

EASTER OPENING

The Beauty of the Easter Season Reflected in Our Store in the splendid Gathering of Spring Wearables.

Fashion has proclaimed her rule of dress for the Easter Parade. Our store answered "Ready." Suits and dresses and such like, join the chorus of Spring and Easter, chanting "new and beautiful, new and beautiful"

And our price marks, they are the same dependable value-giving kind you have always found at our store.

Everyone of you must surely have something new for Easter. If not a suit—then dress, gloves, a hand bag—one or other of the dress-accessories. You will find that we have anticipated every requirement. And while each item accurately reflects the latest style-dictates—the prices are fair and graded to suit all purses.

We bid You Welcome to Our EASTER OPENING. Come.

The Appropriate Dress for the Easter Parade---or any other Occasion

We might mention such modish styles as the raised waist line and narrow skirts. We might note the favored fabrics like voile, foulard, marquisette, satin. But you could glean no idea of the beauty, the smartness, the tempting diversity of our collection of new Spring dresses. Then, see them. You'll like the price tags too.

Possibly it is a Coat you have Decided on for Easter

Cloth, satin, pongee—whatever material you have selected—you will find here, developed in many attractive models—according to the latest of Fashion's decrees. Many new suggestions in fabrics, colors, styles.

Elegance the Mark of the New Suits.

It is in most cases the elegance of artistic simplicity. The modish tweeds, worsteds, serges are usually

plainly tailored, or with perhaps a contrasting note of braid. Every latest style-note is reflected in our collection of suits—fabrics, colors, models. And our characteristic value-giving prevails here also.

Make the Little Ones Ready for Easter

We can fit them out from head to toe, fresh and sweet as Spring itself. Every need of theirs, for Sunday best, or romping—you can find here in the newest styles. Prices will equally gratify Mother's purse.

Women Will Approve these Pretty Waists

Whether it is a trim mannish waist, or a filmy mass of laces and exquisite handwork—there is in these new waists, a note of distinction in the cut, and in the trimming—that will appeal at once to the woman who understands. New Spring models for every occasion of wear—for every limit of purse.

New Underwear that will Appeal to the Critical

Because of the unvarying daintiness of its designing, the skillful cutting and finishing, the excellence of material, you should select such underwear as the right foundation for the Easter gown.

Originality the Keynote of the New Handbag

The shopping bags, leather, satin, try or beaded show many novel shapes as well as the dozens of other sorts of bags. You surely must carry one with the new Easter costume.

You Must Not Attempt the New Gown without the new Corset

We have in readiness 1911 models in Warner's Red fern—and Modart front lacing Corsets. Style plus comfort is the mark of the new Corsets.



Salem's Leading Fashion House

U. G. Shipley Company



(Send personal and social items to The Capital Journal at any time and more extended notices for the social page on Saturday).

Mrs. F. W. Steusloff requested the Priscilla club women to meet at her home last Thursday in costumes befitting the club name. A quaint appearance the gathering made in dainty kerchiefs, caps and aprons. A banquet, that was given at six o'clock, included the "Protectors" as well as the Priscillas. Five hundred was the game for the evening. Mrs. F. W. Steusloff winning prize for high score. During the evening a vote was taken to elect the best personified Priscilla. Two ballots were cast, in the first, each man voted for his wife—but on the second ballot Mrs. Cary Martin was given the honor and a lovely brass candle stick. The Neum et eum club met with

insurance and real estate business. During their three years' stay in Salem, where Mr. Bickers has been the efficient superintendent of the State Institute for Feeble Minded. They have entertained frequently and a charm and dignity always pervaded their hospitalities. The very best wishes of a host of friends will follow them to their new home.

The Rev. John E. Hatch, who has spent a number of years in South Africa, will talk at the men's meeting of the Young Men's Christian association tomorrow afternoon at four o'clock. Mr. Hatch is a fluent speaker and the knowledge he has gained of the customs and beliefs of the earth, makes his subject one of intense interest. A musical program has been arranged in connection with this lecture.

Mrs. William H. Burghardt, Jr., returned to Salem last week after a short visit with her parents in Oregon City.

Last Wednesday afternoon in the presence of a large number of people the Rev. Joseph Hoberg lifted the first spadeful of earth which marked the site of the Jason Lee Memorial M. E. church, on the corner of Jefferson and N. Winter streets. Rev. John Oval of Portland opened the ceremony with prayer, following this the Rev. Joseph Hoberg, whose venerable presence filled the spectators with affection, gave a short address of interest. As the earth was turned the voices of the people joined in singing that grand, old anthem, "America." After the ceremonies were closed a banquet was given by the ladies of the Aid society, in the present church building.

Judge Moreland gave an address in the evening on Jason Lee—his life and his worth. The present minister, Rev. Stewart, is accomplishing much in the way of building up the congregation and making successful the plans of this new church edifice.

