

TWO CITIES SPRING UP ALONG COLUMBIA RIVER

One Is Astoria, Rising From
Ashes, Other, Longview

LATTER NEW MILL TOWN

Longview, Laid Out on Plan Re-
sembling Washington D. C., with
Broad, Civic Center

(Correspondence of the Associated Press)

PORTLAND, Ore., June 30.—

On the banks of the historic Columbia river the unusual spectacle is now presented of two cities being built. One is Astoria, Ore., near the mouth of the river, rising from the ashes of the fire of last December, and the other is Longview, Wash., the made-to-order city at the confluence of the Columbia and the Columbia, midway between Portland and Astoria.

While Astoria is profiting by the lessons taught by the fire and is constructing the new city on firm foundations of earth and concrete instead of wooden piling as the founders had built in the early days, the army of men engaged in the building of Longview are being directed by city planners and architects who aim to make the dream of a model city come true.

Astoria, after months of clearing away of debris and discussion as to the best method of rebuilding, is now well on the way toward realization of a newer and better city, and several substantial structures are under way or projected.

Longview has Civic Center. Longview, at the present time, presents an interesting spectacle. Laid out on a plan resembling Washington, D. C., the thoroughfares are broad and radiate from a civic center. The streets have been graded and paving is to start before long. Already a large department store has been erected, and a six-story brick hotel building will be ready in July.

Hundreds of small dwellings for the lumber mill hands have been erected in one section of the city but instead of the uniformity usual in such structures in the ordinary mill towns these are put up according to thirty different designs which are so interspersed as to avoid any impression of monotony. Variety in paint colors also is employed. There are several large "dormitories" for the unmarried mill hands, resembling barracks at an army post.

Boasts of Daily Paper

Longview also boasts of a daily newspaper. Housed in a temporary wooden structure is an up-to-date plant, with two linotype machines, press, folder, job press, small casting outfit and other equipment to match. The Longview News, of which Ralph Tennal is editor, receives the Associated Press service, and the circulation has grown so rapidly in the short time the paper has been published that already it has a carrier force of nearly twenty boys. Besides the subscribers in Longview, the News circulates extensively in Kelso, which adjoins the Longview townsite. Already

the News is preparing for the erection of a permanent building of attractive style.

Construction of the huge lumber mill has not yet been started. Extensive docks are to be built along the waterfront on the Columbia and Cowlitz rivers, according to the announced plans. The mill, when running, is to employ 4000 men, according to the lumber company backing the enterprise.

Building of Longview has brought together a great force of experts in all lines as well as an army of mechanics and laborers.

At City Auto Camp

Auto Park Fascinating
Traveler Is Contented
Child Likes Comic Papers
Hot Water Is Enjoyed

The auto park now has a real fascination all its own, declares R. H. Parker, superintendent, and he glowingly describes it thus: "Each morning this 40 acres is almost cleared, just a straggler here and there. Then along about the middle of the afternoon travelers begin to drop in. As the sun goes down they flock in by twos, threes, sometimes a dozen or so, all looking for a place to pitch their tents. And as the darkness falls over the scene, lights of camp fires dot the whole ground, each light casting its reflection on a tent and a car. Each night it's changed, a different lot of people, but they're all alike—all happy, contented, all enjoying every minute of the day and night."

The happiest and most contented of all auto travelers is, perhaps, one who has no destination in mind—who is always ready to stop to enjoy a bit of scenery, to cast a fly in some enchanting trout stream, or to spend a day or two in some pretty little city. Such a traveler is H. McCann, who three weeks ago started out from Los Angeles. With his wife, who possesses the same capability for enjoyment of the open road, he intends to tour all summer, and refuses absolutely to tell where or when he is going. "We're just going to live from day to day," they say, "and not worry or care about anything, except having a good time."

G. H. Holmes is hurrying with his family north from Stockton, Calif., to Spokane, where he will visit for a while with relatives. He has only a few days to make his trip, but he wistfully says, "I certainly wish I could take more time going through this country. It's the best yet!"

