STORES TO AID TO PROSPERITY

So Says J. C. Penney in Talk at National Meeting Of Chain Groups

"The quick return of national prosperity is in the hands of the retail merchants of the country," declared J. C. Penney, founder and chairman-of-the board of the J. C. Penney company, before the members of the National Chain store association in Chicago Tuesday at their annual convention.

He also stated that the successful retail merchant of the future would be a leader in community affairs, serving as a community-minded citizen. In his talk, a copy of which was sent to J. W. Chambers, manager of the store here, Mr. Penney said:

"The country is familiar with the nature of the attacks which have been made against the citizenship of chain store units and chain store managers. In general, it is familiar with the type of men who incite these attacks. The country at large is becoming increasingly convinced that the majority of the attacks have back of them the desire of some individual to capitalize on passions and prejudice to his own personal financial advantage.

"If any good whatever has arisen from the various local situations, it will be found in the awakening of a rising interest in the communities where agitation has been going on, in chain stores in general and in an awakening, on the part of the chain stores, to the fact that they must assert the part they are playing in community affairs.

Store Managers In Civic Activities

"In our organization, we have kept close track of the activities of our store managers in local affairs.

"Results of a recent investigation show that, out of 1396 managers, who received questionnaires, 1307 were active members of local organizations, maintaining 2030 memberships. Five hundred seventy-two store associates were also members of local business and civic clubs. Nine hundred thirty-three managers were on committees or held office in the clubs to which they belonged.

"It is characteristic of the American people that they are keenly sensitive to local activities. We are a race of joiners and we are community-minded.

"Rotary, Kiwanis, Lions, Community Chest, Chamber of Commerce, these are all far more than words in the minds of the American people. They stand for national traits which cannot be discounted.

"The duties of citizenship do not impose any financial or social hardship upon the store managers, nor upon the store personnel.

"Because a man conducts his business in a manner to insure its financial success does not make him a business outcast in his community. Every community is fully aware of the fact that one of the most dangerous men in its midst is the man who is not equipped to run a business and who still insists upon trying. The losses sustained by retail organizations which fail are spread over the entire community.

"On the other hand, the man who insists that he must run his business purely as a mechanical, money-making machine, entirely without regard for the fact that he is accepted as a part of the community, is, and probably justifiably so, likely to be looked upon with suspicion by the community.

"The community wants business organizations that are sufficiently well financed to insure permanent payrolls, rents paid, and bills paid. They want organizations that are sufficiently well organized to insure added service facilities to the people in its incorporated limits.

"If the chain stores do as they are reputed to do, open up a wider trading area because of national recognition of their importance, then the local merchant can be shown how he can benefit directly from their operations in his community."

FLIER HELD BACK BY BAD WEATHER

WICHITA, Kans., Sept. 30—(AP)—Unfavorable weather conditions over the southwest caused Rober Buck 16 year old flier who seeks to break the junior transcontinental air record, to remain at this half way point tonight, protecting his elapsed time lead of one hour 15 minutes.

The Elizabeth, N. J., boy, flying from Newark, N. J., to Los Angeles, landed at the municipal airport at 3:15 p. m., (C. S. T.) today after battling strong cross winds from St. Louis.

Informed by pilots bad weather had prevailed several days over the air route to Amarillo, Tex., Buck elected to await meterological reports here tomorrow morning. The youth said he had hoped to reach Amarillo if not Albuquerque, N. M., tonight.

MRS. HOOVER AIDS GIRL SCOUT EVENT

INDIANAPOLIS, Sept. 30—(AP)—Mrs. Herbert Hoover, wearing the official uniform of the organization, today attended the preliminary session of the sixteenth annual national convention of Girl Scouts of America.

Mrs. Hoover is honorary president of the Girl Scouts. Her visit marked the first time the wife of a president of the United States has attended the national assembly of the organization.

REAL ACTION IN THE PULPIT

The Rt. Rev. Joseph Schrembs, bishop of Cleveland, in a typical pose as he delivered a stirring address at the Ak-Sar-Ben Coliseum, Omaha, Neb., when the delegates to the National Eucharistic Congress were formally welcomed to the city and state.

Impressions of Tourists Outlined by Dean Hewitt In W. U. Chapel Address

Were you ever abroad? How did you go? Were you a tourist or a traveler? There is a difference. At least, that is what Roy R. Hewitt, dean of the Willamette law school says. Dean Hewitt addressed Willamette students in chapel Tuesday on this subject.

