'GO TO IT' IS SLOGAN OF JOINT CONVENTION OF LUMBER INDUSTRY

Conference of Western Retailers and Mutual Society Meets Here, Feb. 23-25.

1000 MEMBERS EXPECTED

Discussions of All Phases of Industry Will Be Held, With Several Social Features Thrown In.

With "go to it" as its slogan, the thirteenth annual conference of the Western Retail Lumbermen's association and the Lumbermen's Mutual society, to be held in this city February 23, 24 and 25, will be perhaps the largest and most important gathering of the year in Portland.

Over 1000 members of the association—manufacturers, wholesalers, machinery men and others interested in the lumber industry—are expected to be on hand, many manufacturers' conferences having been arranged for the same week.

Headquarters will be at the Imperial hotel and all sessions will be held in the assembly room of the Chamber of Commerce, the chamber turning over all its committee rooms and other available space to the delegates.

All Angles in Discussion.

There will be discussions between coal mine operators, traffic managers of railroads and retail fuel men regarding shortage, between managers of 16 cement companies and retailers handling cement, in addition to the discussions of peculiar interest to the retail lumberman. The general public is invited to attend all the sessions.

The conference will open Wednesday morning, February 23, with the singing of "America" by those present; J. M. Crawford, president of the association, will read his report, having as his subject "A Look Into the Future;" A. L. Porter of Spokane, secretary, will give his report, "A Short, Terse Chronicle of the Past Year," and Parson Peter Simpkins of Salt Lake City will discuss "The Handwriting on the Wall." The Ad club quartet will sing before each of the sessions.

The afternoon program includes: "A Woman's Point of View," Mrs. C. C. Bowerman, secretary of the Bowerman Lumber company, Pocatello, Idaho; "How We Put Two Silos in Use Where None Were Used Before," John C. Cuneo, manager Tuolumne Lumber company, Modesto, Cal.; "The School Manse," Josephine Corliss Preston, superintendent of public instruction, state of Washington.

Limits of Trade Associations.

Thursday morning, February 24, there will be: "The Powers and Limitations of a Trade Association," A. L. Porter; an address by Mary Ellen Gunby, Chico, Cal.; "What '14 Years' Thinks of the Way '40 Years' Does Business," William Graham, Salt Lake; "Traffic Troubles and How to Handle Them," R. W. Franklin, traffic manager western association.

In the afternoon there will be a general round table entitled "Go To It," in which everyone is invited to participate. The subjects are: "Shall We Advertise the Price per 1000 Feet or a Lump Sum for All the Material Necessary to Construct a Building?" "Terms of Sale for the Retailer," W. B. Dean, Chico, Cal.; "Guaranteeing That a Specified List of Material Will Complete the Structure," Harold E. Crawford, Walla Walla; "Is it Possible to Create and Obtain Business Before it Reaches the Point of Competition and if so, How? If Not, Why Not?" "What Is the Best Medium for Profitable Advertising—the Local Newspaper, the Individual House Organ, Pamphlets or Circular Letters" "What System Have You Found Most Economical in Unloading Cars and Putting the Material in Yard or Sheds?" "Concrete Facts About the Selling of Cement," A. H. Cox, Pendleton.

Hoo Hoo Dinner Feature.

In the evening the Hoo Hoo court will hold a dinner and initiation and women visitors will be entertained at a theatre party by the Empress theatre.

Friday morning, February 25, will be devoted entirely to routine business, including the election of officers.

That afternoon the program will be given to the charge of Thorpe Babcock, secretary of the West Coast Lumbermen's association, trade extension and red cedar shingles forming two important themes.

The annual dinner of the Western Retail Lumbermen's association will be held at the Chamber of Commerce in the evening.

Newsboys Add Gifts To Vista House Fund

Lads Are Taking a Keen Interest In the Plan for Honoring Worthy Pioneers of Oregon.

Three small newsboys took a ride in the elevator of the Commercial club building yesterday. They ascended to the fifth floor, then by dint of inquiry found the office of W. E. Conklin, vice president of the Vista House association.

"We're a committee and I'm chairman," announced Samuel Perlman.

"We're going to help build that memorial for the pioneers;" offered Jack Lakefish.

"And we're going to ask people to give money for Vista House," chimed in little Sammie Tonkon.

Just to show that they had intentions other than talk the "committee chairman" put down 50 cents, and each of the others "two bits."

It was a voluntary" contribution, the first to be received from such a source.

The office staff of the Union Meat company yesterday gained the distinction of being the first group of employes to respond to the call for funds with which to build Vista House—a memorial to Oregon pioneers, an observatory and public comfort station, to be owned by the public—on Crown Point along the Columbia River Highway.

Colonel McLaughlin Returns.