Clara Hansen's favorite diversion, even when traveling, is the perusal of the comic sections of the papers, and she was busy going through several that her folks had just bought her. Clara is traveling with her parents, Mr. and Mrs. D. A. Hansen, of Sacramento, Calif., and all are enjoying the trip hugely. The Hansens are out for a trip of several weeks, and intend to go East on the return jaunt.

Montana is nice in the summer, as nice as any place in the country, asserts L. S. Jones, but when one has put in a lifetime there, it is necessary to get out and see some other place so that the cool air of his home will be appreciated. So he packed his family and a camping outfit into his trusty car and is now on his way to California. After a summer there, maybe he'll be content to stay in Montana the rest of his life," he says. But Mr. Jones likes Oregon very much, and admits that summer here is fully as attractive as his home.

The hot water at the camp was utilized for the family washing by Mrs. A. C. Wylie, who is traveling through from Boise, Idaho. "This is the first time in my life I really enjoyed washing," laughingly said Mrs. Wylie. "Everything's so handy here, and the clean clothes will feel so good." The Wylies are on their way to California, and intend to stay there through next winter. "Then we'll hit the road again for the far East," they state.

Bearcreek, Mont., is a picturesque little village in Montana, that is noted for cattle shipped from there, says Robert Loustaff, who has just arrived from there. Mr. Loustaff is in the cattle business there, but as he says, he has "retired" for a while.

C. H. Lowley, who is traveling from Seattle with his wife, is also loud in his praise of the hot water. "I feel like a new man," he enthusiastically said, "that's the

best bath I ever had!" His wife was also enjoying the shower, he said, and she liked it so well that she kept her husband waiting for his supper. The Lowleys are also California bound, but intend to stay there but a week.

The auto park is the rendezvous nightly for parties from town, and mingled with the picnic noises is the pop of firecrackers fired off by youngsters who cannot wait until the noisy day comes. Many folks will find this a cool place to spend the Fourth, and several families are planning on taking dinner and just resting on that day.

SWIMMING EXPERT SAYS RIPTIDE BUCKERS DROWN

SWIM WITH CURRENT IS AD-
VICE OF FRED CADDY

Claims Average Swimmer Works
Against Overwhelming Odds
When Caught in Rip-Tide

(Correspondence of Associated Press)

LOS ANGELES, Calif., June 30.

An unusual number of drownings at seaside resorts near here during the last few weeks has aroused local swimming experts to a discussion of the habits of the rip-tide, a factor blamed for many of the fatalities.

According to Fred Caddy, instructor of swimming at the Los Angeles Athletic club, the rip-tide, though perilous under certain conditions, for even the experienced swimmer, would not carry him to his death if the simplest rules of strength economy were followed.

"Never buck the tide," advises Caddy. "But swim to either side of it, saving energy until out of the current. Then, and then only, swim for shore."

"A rip-tide varies from 50 to 200 feet in width," he continues. "It starts usually along the first line of breakers and can be seen from a high place on the shore in a thin straight line of foam. A swimmer should not attempt the water when this is visible."

"The average swimmer caught in a rip-tide invariably will start to fight against the current which is carrying him out to sea. He is working against almost overwhelming odds as the water is going out at the rate of five to seven miles an hour. Instead of swimming against it, he should work diagonally toward the edge of the current until he is out of it, and then swim for safety."

"The rip-tide does not pull the swimmer down, but carries him away from shore. It is defeated by presence of mind and the courage to conserve strength until one can reach the edge of the current. Most rip-tide deaths are due to exhaustion brought on by fighting the current through fear."

PEAR PRICES ARE FIXED

GRADE ONE TO BRING \$50 TO
CALIFORNIA GROWERS

(By the Associated Press)

WASHINGTON, June 30.—A reorganization within the treasury department with the shifting of several of the more important bureaus, is provided for in regulations issued today and effective at midnight tonight.

Simultaneous with the issuing of the regulations, it became known that Assistant Secretary Edward Clifford, whose jurisdiction within the department will be materially changed under the reorganization, is to resign.