The Misses Gertrude Luthy and Elizabeth Denny, teachers of the Hayesville school, conceived the idea of giving an entertainment quite unusual for that section of the country, to raise money for an organ. On Saturday evening the school house was the scene of much pleasure to the number gathered there. A fortune teller whose palm was crossed by many young men and maidens brought frowns and smiles, all unmindful of everything excepting the "coin of the realm." An attractive tea garden helped swell

the funds—but the gem of the evening was a playette, "A Clergyman's Courtship," given by Mrs. Harry Jones, the Misses Ruth and Jeanette Ingersoll, Elizabeth Denny and Emeline Ludi, Chester Armstrong, Gustave Anderson, Paul Gronke and Rolland Armstrong, which threaded its way through mirth and trials, to a victorious end. A well planned supper closed this very successful affair.

Mr. Charles J. Littler of Forest Grove, was a Sunday visitor with Mr. W. D. Littler of this city.

Mr. and Mrs. J. A. Sellwood returned to Salem last week Friday, from Portland, where they have been in attendance upon a sister who was dangerously ill, but is now convalescent.

Mr. and Mrs. J. G. Reigelman entertained for week end guests Mr. and Mrs. Edward Richard, Miss Sybil McDowell and Mr. Edward Rayworth of Portland. The party is motoring through the Willamette valley and the beautiful Spring weather is making the trip a most enjoyable one.

Mrs. W. H. Bachmeyer who visited Mrs. A. A. Underhill last week, left on Monday morning for her home in Gresham, Oregon.

Mr. and Mrs. Osborn, of Oregon City, LeRoy Crouchley, of Portland, the Misses Grace Snipes, Francis Penn, Eastie Prime, Masie Meagher, Evah Maplethorpe, Will Bechtel, Neal Littler, Clarence Cory, Angus Fraser, Emmet Pury, LeRoy Ostranger and Edwin Mayer were asked to Miss Beulah Maplethorpe's on Tuesday evening of last week for a joyous celebration of her birthday. The rooms were gay with flowers and bright faces. Music, and games filled the evening until time for refreshments which proved to be a fine supper and was served by Mrs. Maplethorpe and her daughter, Evah. Miss Maplethorpe was the recipient of many lovely gifts in honor of her natal day.

The last entertainment of the Y. M. C. A. course is to be given next Wednesday night when The Dunbar Male Quartet and Bell-ringers will return to Salem. Their former engagement was of such merit that a good house is certain to greet them. There are two hundred bells in the set which they use, weighing from twelve ounces to thirty-four pounds each. Their demonstration with these musical bells is very wonderful and quite worth the price of admis-

sion to hear. The singing and monologues are splendidly given.

The Y. M. C. A. boys are rejoicing in a recently organized Camera club. The members intend to make a thorough study of the fascinating art of photography.

The Thomas Livelys are home from an extended California trip.

Mr. and Mrs. George Rogers and Mr. and Mrs. J. Baumgartner with

their families, were week end guests of the Frederic Thielsen's at Derry Orchard.

Mrs. Mary Montgomery Talbot, as representative of the Portland branch of the State Consumers' league, addressed an audience of women last Saturday afternoon at the Congregational church.

Mrs. Talbot was accompanied from Portland by Mrs. Harris Barclay. The subjects of pure food, clean work and good sanitation upon

which she spoke, appeal to all who have an interest in sociology. America is not the only country that recognizes the necessity of consumers' leagues. Germany, France and Switzerland have leagues with headquarters in Berlin Paris and Bern. There are many cities in twelve of our states whose manufacturers are authorized to use the label of clean and healthful conditions. This league is in the infancy of its work.

(Continued on Page 6.)

LUMBER

And Building Materials Special Prices

Boxes Fruit and Packing Boxes of all Kinds

Land Plaster

Empire Brand Manufactured in Utah

Sewer Pipe

Vitrified, Salt Glazed Pipe the most sanitary and the most substantial on the market. Call at our office and let us explain the special offer we are making on this pipe.

Estimates Furnished

The Chas. K. Spaulding Logging Co.

Office Front and Ferry

Phone 1830

A Skin of Beauty Is a Joy Forever



**DR. T. FELIX GOURAUD'S
Oriental Cream
OR MAGICAL BEAUTIFIER**

GIVES A FASCINATING AND REFINED COMPLEXION. It is the duty of every woman to preserve her beauty, and even the most beautiful must protect their complexion. A faultless complexion, sweet, pure, and wholesome is something every woman desires and which can be readily obtained by using GOURAUD'S ORIENTAL CREAM. This well known preparation has been highly recommended by physicians, actresses, singers, and men of fashion for over half a century. It renders the skin like the softness of velvet, leaving it clear and peevishly white. GOURAUD'S ORIENTAL CREAM cures Skin Diseases, relieves irritation, soothes and invigorates the skin, beautifies and improves the complexion and cannot be surpassed when preparing for evening attire.

FOR SALE BY DRUGGISTS AND FANCY GOODS DEALERS
FERD. T. HOPKINS, Proprietor, 37 Great Jones Street, New York