

NEW LIBERTY LOAN MACHINE IS OILED

Plans Afoot to Make Oregon First of Union Over Top in Fourth Campaign.

METHOD USED HERE LIKED

Thorough Preliminary Preparation Expected to Result in Victory in Short Time After Starting Gun Is Heard October 1.

PROSPECTIVE FEATURES OF FOURTH LIBERTY LOAN CAMPAIGN.

Oregon determined to be first "over the top" in fourth loan, state's quota of which will be \$40,000,000 to \$50,000,000. Subscriptions must be not only for full quota, but of sufficient popularity to represent at least 20 per cent of the population. Comprehensive preliminary campaign may enable Oregon to go over in few hours on opening day. Every man and woman to be raised on earnings and income to arrive at his or her quota. Honor flags to be given, with special over-quota stars. State convention to be held in August. Oregon's success in last loan has bearing on tentative campaign plan for entire Twelfth District. Men and women are urged to begin saving now for the October loan.

Although the fourth liberty loan campaign is not due to start until October 1, Oregon has already started the machinery by which it is hoped this state will go "over the top" first of all states in the Union, and will do it not in a couple of days—but in a couple of hours. Robert E. Smith, state manager for liberty loan campaigns, yesterday received the printed proceedings of the conference held in San Francisco of liberty loan officials from the seven states in the district. These proceedings show how strongly officials of the district were attracted to the Oregon method and interim work. Comprehensive preliminary work as a result has been recommended in every state with a short, snappy campaign for "gathering the harvest" when the formal opening day is announced. The recommendations now go to Washington and it is thought they will be generally approved for this district.

Short Campaign Held Best. "The conference decided that a two weeks' campaign would probably be better than a three weeks' campaign, but the way is left clear for us to do it in a day if we want to," said Mr. Smith. The fruits of the conference at San Francisco may be summarized for Oregon approximately as follows, changes affecting other states being strictly local or minor.

One state headquarters to be maintained, and all counties reporting direct to the state headquarters and not to San Francisco. California, of course, will have a northern and southern headquarters, and Washington will have six auxiliary state chairmen, as last time. Oregon's quota will be based on the average bank resources, and can only be known when the total bond issue is announced. It is expected it will be between \$40,000,000 and \$50,000,000.

Honor Flags to Be Given. Honor flags will be given to each community that goes "over the top." The honor flags will be similar to the last campaigns, with the change that four instead of three stripes are to tell the story. To obtain an honor flag a community shall not only reach its quota, but its subscription must be from not less than 20 per cent of the population based on 1910 census, modified when necessary due to great increases or decreases. Provided the fourth loan is far larger than the third one, a special star, corresponding to the service flag stars, will be awarded to every community that exceeds its quota by 50 per cent, with still an additional star for each additional 50 per cent, with an additional requirement that the number of subscribers must be 12 1/2 per cent of the originally required number for each star. In Oregon, both cities and counties will be assigned quotas, of course.

A more technical but equally important side of the campaign is that of the daily reports from banks. Uniform blanks will be prepared for the banks to make daily reports. The banks in the state will report to the state central committee, which in turn will make the report to San Francisco. Subscribers to the fourth loan need have no fear that they will not get a button proclaiming their purchase. There will be plenty for the fourth campaign and they will be here ahead of time, if need be.

Advertising Feature Emphasized. The importance of display advertising, as well as news column space, was emphasized. Secretary Farnsworth of the publicity committee, reported that as a result of the patriotic contributions during the third campaign there had been published and covered by records on file 490,320 column inches of matter, the opening space advertising rate of which was \$311.194; this, in addition to the regular advertising space of private corporations had been run. This also excluded, of course, the thousands of columns of news matter which the newspapers carried in extending the loan campaign. There will be a comprehensive exchange of campaign ideas among the states and among the cities of each state. The campaign manager in each city of the 13th district having a population of 50,000 or more will be requested to compile and send directly or through the state central committee to General Secretary Hardee at San Francisco a report covering method of organization and manner of conducting the campaign with any recommendations for plans of selling and campaigning, stunts, etc. These reports will be interchanged and the good that will result is obvious.

During the preliminary discussion which developed over the special campaign to be conducted among farmers, it was brought out that, although in the first and second loans farmers as a class may not have subscribed as generously as was hoped for, the third campaign showed gratifying subscriptions from farmers. D. O. Lively, formerly of Portland, is director of the agricultural division, and a similar campaign among farmers will be conducted this time.

Bona Fide Sales Desired. The fourth campaign will make a point of having individual subscriptions for each district or community

bona fide. Banks will not be allowed to subscribe to blocks, and then resell the certificates to bonds to their clients just to make a quick showing. There should be preliminary work, of course, and this is encouraged, but bona fide subscriptions must be made to put a town or county or the state over the top.

