

Pa. third. The former record, held by Miss Forelius, was 5 minutes 21 2/3 seconds. Classified advertising gets results.

HOME TOWN PAYS HIGH TRIBUTE TO 'TIMES' PUBLISHER

CHATTANOOGA, Tenn., July 28.—(AP)—Chattanooga today held an elaborate celebration in honor of the golden anniversary of Adolph S. Ochs, its publisher and journalist.

It was here fifty years ago that he began the career which has carried him to the top of the newspaper ladder and to the ownership of two large dailies, the New York Times and the Chattanooga Times.

A distinguished group of national figures—business men, lawyers, statesmen, scholars and journalists—joined in hearing testimony to Mr. Ochs' services to the nation.

A special train brought Mr. Ochs and members of the New York Times staff to Chattanooga. Accompanying them were some seventy other persons who wished to do him honor.

David P. Kingsley, president of the New York Life Insurance company, David G. Houston, former secretary of the treasury, Robert A. Frank of the Carnegie foundation, Samuel Untermyer, New York attorney, and Governor A. Whalen, chairman of Mayor James J. Walker's reception committee, were among the number who came from New York for the occasion.

The board of directors of the Associated Press, of which Mr. Ochs is a member, appointed a special committee to represent the organization at the jubilee celebration.

This committee was headed by Colonel Robert Ewing, vice-president of the Associated Press and publisher of the New Orleans States and Shreveport Times, Clark Howell, Sr., editor and publisher of the Atlanta Constitution; E. Lansing Gray, publisher of the St. Louis Globe-Democrat; Elbert H. Baker, publisher of the Cleveland Plain Dealer; Robert McLean, publisher of the Philadelphia Bulletin; and Frederick J. Thompson, publisher of the Mobile Register and News Item and of the Alabama Journal.

Primarily, however, the celebration was the city's tribute to a man who bought the Chattanooga Times in 1875 for \$250,000 and built it into a great daily.

BLUEBEARD KEEPS IDENTITY HIDDEN

MARSEILLES, France, June 30.—(AP)—Police are having some difficulty in establishing the identity of an alleged Bluebeard of southern France, who was arrested yesterday in Algiers at the end of a long trail of drinks from Marseilles to Africa.

One of the aliases which it had been thought was his real name now turns out to have belonged to a man who died in the Bordeaux hospital.

The prisoner, who was generally known as Jerome Prat, is accused of murdering three women whom he had promised to marry. Dispatches from Algiers say that he has shown little inclination to help the police and constantly exerts himself to mystify them.

Algiers police have notified the Marseilles authorities that when he was arrested he admitted that he was the man wanted and that he had a check obtained from one of the three women whose bodies the French police have found.

Oregon News in Brief

SALEM, Ore., June 30.—(AP)—For the first time since its organization 10 years ago, the western plant quarantine board will hold its annual session this year in Oregon, says an announcement by Charles A. Park, president of the state board of horticulture. The three-day session will be held in Salem July 13 and 14.

Delegates from 11 western states and from Mexico, Hawaii and British Columbia will attend. Among the subjects discussed will be the protection of agriculture, by Garcia Robledo of Mexico City, and control of the European war, by Prof. M. E. McKay of Oregon State college.

PORTLAND, Ore., June 30.—(AP)—Gift to the state of Oregon by the Northern Pacific railway of 700 acres for park purposes in the vicinity of Saddle Mountain, Clatsop county, became known here today when it was announced that execution of the relinquishment had been forwarded to the general land office in Washington, D. C. This acreage, together with 800 acres already owned by the state, provides a 1500-acre playground about the highest peak in the coast range and within but a few miles of the Clatsop beaches.

HOOD RIVER, Ore., June 30.—(AP)—The eighth annual climb of Mount Hood under auspices of the Hood River post of the American Legion will be started July 7 and 8. Saturday there will be excursions of the crevasses and ice falls of Eliot glacier, and Sunday ascent of the mountain will be made with members of the "Crag Rats," Hood River mountaineering club, acting as guides.

