

OREGON RETAIL CONFERENCE ON

EUGENE, Feb. 19. — The nineteenth annual convention of the State Retail Merchants' Association opened today with a program of welcome in the Eugene Chamber of Commerce in the morning and a lecture series on the campus of the University in the afternoon. It was predicted by association officers that at least 200 delegates would register before the convention closes Wednesday night.

After the convention was called to order this morning, addresses of welcome were delivered by David M. Graham for the Lane county Vretil Association, President P. L. Campbell for the University, and Mayor Charles O. Peterson for the city of Eugene. L. L. Thomas of Marshfield, president of the association, delivered his annual message, and other association officers reported.

Members of the faculty of the University of Oregon School of Business Administration will have an important part in the program. A series of lectures of interest to the merchants have been arranged by Dean E. C. Robbins of the school. This afternoon lectures were scheduled as follows: "Making Your Advertising Pay," Prof. F. A. Nagley; "The Proper Relation of Business Costs," Prof. C. L. Kelley; "Financial Problems in Business—Gorwilling at the Bank," Prof. F. E. Folts. The Tuesday morning lectures will be: "Projecting Your Advertising Message," Prof. Folts, and a continuation of the previous day's subject by Prof. Kelley.

Wednesday lectures will be "Some Selling Secrets That Build Business," Prof. Nagley; "About a Bureau for Compiling Average Retail Costs for the State of Oregon," Prof. Kelley; and "Your Partner in the Bank," Prof. Folts.

BAKER SMITES LOCAL CAGERS WITH DEFEAT

(Continued from Page One.)

edy of errors, the Blue and Gold team of the Baker high school won from La Grande 17 to 10. Tucked over in their own assigned section, about fifty ardent, prayerful La Grande rooters saw their much hoped for quiet blow up and throw away the ghost—saw their courtly knights of the cauldron plodde go down to defeat—decisively! La Grande high school has, oftentimes in the past season, played championship ball and maybe the players tried to play it Saturday night but their efforts were crowned by hopelessness and ignominious failure.

The first half started off with a ten minute period during which neither team could find the basket. In that first seeming decade, the Blues played a high class guarding game. Then Baker scored and La Grande evened things up at 2 all. Baker, by means of superior floorwork, marked up 5 more points before the half whistle while La Grande added two fouls to her score. Half score: La Grande 4, Baker 7. Rally Tweeded.

In the last half the Blues fared even more badly. The rally, that they have sprung so often in the past season, that sealed victory from seeming defeat many times, didn't even get started in the slightest way. Baker continued adding an occasional point or two to their score and when the game ended the score read Baker 17, La Grande 10. The closest La Grande ever got to the Baker county lads was when they tied the score in the first part of the game when Baker had two points.

Stoddard was Baker's best man on the floor and Sheardson also showed up well. Floyd Smith, La Grande guard, was easily the outstanding star of the game. Not only did he keep Stoddard, a fast man, from scoring a field basket but he looked one in over Stoddard. Catlike in his speedy floorwork and sure in his guarding, Smith played wonderful ball. Hummel went fairly well. Lynch blew up so high that a telescope couldn't find him. Garity went fairly well for a few minutes. Funk was too little to do much. Coker, in for five minutes, went fairly well and Captain Metcalf, at center, was chained to the floor. Teamwork was absent; the offense was absent, and basket-shooting accuracy was absent. Outside of the above mentioned points, La Grande looked alright.

Baker, on the other hand, looked pretty good. Their five man offense and defense were both going good and but for one failure to accurately loop the ball through the hoop, the score would have mounted twice as high.

Despite their loss to Baker, La Grande still has a chance for the trip to Salem. But their chance isn't a bit larger than that of several other divisional basketball teams—and the team that gets invited to Salem to take part in the state tourney may be anyone of three.

CROWDS VIEW OPENING OF ROYAL TOMB

(Continued from page 1)

minister described them as "stupendous, marvelous beyond all imagination."

Untold Riches Fied High. In the fourth chamber, which is as big as the shrine room, untold riches are piled high, these including a great golden chest, innumerable boxes and jars, wine vessels, alabaster vases and two beautiful little statues of the king standing on a lion, heavily gilded, each about four feet high. On the ground alongside the entrance a number of paddles were found belonging to sacred model boats. These paddles are about four feet long.

The chariots in this annex were not set up as first reported, but had been taken apart, like those discovered in the first chamber.

GET RESULTS WITH A WANT AD

Silk Hose For Women



Of good quality pure Japan silk, full fashioned with fine mercerized line top, double sole and reinforced heels and toes. Exceptional values. In black and popular colors. Per pair—

\$1.69

WORLD'S
LARGEST
CHAIN
DEPARTMENT
STORE
ORGANIZATION

A NATION-WIDE INSTITUTION -
J.C. Penney Co.
Incorporated
371 DEPARTMENT STORES

BUYING
FOR OUR
371 STORES
ASSURES
LOWEST
PRICES

When You Buy

Muslin
Just try our own
"HONOR" Brand
36-in. bleached muslin—
made by a well-known
mill under our specifications.
Only
Yard **19c**

Advance Display New Spring Coats, Dresses and Suits!

Apparel for Women and Misses!

FOR outer-apparel of such smart lines, in fabrics so greatly in demand and colors that are so extremely handsome and desirable, this presentation eclipses anything we have heretofore seen so early in the season. We are particularly fortunate in being able to assemble this display in February. You will find the values more than pleasing—indeed, they are extraordinary!



The Modes
Here
Illustrated
Are
Typical
of the
Charm and
Style
With Which
This
Early Spring
Showing
Abounds!



Coats

Stylish models of Velour, Bolivia and Polaire Cloth; developed in graceful effects for dress wear; plain belted, jaunty sport models. Colors: Brown, Navy, Reindeer, Tan, Taupe, Pekin, Serrento and smart new Overblends.

\$13.50 to \$34.75

Suits

Smartest new styles developed in good quality Tricotine and Polaire Twill; box models; bloused effects; handsomely trimmed with embroidery or braid; all well made; attractively lined. Predominating color: Navy.

\$22.50 \$24.75 \$29.75 \$34.75

Dresses

Exquisite styles of fine quality Taffeta and Canton Crepe; charming effects; smart simplicity; flare, bouffant or conservative skirt lines. Colors: Brown, Navy, Black, Carmel, Cocoa. Sizes 16 to 44.

\$14.75 to \$24.75

Girls' Dresses

Very smart and serviceable dresses of fine quality imported gingham and good grade domestic gingham—both affording values far exceeding our prices. They are trimmed with crisp organdie; piquant embroidery motifs in colors; in checks or plaids of the smartest and newest Spring colors; well finished seams and thoroughly well made throughout. Sizes 7 to 14.

Models to Left—Of Domestic
Gingham
98c

Models at Right—Of Imported
Gingham
\$1.98



The Largest Chain Department
Store Organization in the World