

EAST ELATED OVER RILEY LECTURES ON GREAT NORTHWEST

Frank Branch Riley, Northwest missionary to the East, is taking the East by storm, letters received by both the Portland Chamber of Commerce and the Oregon State Chamber indicated. In a letter to President Charles Hall of the state chamber, Riley said the Chicago association of commerce had extended him an invitation for a return engagement; that at the South Shore Country club 1000 persons motored to hear him talk for two hours on the Northwest, and that he received more than 20 letters at his hotel commenting upon the lecture.

From New York Riley wrote Sidney Vincent of the Portland Chamber of Commerce, enclosing cards gotten out by the Union League club, of which Henry P. Davison, partner of J. P. Morgan & Co. and general director of the American Red Cross, is president; the Canadian club of New York and the Salmagundi club, of which Hy Mayer, the cartoonist, is chairman of its entertainment committee, advertising Riley's lecture on "The Lure of the Northwest." Arthur Knowlson of the Canadian club commented to Riley on the lecture as follows:

CLUB MEMBERS PLEASED

"I am anxious that you should know what marked impression your pictures and lecture made upon our club members. It was the universal opinion that you gave us a marvelous evening's entertainment and opened the eyes of many to the great attractiveness of the country lying beyond the Rockies. While it was splendid to find many in the audience who were somewhat familiar with the pictures, nevertheless, it was all new to the majority and created a feeling that we must all go out there as soon as we can. Portland must be a real bower of beautiful flowers."

From New York Riley goes to New Jersey. His engagements include the Newark Camera club, the Plymouth Church Institute of which Henry Ward Beecher was a member, Albany Rotary club, Automobile club of New Jersey, Institute of Arts and Sciences, Brooklyn; New London, Conn. Chamber of Commerce and Rotary club; Women's club of New Haven, Cosmos club, Washington, D. C.; Women's City club of Washington, Aris club, University club and National Press club.

Riley is now booking engagements in Philadelphia, Pittsburgh, Baltimore, New York, Boston and New England. His tour will keep him in the East until the beginning of summer. His audiences are mainly the wealthy members of the traveling public.

Chamber Appoints Representatives for Foreign Trade Meet

Appointment of a general executive committee to arrange Portland's plans for participating in the seventh annual foreign trade council at San Francisco May 12 to 15, was made Wednesday afternoon by the board of directors of the Chamber of Commerce at a regular meeting of that body.

In addition to Max H. Houser, national

counselor for the trade convention in this district, the committee is J. C. Campbell, chairman; G. B. Hegardt, A. C. Callan, George Powell and Superintendent Polhemus of the Port of Portland commission. Peter Kerr and O. W. Mielke are ex-officio of the committee. Appointment was also made of a committee to cooperate with the Realty board in offering constructive criticism to the present zoning ordinance.

Petitions for Vote on Prohibition Chicago, March 11.—(I. N. S.)—A petition to the Illinois legislature to withdraw its approval of the federal prohibition amendment, so that the ques-

Capt. Kidd a Piker; He Liked His Scotch

San Francisco, March 11.—(U. P.)—Captain Kidd was a piker. Workmen digging a foundation for a skyscraper in the heart of San Francisco unearthed a case of Scotch whiskey.

COLGATE'S IMPROVED PROVERBS—No. 1

"Colgate's is the Best Policy"



WHEN your druggist asks "What kind?" don't say "Any kind will do"—say "Colgate's." Safe, sane and delicious. A safe policy for tooth insurance.

