

EASTER FASHIONS

Easter Gown: New Hats: Big Lace Bows Used For Trimming: Masses of Flowers: Gloves: The Merry Widow Bow

Ever before were frocks and millinery intended to make their first appearance on the great church festival more fascinating than in the past year of grace. Shantung of a very thick, coarse weave in natural tan shade is made into very smart spring silk braid of the same shade as the material, while the jacket is a short model with the body and the skirt cut in one piece. This is elaborately braided and is intended to be worn over a waist of all-over lace, finished at the front with a lace jabot which hangs from the front of the coat.

from pale lemon to deep tawny tans are leaders. It is correct to match the costume or its trimmings exactly in the glove, and this can be done in all the Copenhagen blues, apricots and Rosedas as well as in the new pinkish-mauves and myrtles, while Taupe and lighter grays come in many shades.

The Latest Neckwear.
High lace collars, fluffy bows, lace or lingers jabots, and the greatest variety of linen collars have been brought out to wear with this season's shirt waists. Then there are very large bows of lace, net, mull or lawn with hem-stitched ends



above design is by the McCall Co. of New York, Publishers of Fashion and manufacturers of McCall Patterns.

Easter Hats.
The large hat of straw or net trimmed in the front with a huge bow is literally "all the rage" in New York at the present moment. The bows are made of fancy net, tulle, princess lace or almost any material and are wired along the edge and made into a big, stiff, looped bow. Flowers, of all kinds, are the favorite trimming at the present season. Both large and small flowers are used and they are piled up in masses with a much more effect than has been seen for many years. One of the very new and most fashionable ideas is the employment of the floral pom-pom.

called "The Merry Widow" bows, from the popular comic opera of that name.

Fashionable Waist Materials.
To go with spring costumes of the coat and skirt type, whether these are of the plain tailor-made or more elaborate, fashion decrees that waists shall be made of delicate, light weight materials, harmonizing perfectly in color with the dress. Fine washable voiles and the new cotton "Mirette" that is soft and dainty as the finest China silk but cleans and launders without loss of lustre is very popular, both for dressy waists and for the simpler sort which must stand frequent tubbing. Cluny laces and the new square or filet mesh is more distinctive than a little hand embroidery in which a touch of the color contrast now so modish can be most happily introduced.

LUCY CARTER.

"One Touch of Nature Makes the Whole World Kin."

When a rooster finds a big fat worm he calls all the hens in the farm yard to come and share it. A similar trait of human nature is to be observed when a man discovers something exceptionally good—he wants all his friends and neighbors to share the benefits of his discovery. This is the touch of nature that makes the whole world kin. This explains why people who have been cured by Chamberlain's Cough Remedy write letters to the manufacturers for publication, that others similarly ailing may also use it and obtain relief. Behind every one of these letters is a warm hearted wish of the writer to be of use to someone else. This remedy is for sale by Dr. Stine's drug store.

Fashionable Gloves.
When mitts are discarded and spring attire donned, a woman's hands become an especially prominent feature of her costume. While there are several excellent brands of French kid, one is sure that a glove is perfection in cut, style, finish and finish, and no other offers such a range of shades as the newest and most desirable kid. Sixteen button length gloves continue to be the most in demand, and yellow tints

SALEM MAN HAS A DOUBLE-HUMPED HORSE

Mr. R. Hargraves, who lives on one of the Smith Fruit Tracts, has a perfect specimen of a double-humped horse, or mare rather, and the animal is as strong and well as other horses, and can pull a big load. The rump makes the animal more nearly resemble a camel than a horse and in some menageries it would be quite the great attraction. The peculiar formation was the result of a railroad accident not to this animal, but to her mother. An immigrant was bringing a carload of stock to the country, and in passing Salem a car door came open and a fine mare heavy with foal either jumped or was thrown out the open door. When the train stopped the newcomer went back to find his animal, and expected to discover only the remains. But to his surprise he found the mare apparently well and sound. But when she had her colt later it had this deformity, and never got rid of the double-hump. The mare with the hump is a familiar sight on the streets, weighs 1200, is 10 years old and can pull a big load. Her backbone has nearly the perfect shape of a dromedary.

We Got What He Needed.
"Nine years ago it looked as if my time had come," says Mr. C. Farthing, of Mill Creek, Ind. Ter. "I was so run down that life hung on a very slender thread. It was then my druggist recommended Electric Bitters. I bought a bottle and I got what I needed—strength. I had one foot in the grave, but Electric Bitters put it back on the turf again, and I've been well ever since." Sold under guarantee at J. C. Perry's drug store. 50c.

ANONYMOUS HINT TO THE JOURNAL BY MAIL
The stroker of a whip in the hands of a girl as her only recourse of defense is but a love-pat to the stinging lash of the scorpion in the hands of a clerical to destroy the peace and quiet of a home.

