

JOHNSON CENTER OF STRONG FIGHT

Charles C. Moore Is Formidable Opponent.

PRIMARY ELECTION NEAR

Campaign Conspicuous by Absence of Interference by Harding or His Official Family.

(Continued From First Page.)

ers whom no one wanted to hear and quite a few people left before Mr. Moore was introduced. It was well after 9 o'clock before the candidate began to speak. But when he got started he made a good showing for himself and certainly got his message across.

Mr. Moore's supporters have diligently sought to line up the friends of President Harding and the Harding administration against Senator Johnson on the ground that Johnson fought against and voted against the four-power treaty and other administration measures; but the campaign has been conspicuous by the lack of any word against or for Johnson from President Harding or any member of his official family. Johnson himself appeals to the friends of Harding to support him on the ground that both were opposed to Wilson's league of nations. A picture of the president has occupied a prominent place at most of Johnson's meetings.

Support for League Asked.
The Moore people also have put a lot of emphasis on the appeal to nominate a "real republican" or a "regular republican" but the Johnson folks apparently have disregarded that issue. On the other hand, they have countered by quoting a telegram signed by Mr. Moore, along with other prominent Californians, asking for support for President Wilson's league of nations programme in 1919—a programme, the Johnson adherents point out, that a majority of 7,000,000 people rejected when they elected Warren G. Harding to the presidency.

But when the Moore organization asks for votes on the ground that Mr. Moore is a progressive and Senator Johnson is not, they touch Johnson at his "most tender" spot. For Johnson claims to be a progressive progressive, if such a political character can be imagined. Did he not run on the ticket with Roosevelt in 1912?

Hearst Support Cited.

A conspicuous group of notable progressives who supported Johnson for the governorship in 1919 for the vice-presidency in 1920 and in subsequent campaigns are against him now. Prominent among them are Chester Rowell of Fresno, ex-Representative William Kent, Marshall Stinson and others. Rowell quit Johnson on the league of nations issue, nothing personal, he says. The others, still progressive, say that the progressives have not quit Johnson, but that Johnson has quit the progressives.

In support of this contention they point out that the Hearst papers here and in San Francisco are supporting Johnson, inferring that a man cannot be progressive and have the support of Hearst too. At the same time the San Francisco Chronicle is also supporting him—quite a combination.

The Los Angeles Times, as of old, is "tooth and nail" against Johnson. So is the San Diego Union. Johnson is just as cordially against them. In fact, in all his Los Angeles speeches, Johnson has indulged in the bitterest kind of personal vituperation against the Times and Harry Chandler, its president and general manager.

Credit for Tariff Claimed.
In all his speeches Senator Johnson has made much of the fact that he worked for and voted for a high protective tariff on walnuts, almonds, citrus fruits and other California products—in fact, he has made so much of it that the opposition has capitalized his very efforts in this particular, declaring that Johnson is trying to claim all the credit when other members of the California delegation in congress did just as much.

"Well, anyway, we will have the protection," says Johnson. But, of course, Mr. Moore also promises to support reasonable tariff schedules for California products. So there you are.

It is generally conceded that Mr. Moore is stronger in the south than he is in the north; that he probably will carry San Diego, Orange and Riverside counties, with a good chance of carrying Imperial and San Bernardino counties, too. However, the Moore strength in the extreme south may be offset somewhat in the last few days of the campaign by the appearance in the Johnson camp of Phil Swing, representative in congress from El Centro, who is stumping a hard line district for Johnson. Swing is popular and may control (there is a strong temptation to say "swing") some votes.

Steps Stated to Win.
Whether Mr. Moore can carry Los Angeles and Los Angeles County is a question. He has gained a lot of strength here since he started, but has he gained enough? Of course, he will have to carry this and a good many other of the populous southern counties to gain the nomination for Johnson is conceded to be strong and solid north of the Tehachis.

The governorship race has not attracted much interest. William D. Stephens, who as lieutenant-governor inherited the office when Johnson went to the senate, is opposed by Friend W. Richardson, at present state treasurer. Stephens ought to win.

REACTION AGAINST JOHNSON

Senator Believed to Have Only Even Chance at Polls Today.

BY MARK SULLIVAN.
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WASHINGTON, D. C., Aug. 27.—A wholly disinterested and generally dependable source of judgment in California says that Hiram Johnson's chances in California tomorrow are about even. If this is correct, it is surprising. When the opposition in Johnson's district last week expected it to be much more than merely an opportunity for those dissatisfied with Johnson to make a record of protest. The chances in favor of Johnson at that time might have been set down as 10 to 1. But it is the universal report that all the movement there

WINNER OF THE OREGONIAN'S BEAUTY CONTEST GIVEN ADDED CHARM BY GOWN PRESENTED BY PORTLAND STORE.



MISS PORTLAND, VIRGINIA EDWARDS, IN PLEASING EVENING COSTUME OF PEACH CHIFFON AND SILVER METAL LACE GIVEN HER BY MEIER & FRANK COMPANY.