Sold Everywhere



Colgate's is Recommended by More Dentists Than Any Other Dentifrice



A new Form of Soap for the Family Washing

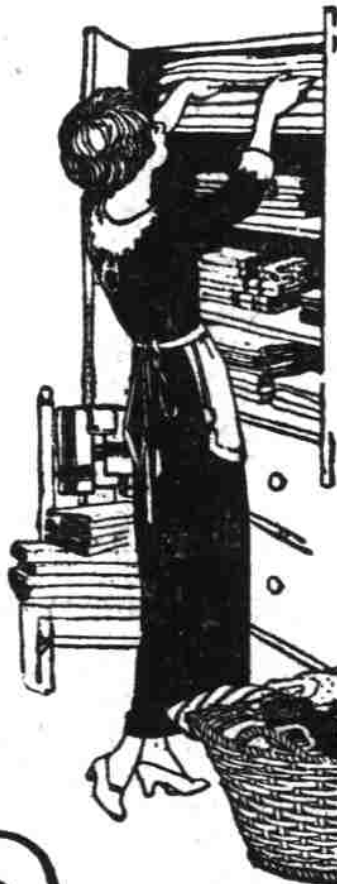
Not a cake soap
Not a 'washing powder'
But a wonderful
new Soap Product in fine granules

NO solid soap, to rub into the cloth, and injure the fibre.
No harsh cleansing agents, to "eat" your clothes and destroy the colors.
But a wonderful new soap product—in a new form.

The pure Rinso granules are made of finer quality ingredients than were ever used in a family laundry soap before! They are so mild, your tubful of clothes soaks as safely with them as in pure water alone.

They are so rich in cleansing value, they loosen all the dirt. You simply soak the clothes overnight, or for three hours in the morning in the rich Rinso suds.

Only a few badly soiled spots, cuff edges, etc., need a light rubbing between your hands. Then you rinse the clothes well. And your



week's washing is ready to hang on the line, clean and white.

You don't have to stand over the washtub, and rub and rub.

You don't have to stand over the hot range, and turn the hot, heavy clothes with a stick. You need never boil, unless you want to do so occasionally, to sterilize.

Try the Rinso way of soaking your clothes clean this very next week, following the easy directions on the package. See how different Rinso is from anything ever produced before. How it saves hours of heavy work. How it saves your clothes.

Get Rinso from your grocer. One package will do a week's washing. Lever Bros Co., Cambridge, Mass. (Makers of Lux.)

Rinso is not a "Washing Powder"
The fine granules of Rinso look much like a "washing powder," but make this test: Use a heaping teaspoonful to a glass of boiling water.



"Washing Powder"—high in harsh chemicals—low in soap



RINSO—absolutely harmless—so rich in soap it "jells!"

Rinso

As wonderful for the family washing as Lux is for fine fabrics

8c

PICTORIAL REVIEW MAGAZINE

—Special subscription offer—two years for \$3—Pattern Counter.

—Street Floor.

S U I T S S A L E

Special Friday!

Smart Tricotine Suits—Navy and Rookie

IN A variedness and charm of style that insures splendid choosing for even the most discriminating of women.

—Smartly flared or gored—some with colorful vestees, others very tailored in effect, these suits do, indeed, offer exceptionally choice and extraordinary value.

—Coats are lined with fancy silks of good quality. Each distinct suit is a marvel of excellent workmanship and smart appearance.

—Come early for these! —Third Floor, Lipman, Wolfe & Co.

Lipman Wolfe & Co.
Merchandise of Merit Only

SEE THE FRIDAY
SPECIALS

—Featured in our Economy
Basement Store ad, Page 4.



MEN! A Sale of the Famed Augusta Union Suits \$1.45



—In spring and summer weights of fine lisle, these splendid union suits come in Four Styles—

- Short sleeve, ankle length.
- Short sleeve, three-quarter length.
- Designed for wear and for comfort.
- And, of paramount importance—such value is not to be duplicated. All sizes.
- Men, buy these to last out the entire season.
- Men's Shop, Just Inside Washington Street Entrance.
- Long sleeve, ankle length.
- No sleeves, knee length.

More News of

The March Sale of Rugs and Curtains

THIS month-long event in our Drapery and Rug Section is designed to provide genuinely worth-while savings to those who will take advantage of early spring selection at this store.

WOOL AND FIBER RUGS

—A wool and fiber mixture makes splendidly serviceable floor coverings—good looking, too. Small, attractive, all-over patterns. The fact that they are reversible adds, too, to their economy and serviceability.