Professor Hewitt made a voyage this summer. His trip was across to New York, down the west coast of South America via the Panama Canal, across the Andes mountains on a cog railway, and up the east coast to New York, and return. It was rather interesting, asserts the instructor.

One of the most interesting parts of the trip was the observation of some of his fellow voyagers. One cand hardly call them travelers, for some of them are tourists.

Tourists, says the returned traveler, are those who bounce in and announce, "Well, here I am! See me!" One never forgets their presence; a tourist doesn't let one forget him. One thing that is sad about the tourist: he doesn't see much, and there are plenty of reasons why.

The most disgusting type of tourist is the prodigal son of the wealthy family. Spoiled, indulged in, plenty of money, much liquor and a general good time—these are his characteristics. He leaves a bad impression wherever he goes; foreigners get the wrong attitude about this country because of his actions.

Equally a nuisance is the young widow of an old man. These persons usually saw their chance to make money and a few years after their marriage, they are left, widows, but with lots of money to travel.

Then, there are the "gold diggers." Their best hunting grounds are in South America where young college graduate engineers and railroad men go to make their oportunities. These poor young fellows are so glad to see a girl from home that they indulge heavily in the entertainment of their guests. When the young women come home, they tell what fools they met, and all agree with them.

The junk buying tourist! Dean Hewitt expressed his opinion of them quite firmly. They buy trinkets and are so busy doing so that they see none of the beauties or historical spots of the world. When they come home, their spoils of war are brought out of the moth balls and they say, "I bought this in that quaint Valparaiso; and this in dear, gay Paree." A chance to show they've traveled; one never knows it from their conversation or culture.

One who knows what he is going to see is the "guide book" tourist. He has read much of what he views and as he sees things, he checks them off with a lead pencil. In the future, if asked if he saw a certain attraction, he refers to his guide book. If it is checked, then he saw it. There is no mental impression.

Some are "note-book" tourists. They are so busy taking notes, they see nothing. If their notebook is lost overboard, the trip is a total loss.

Two types that are classes by themselves are the foolish question artist and the dumb tourist. Every party of travelers has at least one of each along—pity the party that has them both rolled up into one individual.

As for the dumb one—one woman went ashore in Chile and when she returned, the sea was quite rough. The boats don't dock on the Chilean coast, but are anchored some distance from land. Hence, the sailors had drawn the bottom of the Jacob's ladder up farther from the water in order that it would not be smashed on the side of the vessel. The woman was dismayed because the tide had gone out and left the boat stranded on the beach.

Most of the people who go abroad are really travelers, though. A traveler goes to learn and is well-informed before he even buys his ticket. He understands situations and goes to learn of the people, their habits and customs, and living. He makes no silly comparisons as did the woman who, when shown the Thames river, exclaimed, "So that is the Thames! Why it wouldn't even make a gargle for the mouth of the Mississippi."

After arriving here this morning Mrs. Hoover was the guest at breakfast of Governor and Mrs. Harry G. Leslie. During the morning she attended a meeting of the directors of the Girl Scouts national organization. She was the luncheon guest of Mrs. Nicholas F. Brady of New York, chairman of the board of directors.

This evening Mrs. Hoover and members of the board were dinner guests of Mrs. E. Blake Francis of Indianapolis, Scout commissioner in this district. Following the dinner the President's wife attended a reception given for convention delegates and members of the Indianapolis Girl Scouts chapter.

Mrs. Hoover will attend the formal opening of the convention tomorrow and will leave in the evening for Cleveland where she will join the President who is to speak in that city at the annual convention of the American Bankers' association.

MEN'S STAG PARTY SET FOR THURSDAY

Men of Willamette university will be entertained Thursday night by the campus Y. M. C. A. in this year's first campus stag party. Charles Campbell is chairman of the committee making arrangements.

Boxing and wrestling matches in the gymn will be the feature of the evening. These are arranged by Lestle Sparks, of the department of physical education.

Young men's group games will be played among them being the old favorite of "hot hand." Refreshments will conclude the evening.

Pledges to help the groups budget for this year are being paid rapidly by upper classmen, according to Hayes Beall, president.

The men's group is planning with the Y. W. C. A. for a mixed formal on the night of October 11. Miss Helen Stiles and Frank Van Dyke are making arrangements.

Woman's Sphere Fast Changing, Official Shows

DENVER, Sept. 30—(AP).—The ready made dress, the bakery and the canning factory have served to revolutionize woman's place in the economic and social scheme of the world and she is often forced to earn her own living or starve, Florence Monahan, superintendent of the state reformatory for women at Shakopee, Minn., told the national council of Catholic women here today.