Colonel Clenard McLaughlin has returned from a visit to Woodburn where he inspected Company I last Friday night. The turnout was large, and the interest in company affairs is reported as strong. An election for captain was held and First Lieutenant Grover Todd was unanimously named to succeed Eugene Moshberger, who received his commission a few days ago as major.

When writing or calling on advertisers, please mention The Journal. (Adv.)

MAKE YOUR RESERVATIONS NOW—MARSHALL 1456—OPENING NIGHT "IT PAYS TO ADVERTISE." BENEFIT FLORENCE CRITTENTON HOME

—Store your furs in our safety vaults—perfect refrigeration. Repairing and remodeling by our experts.—Fourth Floor.

—Valentines free to children accompanied by an adult—Saint Valentine's Postoffice, Toy Section, Fifth Floor, Sixth Street.

—Soda Fountain Special: Hot Chocolate, Whipped Cream, choice of Sandwich, Pie or Cake, 10c—Basement, Sixth Street.

Meier & Frank Co. Established 1857 THE QUALITY STORE OF PORTLAND

—Consult our expert Chiropodist in Manicuring Parlors. Appointments by phone or personal visit.—Fifth Floor, Fifth Street.

—Men appreciate the wholesome and appetizing foods and congenial atmosphere of our Dutch Room, Smoking—9th Flr.

—March advance Butterick Patterns and Subscribers' Delineator. Butterick Fashions 25c and 10c or 15c Pattern free.

With the Spirit of Spring and St. Valentine's Day to Greet You at Our Hospitable Portals—Tomorrow

Pleasure and Profit Await You in a Tour of This Store

Spring Hats

Knox, Phipps, Vogue Hyland and Burgesser

—Roses, foliage, wings, feathers, biggest and highest of ribbon bows! Colors to rival the rainbow! That describes Spring millinery!

—Flower and foliage confections lead. Demure, rolled-brim shapes, covered with leaves and flowers in prettiest color combinations.

—Tailored hats in wide array. Lisere and kid combinations, hemps, Milans and other good straws show trimmings that are severe yet the acme of style and chicness.

—Only two are illustrated. Hundreds await your inspection! —Fourth Floor, Sixth St.

The Spring Silhouette in Suits and Dresses

is clearly defined. The skirts are constantly growing wider, the waist grows snugger and everywhere there are little outstanding ripples and flares. Just a word about them—

The Dresses

are in lovely shades—soft pastel blues and rose and smoke grays— and of course mulberry and navy. A gray Georgette, on unusual lines, is trimmed in silver lace. An oyster-white rajah has rose-colored stripes of unequal widths for its only trimming. And there are simple taffetas, embroidered in spots of color—and dozens of other styles.

Priced at $19.50, $22.50, $32.50 to $65

The Suits

are varied in line and fabric. Among the most effective are the velours in large black and white checks, with white leather collar and cuffs. Many show hair stripes and checks, while the high shirred collar with oustanding frill is smart.

Priced $19.50, $22.50, $45.00 and $47.50

—Fourth Floor, Fifth Street

New Blouses

Just Out of Their Wrappings Brilliant and Sober Models!

—And they're beauties — every one. You'll have to become used to some of the brilliant hues—like peach, rose, bisque, Nile, and, of course, there are pink and flesh and white.

—The materials in these smart new blouses are mostly crepe de chine, Georgette crepe and the new fabric—LaJery silk—a silk-woven material somewhat resembling jersey—and very effective.

—Pretty tub silks, too, are very popular—mostly in very handsome striped patterns. Long sleeves and high-low collars prevail. The prices range from $3.95 to $10.

—Fourth Floor, Central

New Auto Caps

—"Mary Pickford" style, with loops attached for veil. Soft suede and real kid—all white, purple, greens, blues, browns and many effective combinations—$1.75 to $2.50.

—Main Floor, Fifth Street

Annual Sale Perrin's Sample Gloves for Women

—$1.27 is the price tomorrow for gloves of the famous Perrin make—regularly $1.50 to $2.50—for we were fortunate enough again to secure this wonderful sample line of women's high-grade Gloves. We are the exclusive Portland agents.

$1.27 —Included in the line are capes, mochas, glace, doeskin and chamois. Black, white, gray, tans, chamois and natural colors—gloves for street and "dress" occasions. Plain embroidered and two-toned embroidered back, P. X. M. overseam and P. K. sewn. You know what Perrin's gloves are—of highest repute and best wearing qualities—tomorrow, $1.50 to $2.50 qualities, at $1.27. —Main Floor, Fifth Street. **$1.27**

Pyralin Ivory

—In a new shipment just unpacked are the daintiest and newest toilet-table accessories in Parisian Pyralin ivory.

—Novelties in ivory bud vases, candle holders and shades. —Main Floor, Sixth St.