A CLERGYMAN.
Catarrh Cannot Be Cured.
with local applications, as they cannot reach the seat of the disease. Catarrh is a blood or constitutional disease, and in order to cure it you must take internal remedies. Hall's Catarrh Cure is taken internally, and acts directly on the blood and mucous surfaces. Hall's Catarrh Cure is not a quack medicine. It was prescribed by one of the best physicians in this country for years and is a regular prescription. It is composed of the best tonics known, combined with the best blood purifiers, acting directly on the mucous surfaces. The perfect combination of the two ingredients is what produces such wonderful results in curing Catarrh. Send for testimonials free.
F. J. CHENEY & CO., Props., Toledo, O.
Sold by Druggists, price 75c.
Talk: Hall's Family Pills for constipation.

CALIFORNIA'S WELCOME TO THE FLEET

GREATEST RECEPTION IN HISTORY OF PACIFIC COAST TO BE GIVEN FLEET UPON ITS ARRIVAL.

The crowning event in the world-famous voyage of the American battleship fleet will be the rousing reception it received in San Francisco. From the hour the sixteen big men-of-war plough through the Golden Gate on May 5th until the close of the grand review on May 8th, every moment will be filled with stirring and historic events.

The Southern Pacific Company lines in Oregon will make a low round trip rate for this occasion from Salem to San Francisco of \$25. Sale dates, May 2, 3 and 4. Final return limit is 29 days. This will allow ample time to see in detail the rebuilding of the great city of San Francisco. To visit the many points of interest in and around the Bay City and make side trips at pleasure in Southern California. Call on any agents for descriptive matter of California, make sleeping car reservation in advance.

WM. McMURAY,
General Passenger Agent.
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No kitchen furnishing is so convenient as this stove. Gives a working heat at once, and maintains it until turned out—that too, without overheating the room. If you examine the

NEW PERFECTION Wick Blue Flame Oil Cook-Stove

you will see why this is so. The heat from the chimney of the "New Perfection" is concentrated under the kettle and not dissipated through the room by radiation. Thus it does the work of the coal range without its discomfort. Ask your dealer about this stove—if not with him, write our nearest agency.

The **Rayo Lamp** is a very handsome piece of housefurnishing and gives a clear, powerful light more agreeable than gas or electricity. Safe everywhere and always. Made of brass finely nickel plated—just the thing for the living-room. If not with your dealer, write our nearest agency.

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BEER PROMOTES TEMPERANCE

Recognized as a Food Product, and So Dealt With by the Government

It is being recognized the world over that the drinking of beer promotes temperance and sobriety to a far greater extent than all the prohibition laws on the statute books.

All enlightened European nations are encouraging the manufacture and consumption of light beers containing about three and one-half per cent alcohol, and the result has been most gratifying to all sincere lovers of temperance.

The United States government has taken a positive stand in this direction, the war department holding that the re-establishing of the army canteen for the sale of beer being an absolute necessity in the interest of temperance and sobriety.

Beer is today recognized as a "Food Product," and is so dealt with by the government.

All the great insurance companies have contradicted the lies that have been given currency through prohibition sources that the drinking of beer was a bar to securing insurance, and have lately published to the world at large the statement that those drinking beer moderately (not more than two quarts during twenty-four hours) were the very best of risks. The latest British life insurance reports show that the ratio of death rate among abstainers is thirty per cent greater than among moderate drinkers.

Beer is pure and wholesome, and the day is not far distant when it will be as much a part of the daily subsistence of every family as are milk, bread and other food necessities.

The beer brewed by the Salem Brewery Association is in every sense the very best that modern enterprise can produce. It speaks for itself and is its own best advertisement.

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SALEM, OREGON

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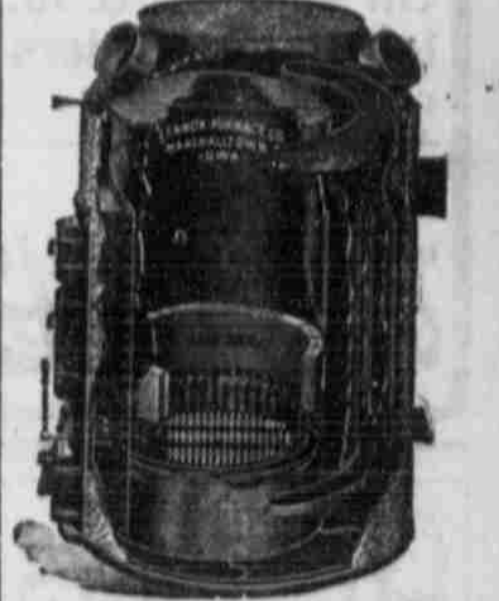
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