DEBATE SEASON AT W. U. PROMISING

All but one of Last Year Squad on Hand, Strong Teams in View

Success will probably crown Willamette university's debate efforts this year with all but one member of last year's squad on the campus and 21 new ones signed up. This was the observation of Professor Herbert E. Rahe, debate coach, after the first meeting of the year, Monday night.

Barney Cameron is the one member missing, but Charles Campbell and Ray Lafky have returned and Roy Harland is expected. The outstanding person for women's debates is Miss Lillian Beecher.

Eight of last year's squad who are in good shape for verbal frays are Ralph McCullough, Lars Nelson, Robert Kutch, Ronald Hewitt, Paul Ackerman, Ray Lafky, Roy Harland and Charles Campbell. Women who are returning are Misses Florence Decker, Lillian Beecher, Virginia Durkee, and Marjorie Moser.

Most of Debates To be at Home

Although no definite dates have been arranged, Lars Nelson and Mary Riddell, men's and women's managers, respectively, are nearly assured that the contests will be held mostly in Salem.

Opponents for the men include Stanford university, Occidental college, University of Southern California and University of Arizona. Women may face Washington State college, University of Idaho and University of Oregon.

New applicants for squad membership are Misses Delvia Neiderhiser, Lulu Allen, Barbara Elliott, Pauline Paul, Florence Lang; Messrs. Thomas Hall, Chester Pritchard, Charles Gianoli, Fred Blatchford, Ross Knotts, Oliver Kenneth, Fred Harris, Frank Childs, Ralph Foster, Floyd Womack, Chester Finkbeiner, Melvin Zahrly, Joseph Hershberger, Everett Cole, Ben Briggs, and Thomas Gayne.

BRITISH IMPERIAL CONFERENCE OPENS

LONDON, Sept. 30—(AP).—A government banquet and reception tonight at Lancaster House, with a thousand guests attending, marked the first of the festivities which will attend the labors of the British Imperial conference opening tomorrow.

All the statesmen participating in the conference attended the affair tonight, a gathering remarkable for the number of powerful dominion laeders present.

Canada has sent her recently elected conservative premier, R. B. Bennett. J. H. Scullin, Australia's labor prime minister, is paying his first visit to the motherland. From South Africa comes Premier J. B. M. Hertzog, who fought against the British forces in the Boer war. New Zealand's premier, G. W. Forbes, is present, as is Sir Ruchard Squires, prime minister of New Foundland.

The Maharajah of Bikaner is the chief native member of the group from India, although Wedgwood Benn, secretary of state for India, officially heads the delegation.

The conference will be officially opened tomorrow at 10 a. m., with Prime Minister Ramsey MacDonald of Great Britain welcoming the visiting statesmen in the reception room at the foreign office. He will indicate the lines the conference will follow and the heads of the various delegations also will speak. The proceedings will be private but an official report will be issued.

HAS CRIME RECORD

SEATTLE, Sept. 30.—(AP)—Robert J. Sutcliffe, 31, held for questioning in connection with the shooting of Patrolman Walter G. Cottle Saturday night, was said by police to have confessed to criminal records in Portland, Los Angeles and Phoenix.

Turnover Made For September By Land Board

A total of $128,520.92 was turned over to the state treasury department during September by the state land board, according to a statement by George G. Brown, clerk of the board.

Of this amount $86,071.80 represents collections of principal on loans from the common school fund while $33,899.92 represents interest payments on school fund loans.

Other items entering into the grand total include agricultural college fund interest, $557.77; university fund principal, payment on loans, $1400; university fund interest, $232.98; rural credits loan fund, principal, $939.17; rural credits reserve fund, interest, $1220.83; A. R. Burbank trust fund, principal, $50; A. R. Burbank trust fund, interest, $186.30; J. T. Apperson fund, principal, $24.52; J. T. Apperson fund, interest, $137.65.

FIND NO MORE DEAD

NORTON, Kas., Sept. 30—(AP)—Wrecking crews clearing away wreckage of two Rock Island freight trains which collided head on last night, three miles east of Jennings, Kas., killed two members of the train crews and injured another, late today failed to discover any additional bodies of wreck victims.

DYNAMITE KILLS

BUTTE, Mont., Sept. 30.—(AP)—Explosion of dynamite under the bed in which they were sleeping brought death to a father and two of his children here tonight. The blast killed Luke Duffy, 28, and his son, Edmund 3, and inflicted fatal injuries on his daughter, Anita, 5.

To reduce operating loss passenger service on the Alaska railroad has been cut to one train each way weekly.