The various state campaigns will be thoroughly organized as to women's co-operation, publicity, speakers, stunts and advance propaganda getting individuals and banks to subscribe for the treasury certificates.

Any effort to do away with the \$50 bond will be opposed. There has been some talk of making the smallest denomination \$100, but this, it is thought, will not result.

Early Buying Advocated. The Oregon campaign will, of course, not be formally under way until the

HILLSBORO SINGER WHO WAS BURIED RECENTLY.



Clara Puhols.

The funeral of Miss Clara Puhols, prominent young Hillsboro woman, who died on July 5 after an illness of several months, at the age of 22 years, was attended by a large number of friends and relatives. At the funeral services several selections were sung by the choir, of which Miss Puhols was a member. A vocal solo, "Some Time We'll Understand," was rendered by Miss Anna Graf, and a male chorus also rendered several selections. Rev. William Graf, of Bethany, and Rev. J. Kraft, of Portland, officiated. The pallbearers were: Ben Graf, Theo. Rick, Mark Rich, Paul Graf, Herman Smith and Albert Smith. Interment was in the Union Cemetery near Bethany.

Miss Puhols was the daughter of Mr. and Mrs. R. Puhols, of Hillsboro. She is survived by her parents, a sister and two brothers.

AUTOS HIT 2 CHILDREN

Injuries Inflicted When Youngsters Jump in Front of Cars.

The 4-year-old son of J. Johnson, of 285 Eugene street, was run into yesterday by a truck driven by F. M. Smiley, of Vancouver. The boy's leg was badly bruised. Witnesses said the child ran directly in front of the truck.

Miss Vivian Genn, living at the Angela Hotel, reported that one of the rear wheels of her car ran over the feet of a 3-year-old child at 628 Mississippi avenue. The child jumped from the curb when she was passing by, she told the police.

Fighting Doherty Promises to Lessen Huns by Four.

Radio Operator Hopes to Overtake Brother Already in Service.



Edward F. Doherty.

EDWARD F. DOHERTY, a Morse and radio operator in the employ of the Federal Company in Portland, has enlisted in the United States Navy radio service and will report at an Atlantic naval station as soon as he can make the arrangements necessary for the journey.

While Mr. Doherty is in a deferred class, being a married man, he has been deferred for service ever since war was declared. His brother is either at the front or en route to France, and Mr. Doherty vows to overtake him.

"I expect to be stationed aboard a vessel bound for over there," said Mr. Doherty, "and when I get across the pond I will do my best to get a transfer to the land forces. I promised my father that I would lessen the German population by four adult males, and I certainly will if Uncle Sam will let me."

U. S. TO CELEBRATE FALL OF BASTILE

Americans, French, Brothers in Arms, Will Join in Observing Anniversary.

WILSON SENDS MESSAGE

Gompers, Baker, Daniels, Schwab Voice Sentiments of Staunch Friendship and Co-operation in War for Freedom.

WASHINGTON, July 13.—Bastille day will be celebrated tomorrow by America in honor of the heroic part France is playing in the defense of the liberties of the world. President Wilson today ordered that the French flag be displayed over all public buildings and ships at home and abroad, and had a special flagstaff placed on the White House to bear the National ensign of France beside the Stars and Stripes.

Tonight the President sent the following message to President Poincare: "America greets France on this day of stirring memories with a heart full of warm friendship and of devotion to the great cause in which the two peoples are now so happily united."

"July 14th, like our own July 4th, has taken on a new significance, not only for France, but for the world. As France celebrated our Fourth of July, so do we celebrate her 44th, keenly conscious of a comradeship of arms and of purpose of which we are deeply proud."

France Close Neighbor. "The sea seems very narrow today, France is so close a neighbor to our hearts. The war is being fought to save ourselves from intolerable things, but is also being fought to save mankind. We extend our hands to each other, to the great peoples with whom we are associated, and to the peoples everywhere who love right and prize justice as a thing beyond price, and consecrate ourselves once more to the noble enterprise of peace and justice, realizing the great conceptions that have lifted France and America high among the free peoples of the world."

"The French flag flies today from the staff of the White House, and America is happy to honor that flag."

Secretary Daniels has been designated to attend the Bastille-day meeting at New York tomorrow evening as the President's personal representative. The British and French Ambassadors will be among the speakers.

Greetings of American labor to the working men of France were sent tonight by Samuel Gompers, president of the American Federation of Labor, in a message to L. Jouxhaux, at Paris.

Gompers Sends Message. Mr. Gompers expressed regret that the invitation to send delegates to the labor congress at Limoges July 15 was received too late for its acceptance, and concluded:

"Permit me to express through you to the workers of France the good will and fraternity of the workers of America. We are ready to fight shoulder to shoulder with the men of France and the other allied countries until the cause of freedom and human justice has been achieved."