New Silks and Dress Fabrics

Many Examples of Fashion's Edicts Massed In Our Spacious Second-Floor Department

—All indications point to silk as a leading factor in women's apparel this Spring. Taffetas are more in evidence than ever, especially large plaid and wide striped patterns, with changeables and plain colors close followers.

—Soft tub silks, cords and the like also now on display in splendid variety.

—The new silk Melrose cloth, in 20 lovely colors, is in. 36 inches wide. Priced at $1.

New Tub Silks, smart stripes and many combinations, yard, **$1.25, $1, 75c.**

New Taffetas—stripes, checks, plaids—24 and 36, yard, **$2, $1.50, $1.**

Dress Goods, new black and white stripes, fine quality, yard, **$1.25 to $2.50.**

Black and White Checks, best assortment, different styles, yard, **50c to $2.**

All-Wool Poplins, full showing newest colorings, the yard, **$1.50 and $1.**

All-Wool Gabardine, for dress or suit-making, yard, **$1, $1.50 to $3.**

Hemstitching Free for one week. Hems hemstitched on all pleated skirts where orders are taken in our silk goods department.

Plain Tailored Skirts, 50c Pleated Tailored Skirts 75c Basting and fitting done, skirts ready to finish, if materials bought here. Offer for short time only.

Man-Tailored Skirts Made for $1.50, $2.50. We will cut, fit and finish complete if materials bought here — limited time only.

—Second Floor, Fifth Street

Corset Style and Comfort

are equally essential to correct corseting! These points are explained in the

Nemo TRIPLE STRIP

Demonstration

this week in our Corset Store. Mrs. A. L. Craig, expert corsetiere, comes right from the Nemo Hygienic Fashion Institute to explain the new features of the Spring corsets and give individual assistance where required. Whether you are in immediate need of a new corset or not, do not miss this demonstration.

New Nemo Models $2 to $5

—Third Floor, Sixth Street

New Spring Voiles, Organdies

Height-of-the-Season Wash Fabrics Are Here In a Profusion of Styles and Pretty Patterns

—Cotton fabrics lend themselves most effectively and happily to the new bouffant style of frock.

—Color is everywhere and designs are striking in the extreme. Large plaids, wide stripes, large flowers—that's what the buyer told us when we asked for particulars.

—And the diversity is so great that we can but touch upon a few of the leaders. All are very moderately priced.

Ask to See the New Bordered Voiles, Plaid Voiles, Flowered Organdies, Awning-Striped Voiles, Silk and Cotton Marquisette

New Awning-Striped Voiles—green, black, navy, rose, khaki, burnt orange—38 inches wide, yard..... **25c**

New Plaid Voiles — large effective checks and plaids, in dozens of fine combinations, 38 inches, yard..... **35c**

New Imported Voiles — lovely rose and Dresden patterns, on white and tinted grounds, 38 inches wide, yd. **75c**

Silk and Cotton Voiles — Copen, pink, watermelon, green, rose and light blue, 38 inches, yard..... **75c**

New Bordered Voiles — floral and Bulgarian borders, loveliest colorings, 45 inches wide, yard..... **75c**

Silk and Cotton Marquisettes—(rose design), lovely shades of lavender, yellow, pink, blue, etc., 36 in., yard **60c**

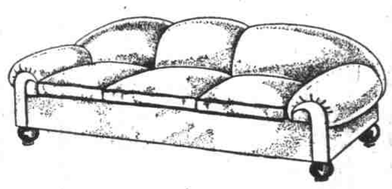
New Imported Madras—several handsome and effective striped patterns to choose from, yard, **50c** and..... **35c**

New Spring Madras — figured and striped patterns in endless variety, 32-inch width, yard, **25c** and..... **20c**

—Second Floor, Fifth Street

NEW, DISTINCTIVE OVERSTUFFED

Davenports



Made in Our Shops

—Eleven distinctive patterns, some derived from the best shops — American and foreign—others absolutely original with us. Made by our own master workmen.

—Specially tempered coil springs, the finest selected qualities of curled hair and white down, covered with denim, so soft in tone and pattern, so fine in quality, it looks like a fine tapestry. Three styles—plain, tufted and with English cushions. Made in any size to your individual specifications. Every one guaranteed. Priced from $42.50 upward.

—Any Davenport purchased this month will be covered, if desired, without extra charge for labor.

—Eighth Floor, Sixth Street

Here Are Wonderful New Laces

Very Specially Priced—Bought Before Market Advanced

St. Gall Net Top Laces

Narrow Widths, Yard, 25c to $1—Wide Laces, Yard, $1 to $5

—Elaborate and dainty designs, some finished with filet and Venise edges. 18 to 30-inch flouncings for gowns and blouses.

French and German Vals.