DRESS GIVEN TO BEAUTY

MISS PORTLAND ALSO TO RECEIVE LINGERIE.

Winner in Contest Spends Quiet Sunday at Home, With But Few Friends Calling.

has been in the fight has been against Johnson. Where the essential character of a political contest is a momentum of this kind, it is difficult to predict the outcome, and politicians in their judgments tend to put the larger emphasis on the possibility of the tide carrying far.

The striking thing about a fight which 10 weeks ago promised little interest, is the size of the registration. In the state the number of voters registered is 200,000 greater than even the registration of the presidential year in 1920. In Los Angeles county alone it is 75,000 greater. The ordinary inference, in the absence of any other explanation, would be that the increase represents women who have determined to use their suffrage this year for the first time. Among the women, the prevailing sentiment for the league of nations, or at least for the four-power pact, is believed to assure their voting against Johnson in rather larger proportions than the men.

One of the incidents which is believed to add to the undercurrent against Johnson is one of those irrelevant episodes which occasionally have weight in campaigns. Indorsement by the local railroad brotherhoods happened to come just before the time when California was much excited by the marooning of states and by the interruption of traffic on the Santa Fe railroad, which constituted a serious blow to the fruit growers of the state. The indorsement didn't do Johnson much good, because the labor vote was mostly for him anyhow; but the combination of the incidents undoubtedly caused a reaction seriously harmful to him among other groups of voters.

SCHOOL HEAD IS NAMED

REV. GEORGE STURLA TO RUN AQUINAS INSTITUTION.

College Formerly Operated by Christian Brothers Is Adding Equipment.

Rev. George Sturla has been named president of the Aquinas commercial college and high school, formerly Christian Brothers college at Grand avenue and Clackamas street. The school had previously had a second change of name recently. It was decided at first to change the name to the Aquinas high school and afterwards to the Aquinas commercial college and high school. The Christian Brothers decided to relinquish their management of the institution a few months ago.

Mr. Sturla was formerly assistant in Holy Rosary parish here, but for the past eight years has been in Blessed Sacrament parish in Seattle. The complete personnel of the faculty by the institution, which will hereafter be administered by the Dominican fathers of the Catholic church, has not yet been named. Several new laboratories and much new equipment for the chemistry, physics and for the general science laboratories are to be installed. Professor Geoffrey Handrahan will have charge of the science department and is supervising repair work. The institution will open September 5 offering a four-year high school course.

Fishing Prizes Awarded.

GRANTS PASS, Or., Aug. 26.—(Special.)—Two entries, the first this year, were made today in the competition for the cup awarded by Field and Stream for the largest steelhead taken on a fly. The first was caught by Dr. H. A. Dillingham and weighed 8 pounds and 12 ounces. Later in the day the second was taken by George Calhoun and weighed 8 pounds and 13 ounces, one ounce heavier than the first entry. The steelheads are striking at a fly eagerly now and some big catches are reported daily.

The Oregonian is the medium through which many people supply their wants by using its classified columns. Telephone Main 7070.

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pany in Oregon, California and Colorado. He had previously been identified with the old Home Telephone company.

Mr. Middleton was born in Richmond, Va., in 1880 and received his early education there. At the age of 19 he became the manager of a telephone plant in Rome, N. Y. Later he was the manager of an independent telephone company in Duluth, Minn. Then followed an extended service with the Home Telephone company as manager of its plants at Bellingham and Tacoma, Wash.

Mr. Middleton came to Portland in 1909, to take charge of the company's interests here. He remained in that position until the company was absorbed by the Pacific Telephone & Telegraph company. Mr. Middleton in 1902 married Miss Minerva E. Clark. Besides his widow, he is survived by two sons, Hugh, aged 12 and Nathan, aged 9.

PEACH CANNING URGED

Grants Pass Folk Asked to Eat All Fruit Possible.

GRANTS PASS, Or., Aug. 26.—(Special.)—In an effort to save the large peach crop of the vicinity, Mayor Demaray has issued a proclamation, which names next week, August 28 to September 3, as peach week. This was done after the peach growers had shown that at least 2500 boxes of the fruit would rot unless they could be disposed of at once. People are urged to eat as much of the fruit as possible and housewives are urged to can this coming week.

The growers of the county were unable to move their crops owing to the small demand. The fruit is all first class and will be offered here at 50 cents a box. The chamber of commerce is attempting to find markets.

S. & H. green stamps for cash. Holman Fuel Co. coal and wood. Broadway 6253; 550-21—Adv.

5000 Portland Homes are waiting for this Furnace

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PIPE AND PIPELESS FURNACE

JUDGE SEHLBREDE DIES AT CORVALLIS

Career of Jurist Who Stayed Alaska Mob Closed.

WARTIME WORK ACTIVE

Judge Appointed by President McKinley Helps to Suppress Sophie Smith Crimes.