Four-minute men of the committee on public information have instructions to read tonight and tomorrow to the \$5,000,000 people they address a message to the people of France which has been given to Ambassador Jusserand for transmission.

Resolutions will be adopted approving the message, which closes with "The voice of America proclaims today with one accord, 'Long Live—France.'"

Secretary Baker tonight made this statement at the War Department: "Comrades at the beginning of the democratic career, France and the United States are again brothers in arms in democracy's defense. Our present Bastille has yet to fall; but the spirit of 1776 and 1789, aflame today in the hearts of both armies and peoples, insures that it is fast nearing its doom."

"And when it topples there will be established a new historic date marking the liberation not of a people only, but of mankind—an anniversary in the commemoration of which all free nations will delight to join."

Secretary Daniels sent the following to the French Minister of Marines: "Every ship and station of the United States Navy will celebrate July 14 in the same manner as we do our own National anniversary. I rejoice that our two republics join in the celebration of the Fourth and Fourteenth of July—two days that open two doors to men seeking for liberty. This mutual recognition of national holidays will bind more closely together the peoples of both republics."

Charles M. Schwab, director-general of the Emergency Fleet Corporation, sent a message to the French people through L'Echo de Paris in which he said:

"The cause of France is our cause and we mean to stand with her to the end, which can have no other outcome but that of success and freedom."

HEARST PAPERS SCORED

JAPANESE LECTURER POINTS OUT PROPAGANDA ARTICLES.

Mitsunaka Toshi Yamamoto, Talking at Hood River, Denies Attempt to Stir Up Strife.

HOOD RIVER, Or., July 13.—(Special.)—In his lecture, of particular local interest because of the large population of Japanese fruit farmers, Mitsunaka Toshi Yamamoto, Chautauqua lecturer here yesterday afternoon, strongly arraigned William Randolph Hearst, American publisher, for an alleged propaganda to create an arrangement between the United States and Japan.

The Japanese lecturer, who has been stationed for several years on the Atlantic Coast, where he has delivered numerous addresses to the commercial organizations of Atlantic cities, was frank in his criticism. One by one he named over the publications of Hearst and pointed out innumerable articles and suggestions, all of which he declared were calculated solely to create dissension between American and Japanese peoples.

"I heard a man deliver an address at a Michigan city, called Kalamazoo," said Mr. Yamamoto. "How he did roar about the yellow peril. America," he declared, would never enter the European war, because she dared not send a single soldier to Europe. America's wealth and her potential soldiers, this speaker said, were needed to protect her from the menace of Japan, at her back door. America had not then entered the war. Oh, how pro-German that speaker must have been!"

The Japanese lecturer declared that

PEOPLES

NOW—NOW—NOW

THE FAMOUS DOLLY SISTERS

ADMISSION 20¢ CHILDREN 10¢

THE MILLION DOLLAR DOLLIES

DIRECT FROM BROADWAY

This lavish, exquisite production dramatizes the personality of the Dolly Sisters—those beautiful and clever girls whose graceful dancing has captured the admiration of Broadway. Around them has been woven a romantic fantasy to display them at their best—and there is a love affair apiece for the Dolly Sisters. Through the five acts of "The Million Dollar Dollies" they move attractively, skating, dancing, swimming, acting—in costumes each more wonderful and beautiful than the last. It's an old-world story in a modern setting, with plenty of love and action, charm and fascination.

Scholl
Master-Picture Organist

GOODS TO BE SHOWN

OREGON TO EXHIBIT PRODUCTS WHEN VETERANS VISIT CITY.

Home Industry League Makes Plans for Showing Home Goods During Grand Army Convention.

The Home Industry League of Oregon is planning to secure the co-operation of all stores in the retail district to make the week of the Grand Army of the Republic convention here, August 19 to 23, the greatest home products week Oregon has ever known. Estimates have placed the number of persons to be in Portland during the convention at from 30,000 to 40,000.

Merchants and manufacturers will have an unusual opportunity during that week for displaying Oregon manufactured goods that will impress the visitors with the importance of Oregon's factories and the possibilities of its future.

The Home Industry League expects its request to meet with the hearty co-operation of both the wholesaler and the retailer, and has issued a statement that no excuses will be accepted for failure of anyone to take advantage of the opportunity.

Besides aiming the displays at the visitors to be in the city, the league will try to call the attention of the thousands of new residents of Portland, who are at work in shipyards and allied industries, to the fact that articles are produced here that were before unknown to them.

After many years of effort the Pyrenees Mountains have been pierced by a tunnel that will enable French and Spanish railroads to be connected.

Banjo Ukes—Ukuleles—Guitars
Mandolins—Violins
Harmonicas and other Musical Goods
Victrolas and Records
G. F. JOHNSON PIANO CO.
140 SIXTH, NEAR BAKER THEATER ARCADE.
MEHLIN—PACKARD—BOND—LINDEMAN PIANOS.