7'6x9 ft. \$16.45 7'6x10'6 \$17.45 9x12 ft. \$19.95
Seamless Velvet Rugs \$37.50 and \$57.50
Size 9x12 Feet

—Oriental patterns—in especially good colorings for living and dining rooms.

EXTRA! 27x54-INCH RUGS
\$5.95 \$3.95

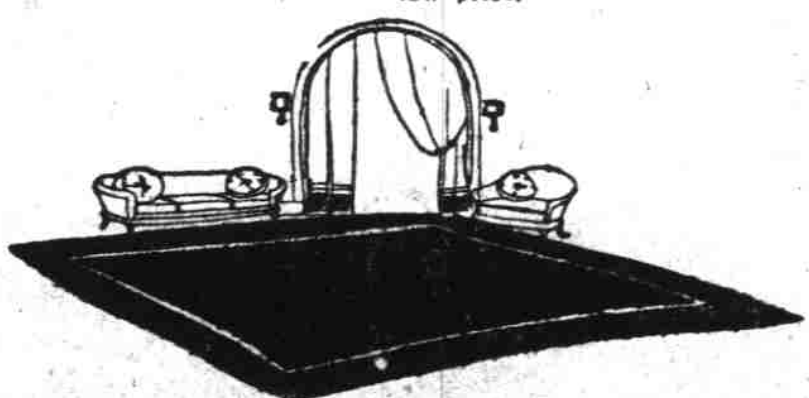
Axminster Rugs
—Pretty Oriental patterns in quiet, unobtrusive color combinations.

FELT BASE FLOOR COVERING

Good Cocoa
Door Mats
Very Special \$1.19
Size 13x24

Velvet Rugs
—Pretty Oriental patterns in these lovely, soft rugs.
Special, 69c
Yard
It Looks and Cleans Like Linoleum

—1000 yards of the best quality felt base floor covering in a big variety of patterns for kitchen or bath room—to sell at this low price.



EXTRA!—Women's Silk Taffeta \$5.95 Umbrellas

A PRICE distinctly lower than the present wholesale cost of such good umbrellas.
—Ring, cord and crook-handle styles.
—The silk taffeta coverings are of splendid quality and to be had in all the wanted colorings.
—ALL FULL SIZE.

—Truly a great umbrella value!

—Street Floor, Lipman, Wolfe & Co.

200 Boxes of Fine Stationery at 2 Boxes for 50c



GOOD quality linen or lawn finish stationery in a dozen or more styles.
—The great paper shortage caused an enormous advance in the price of all paper, but with this supply already on hand, we are able to sell it at a price that means a great saving to our patrons.

—Street Floor, Lipman, Wolfe & Co.



"Holeproof" Hosiery 98c Pr.

Extraordinary Value in Sub-Standards of the "Holeproof" Silk and Lisle Weave

At 98c —Hose that look like silk—for they are silk, woven over lisle to give "Holeproof" wear—with ribbed lisle top and heavy toes, soles and heels—to give still more wear. Black and brown.

—Street Floor, Lipman, Wolfe & Co.

New Curtains Priced Very Special

Values Not to Be Duplicated

- Curtain Marquisette, yard 49c.
- Filen Net Marquisette, yard 59c.
- Bordered Curtain Scrim, yard 59c.
- 72-inch Curtain Net, the yard 59c.
- Fine Curtain Marquisette, yard 75c.
- Colored Bordered Scrim, yard 59c.
- Fancy Snowflake Madras, yard 65c.
- Fancy Bordered Scrim, yard 69c.

Plain Hemstitched Curtains of Marquisette

700 Yards of
CRETONNES
The Yard 59c

—Clear, pretty colors on light or dark grounds—attractive floral designs.

Special, the Pair \$2.49

—Cream and ecru shades in these excellent quality curtains, 2 1/4 yards long.

—Fifth Floor, Lipman, Wolfe & Co.

This Store Uses No Comparative Prices—They Are Misleading and Often Untrue