7c to 10c ½ to 1-inch widths, yard, **5c.**

12c to 20c 1¼ to 2-inch widths, yard, **10c.**

25-Inch Baby Flouncing

75c qualities, the yard **49c.**

85c to $1 grades, yard, **69c.**

$1.25 to $1.50 Grades, Yd., 98c

—Fine lawn, dainty patterns, hemstitched, ruffled and plain edges.

$1.25 to $1.50 All-Over Embroidery, Yd., 98c

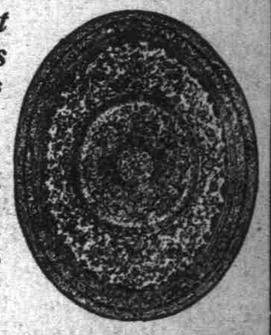
—Dainty floral and eyelet patterns, on fine nainsook, 25 inches wide.

—Main Floor, Fifth Street

THEY ARE DURABLE AS IRON

Bundhar Wilton Rugs *Only at M. & F.'s*

Introducing the World's First OVAL Wilton Rug



—Beautiful designs and colorings, perfect workmanship and exceptional durability in these new rugs. Some of the special features:

—(1) They fit up into the bay window—no small rugs required.

—(2) Do not entirely conceal the beauty of hardwood flooring.

—(3) Insure pure piano tones by affording needed bare flooring.

—(4) No corners to turn under.

—Size 9x12. Price $57.50.

BUNDHAR WILTON RUGS—New Patterns—27x54, $5.50; 36x63, $8; 4:6x7:6, $18; 6x9, $30; 8:3x10:6, $48; 9x12, $50.

—Seventh Floor, Fifth Street

Boys' Wash Suits

—Effective new suits for the little fellow — Norfolk and middy styles, with white and fancy Eton collars and straight knee pants.

—Brown, tan, blue, black and white stripes, blue striped, rose and plain white suits. Sizes from 2 to 10 years.

—Priced at $1 to $5.

—Third Floor, Fifth Street

Pin Seal Bags

$2.98

As Illustrated

—The newest designs in Spring handbags!

—Made of genuine pin seal, both polished and dull.

—Silk lined and fitted with mirror and purse.

—With leather steadily advancing, an unusually attractive special price—These handbags at $2.98.

—Main Floor, Sixth Street

New Style With Valance—Serviceable

Scrim Curtains

—White, cream and ecru. Some with lace edge and insertion; some with insertion only.

Our regular $1.75 Scrim Curtains at... **$1.10** | Our regular $1.35 Scrim Curtains at **99c**

Interior Decorating Is Our Specialty!

—Seventh Floor, Sixth Street

The Newest in Trimmings

—Color, you know, is rampant this season—the brighter the better, too. And in trimmings many of the happiest color touches of fashion are to be achieved.

Piette Passementeries—A sort of sequin effect carried out in iridescent, pearl, rose, sapphire, jet and gold blendings—for evening gowns.

—Rosebud Trimmings — Pastel combinations of chiffon and satin—with natural-looking branches of silk cord. Also lovely gold and silver rosebud effects.

—New Leather Trimmings—Tassels, buttons and edgings, in black and white, natural, saffron and reds, combined with black.

—Main Floor, Fifth Street

Famous Emmerich Feather

Bed Pillows

—Covered in fancy art ticking. Filled with perfectly odorless feathers.

$1.50 Pillows at **$1.29** | $2.00 Pillows at **$1.69**

$2.50 Pillows at **$2.15** | $3.00 Pillows at **$2.69**

$4 Emmerich Feather Bed Pillows, **$3.65**

$4.50 Fancy Plaid Blankets, Full Bed Size, $3.85

—Second Floor, Fifth Street

Embroidered

Baby Flannels

—1½-yard pieces in box. All dainty patterns. Were $1.25 to $1.50, each.

98c

—Second Floor.

Meier & Frank Co. Established 1857 THE QUALITY STORE OF PORTLAND Fifth, Sixth, Morrison, Alder Sts

Wardrobe Trunks Are All Reduced

'Indestructo' and Hartman Models Must Go Before New Arrivals

$55.00 Indestructo Wardrobe, slightly worn, only one of these trunks **$30.00**

$85.00 Indestructo Wardrobe, discontinued model, only one of these trunks **$35.00**

$75.00 Indestructo Wardrobes, discontinued models, three in the lot..... **$60.00**

$68.50 Indestructo Wardrobes, discontinued models, three in the lot **$54.85**

$57.50 Indestructo Wardrobes, discontinued models, two in the lot **$46.00**

$55.00 Indestructo Wardrobes, discontinued models, three in the lot **$44.00**

—Hartman Wardrobe Trunks, 14 in lot, to be sold at greatest discount ever given on this famous Trunk.

—Basement, Sixth St.