TROOPS STAGE PARADE

MARCH IN PORTLAND

PORTLAND, Ore., June 30.—Through early bedecked streets and in brilliant sunshine, two regiments and miscellaneous units of Oregon's national guard, returning from the annual encampment at Camp Lewis, paraded through crowded streets here this afternoon and were reviewed by Mayor George L. Baker and county and municipal officers, and by officers of veterans' organizations of the city.

From Portland the soldiers will return by company units to their respective stations throughout the state.

Road to Mencham Excellent

SALEM, Ore., June 30.—The state highway department has received reports from its eastern Oregon division that the section of the Old Oregon Trail over the summit of the Blue mountains between Deadman's pass and Mencham, while unsurfaced, is open and in good condition. Automobiles who expect to attend the "Top O' Mountain" celebration July 3 and 4, will have no difficulty in crossing this section.

Drank from Wrong Bottle

SAN DIEGO, Cal., June 30.—Mistaking a bottle of a poisonous solution for a bottle of whiskey, James E. Minton, gave C. W.

SCIENTIST SAYS HUMAN FEATURES ARE CHANGING

We Do Not Use Our Brains
to Capacity Keith's View

PALATES MORE NARROW

Claims Adenoid Type of Face So
Common Among Modern Children
Previously Unknown

(Correspondence of Associated Press)

LONDON, May 19.—We do not use our brains to half their capacity, says Sir Arthur Keith, British scientist, who has just returned from the African jungle where he made a minute study of the brains of gorillas and gibbons.

"Most of us," declares Sir Arthur, "have more brains than we know what to do with."

The famous anthropologist said that changes are now taking place in the human world more rapidly than at any former period, but that the time has not yet come for the production of supermen. During the war, he explained, the average stature for a man was 5 feet 6 inches, the same as in the neolithic period. The average for men leading professional lives is 5 feet 8 inches.

Changes Noted in Gums

The scientist says he is convinced that certain characteristics, which are easily recognized in the leading of a large proportion of our modern population, are of recent origin. The most plastic bone in the human body, he said, is that under the gums, in which the teeth are rooted, and it is here that the most marked changes are to be noted.

"In quite 30 per cent of the people this bone," continued Sir Arthur, "instead of spreading out the wards and giving the roof of the mouth a wide and low vault, as in prehistoric races, grows in a vertical direction, giving the palate a narrow and high arch."

"In these contracted palates there is no longer room for the normal number of teeth. Such as appear are crowded; the wisdom teeth often fail to cut or are absent altogether."

"The recession of the teeth give the modern nose and chin an undue prominence; the tendency of all modern changes is toward the production of a high and narrow face. The 'adenoid' type of face, with which medical men are so familiar in modern children, was unknown in prehistoric times."

TREASURY REORGANIZES

MANY CHARGES ARE MADE IN
IMPORTANT BUREAUS

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Store Will Close at 12:30 Wednesday, July 4th

J.C. Penney Co.
A NATION-WIDE INSTITUTION
Incorporated
371 DEPARTMENT STORES
EUGENE, OREGON

Towels and Toweling of Exceptional Merit-- a Truly Remarkable Offering!

Several months ago, our buyers in New York made direct-mill contracts for 1,000,000 towels and a stupendous yardage of toweling and crash for delivery at this time. This Store has just received a large allotment of this great purchase. These goods are priced in the most unusual way even for this organization of Nation-wide service.

We advise your prompt response to this announcement. While our allotment is large, we feel sure that the supply will last only a limited time. Select as many as you like while our stock lasts. An equal opportunity probably will not recur this year.

LOT NO. 1

Huck or Bath Towels

Full size Huck Towels—all white or with red borders. Serviceable quality. Strictly first-grade. Also good size Terry Bath Towels in a quality assuring service.