CORVALLIS, Or., Aug. 27.—(Special.)—Judge C. A. Sehlbrede died at his residence here this morning. He was 70 years of age. Mr. Sehlbrede was born in Louisville, Ky., and came to Oregon in 1877, locating at Salem, where he practiced law. In 1880 he married Lanthie Downing and moved to Roseburg.

Mr. Sehlbrede was elected to the legislature from Douglas county in 1897, and the following year was appointed judge by President McKinley for the southeastern Alaska district, with headquarters at Skagway. Mr. Sehlbrede was judge of this district during the famous Sophie Smith crimes and took an active part in bringing the Smith gang to justice.

Not Surrendered to Judge.
Judge Sehlbrede was a constant preacher of government by law, in that all but lawless country, and when a mob broke open the jail in which a part of the Smith followers were incarcerated, with the definite intention of hanging them to the nearest limb, the judge left his bed in the middle of the night, worked his way through the mob and arranged it vehemently, urging them to help him uphold the dignity of the United States government and permit the law to take its course. Because of his earnestness and very evident patriotism the mob surrendered to his plea and returned the prisoners to jail. The prisoners afterward were tried and convicted of numerous crimes and some were hanged.

Bar Presidency Held.

On his return from Alaska Judge Sehlbrede went to Marshfield to practice law. While there he served as president of the Coos and Curry county bar association and also as president of the state board of the Christian church.

Five years ago he came to Corvallis on account of failing health. Here he had practiced law ever since his arrival, though for the past year he had been too feeble to pay much attention to business. During the war he was an active worker in the various patriotic campaigns. He is survived by his widow and two children, Mrs. W. A. Reed, of this city, and Mrs. Bertha Gettings, of Arlington.

Funeral services will be held here Tuesday afternoon at 2 o'clock, with Rev. C. W. Reynolds officiating. Interment will be held in the Newton cemetery, where the services will be in charge of the Odd Fellows, of which organization Mr. Sehlbrede had been a member for nearly 40 years.

NEW MILL IS OPENED

White and Sugar Pine Company Operates at Grants Pass.

GRANTS PASS, Or., Aug. 27.—(Special.)—The White and Sugar Pine Lumber company started operations here yesterday when four cars of lumber were unloaded at the mill. The company, which is headed by D. C. Eccles and Gus Ludlow, of Portland, will take the larger part of the output of the Josephine county mills and will dress the lumber for the market. For many years the lumber from Josephine county has been sent to the markets in a rough state. The new industry will insure a local market for all that can be put through.

The new plant is housed in a building which when completed will be 90 by 140 feet in size. It will contain two large planes.

LATE MATRON IS LAUDED

Training School Hymns to Be Memorial to Mrs. Gilbert.

SALEM, Or., Aug. 27.—(Special.)—A tribute to Mrs. L. M. Gilbert, who died recently, was contained in the State Training School Monitor for July and August. Mrs. Gilbert formerly was matron of the school, while her husband was until

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1913

CONFIDENCE

A testimonial to the confidence in the northwest held by this bank, and to the confidence in this bank held by the northwest.

6TH AND MORRISON

1922

THE NORTHWESTERN NATIONAL BANK

PORTLAND OREGON

recently superintendent of the institution. Mrs. Gilbert, according to the story appearing in the Monitor, was especially interested in the musical education of her boys and as a memorial to her life and accomplishments the boys have united in leaving at the school a lasting tribute to her life. New hymn books have been decided upon as a fitting memorial and this has been approved by Mr. Gilbert, who was consulted. The hymn books now in use at the school were selected by Mrs. Gilbert. Friends of the school and of Mrs. Gilbert will be asked to contribute to help the boys carry out their plans.

The Oregonian is the medium through which many people supply their wants by using its classified columns. Telephone Main 7070.

A Business Motive Power

The time must come when all businesses will consider the advisability of advertising in the same spirit that a manufacturer ponders over the advisability of adopting a new machine. One does not install a piece of labor-saving mechanism because it suits his fancy; but because the efficiency of the business requires it.

He expects the new machine to reduce his cost to operate—perhaps to make a better product—and thus aid him in meeting competition and making larger profits.

Advertising is exactly similar. The man who refuses to consider it as a possible expedient, simply shuts his eyes on one of the problems of his business. He might as well ignore the banks as sources of credit when he has need to borrow capital.

On the other hand, the man who looks to advertising to checkmate all weaknesses and shortcomings of his business and to carry it along to victory despite these, has a child-like faith in the miraculous.

Advertising will not make his product or his service any better than they are; but it will bring him the full benefits of their merits. It will not eliminate wastefulness in his factory or his store; but it will reduce his cost to operate. It will not make illogical selling methods successful; but it will assist good selling methods, and often point the way for improving them.

Advertising is the most inexpensive motive power that the manufacturer or merchant can buy today. It is a form of stimulus that brings excellent returns on the investment.

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