash Is Powerful Now

Welch has always believed in you, and now you can believe in Welch

- | | |
|---|---|
| MEN'S SUITS | MEN'S HATS |
| \$7.35 takes a real Welch \$10.00 Suit. | \$1.35 takes a splendid \$2.00 Hat. |
| \$8.85 gets a real Welch \$15.00 Suit. | \$1.85 is all you have to pay for Welch's renowned Sphinx \$2.50 Hat. |
| \$12.85 ropes in a real Welch \$18.00 Suit. | \$2.35 ropes in all the new spring styles in Welch's famous \$3.00 Specialty Hat. |
| \$13.85 swings a real Welch \$20.00 Suit. | |
| \$14.75 takes a real Welch \$25.00 Suit. | |
- To the people who know Welch and his store this price-cutting is amazing. Talk about bargains, Welch is selling the best clothing in the house—

\$25 and \$30 Suits for \$14.75

Welch always has treated you right, and he is going to treat you right now.

BE SURE YOU GET 223 MORRISON STREET

IF NOT RIGHT WELCH MAKES IT RIGHT

WELCH & CO.

THE AMERICAN CLOTHIERS
223 MORRISON, RIGHT NEXT TO FIRST STREET