Don't miss securing a dozen or more of these wonderfully low price of each—

15c

At 43c

At 15c

At 22c

LOT NO. 2

Fine, Large Bath Towels

The large size—22 by 44 inches—Terry Bath Towels. Choice of all white. Firmly woven of selected yarn, durable and serviceable. Good enough for guest use and serviceable enough for every-day use. Just a great big value for only—

33c

Bath Towels—Extra Size and Weight

EACH—Fine, large Terry Bath Towels—21 by 43 inches—of double thread Terry. Splendid extra weight towels which are quite an exception at this price.

Crash Toweling—Bleached or Brown

YARD—A splendid quality Amoskeag Crash Toweling; soft and absorbent, linen finish. In the bleached, 16½ inches wide; unbleached, 17 inches wide. Red and blue borders.

Union Linen Crash—Bleached or Unbleached

YARD—Made with part-linen in both warp and weft; 17 inches wide. Another product of the Amoskeag Mfg. Co., from whom this crash comes direct, assuring reliability and service.

J.C. Penney Co.
A NATION-WIDE INSTITUTION
Incorporated
475 DEPARTMENT STORES
"475"

WHEN our Sales Manager told us our Company would open a large number of new Stores this year, we were not surprised, for we had learned to expect only big things when they are promoted by our officials. But when, with a broad smile and his index finger pointing directly at us, he said: "We're going to open more than a hundred stores in 1923," and we remembered that 59 new links were added to our chain in 1922, we knew that something unusually big was on foot. He said to us:

"This is a story of growing! Four hundred seventy-five are the magnetic figures of the number of J. C. Penney Company Department Stores which will be in operation in a few weeks. Today there are 371 stores. Not later than September next, this number will be increased by 104 new stores. Then this Nation-wide Institution will be serving the people in 33 states."

Think what the tremendous buying power for these 475 Department Stores means in the way of price advantages! Every manufacturer in the country wants just such enormous orders as our combined stores have to give. Naturally, they readily quote far lower prices than they could afford to give to a single store or a few stores. Thus, our choice of reliable quality goods are bought at prices which enable us to sell them to you with savings that are important.

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J.C. Penney Co.

WHAT
is meant—
by a "broad-gauge" banking service?

First of all, the general knowledge, gained from years of varied business experience, which enables us to understand your needs.

Second, the disposition to co-operate with you, to meet you half-way.

Third, the facilities, influence and connections to take proper care of you.

In inviting your business, we feel that we can offer you such a service.

BANK OF COMMERCE
FRIENDLY AND WILLING

REFRIGERATORS!
SPECIAL THIS WEEK
10% OFF
Only a few left—come early in the week!

CHARTER OAK RANGES
Always dependable and they are economical on fuel

Pianos and Phonographs

BERRY PIANO and FURNITURE CO.

740 Willamette Phone 1470

Full Fashioned
SILK HOSE
Specially Priced

All the wanted shades—new chiffon ribbon back Hose—

\$2.25 and \$2.95
New Frill Fronts
White and Ecru
Real Irish and Filet, Venetian and Imitation Irish—fine selection—
\$2.95 to \$9.50

Bilmore's
Correct Apparel for Women
807 Willamette Street

Weds Dying Sweetheart by Long-Distance

Justice H. P. Hughes, of Fort Worth, Texas, is shown performing the ceremony that made Helen Satterwhite, seated beside him, the bride of Horace W. Keller, a United States sailor, who at the time of the marriage, was 200 miles away, confined to his bed with pneumonia. In the naval hospital at Bremerton, Wash., a total of 40,000 miles of telephone wires were necessary for the routing of the nuptials. The couple had been sweethearts since childhood and were engaged to be married, but his serious illness caused her desire to hasten the marriage before his death.

Justice H. P. Hughes & Helen Satterwhite

Quality Diamonds

A diamond expresses sentiments no other stone can convey. Naturally, you want your stone to be a perfect one. That is the only kind you will find here.

For the convenience of our customers we have installed a private diamond salesroom where you may take your time to inspect our splendid collection.

Easy Terms if Desired

SKEES
Jewelry Store
EUGENE, ORE.