ALBANY, N. Y., June 30.—(AP)—"Constructive statesmanship" will be the watchword of Governor Smith's campaign for the presidency.

Lumber Dealers Wake Up To Need For Aggressive Advertising Policy

CHICAGO, June 28.—With nearly \$2,000,000 subscribed to date by retail lumber dealers of the country in the campaign for the big fund for the nationwide advertising program of the National Retail Lumber Dealers Association, officers of the Association here today announced that the series of advertisements would be started in a short time in newspapers in those counties where the quota has been subscribed. This program of the retail lumber dealers is the most gigantic cooperative advertising campaign in the history of the country. The larger part of the fund is to be spent in newspaper advertising, the remainder going into national magazines and farm papers.

"The retail lumber dealers of the country have waked up to the fact that they have not kept pace with the trend of modern business," said Hawley Wilbur, of West Allis, Wis., chairman of the board of trustees of the advertising program of the Association, explaining the reason for the campaign. "The lumber dealer usually is a pretty well known citizen in his community. He is often a leader in community affairs. He has a business which has required a considerable investment, he has a reputation as an honest and fair dealer. He has a large stock of building material, he is ready to sell materials to whoever wants to buy."

"In general—there are exceptions, of course—he has taken the attitude that this ought to be sufficient. He has advertised in his local paper in a desultory sort of way, sometimes he has put on some kind of special effort, but in general he has not been an aggressive merchandiser. In the sense that that phrase has taken on in the last ten years."

"And to his dismay he has found business slipping away from him. To use the expressive phrase of Charles J. Pettinger, chairman of our national fund-raising campaign, the lumber dealer has been at the foot of Main Street. When Mr. Average Citizen has paid his rent and grocery bill and bought clothing, he comes uptown, jingling the remaining dollars from his pay envelope. There at the head of the street stands the automobile dealer. On the next corner in town, with a brightly lighted show room, with fine new glimmering cars, backed by heavy advertising, he gets first attention from Mr. and Mrs. Citizen. Next is the radio dealer, with equally attractive displays, and equally aggressive merchandising and advertising programs. Then the moving picture houses, the department store, the candy man and so on. Clear down at the foot of Main Street—or more likely, off on a side street—is the lumber dealer. And by the time Mr. and Mrs. Citizen pass the lumber yard, they say, 'Oh well, we'll start saving for our new home next month.'"

"The National Retail Lumber Dealers Association is going to change that picture. With the 30,000 dealers of this country united as never before in support of our program, we propose, by a dominant newspaper advertising campaign that will last four years to urge on Mr. and Mrs. Citizen that a new home, or a modernization of an old home, means more to them in comfort and convenience and happiness than all the other things they have been spending their money for. And in doing so the merchandisers and advertisers among the lumber dealers will teach the other participants in the campaign how to become as aggressive as dealers in other lines."

"The Japanese charged that nationalistic plain-clothes men and propagandists are stirring up bitterness against Japan."

PERKINS, June 30.—(AP)—Japanese reports from Tsinan tell of a series of minor clashes between the Japanese and Chinese there.

One Japanese soldier and one Chinese were killed and another Chinese wounded in one of the clashes while another Chinese was shot in the head after throwing a grenade at a Japanese sentry. A nationalist brigade commander was said to be among those wounded in one of the fights.

Another Japanese sentry was wounded by a sniper and the Japanese military authorities have arrested a dozen Chinese for examination in the affair.

WASHINGTON, June 30.—(AP)—Planning many rides over the range to get in trim for the coming presidential campaign and the next session of congress, Senator Borah, republican of Ia. 33, will leave tomorrow for his home at Boise to spend a two month vacation. The Idaho senator is a devotee of horseback riding and spends many hours on Washington's bridge paths.

Senator Borah is expected to take a leading part in the education speaking if prohibition should become a dominant issue.

One of the first acts of the next congress, according to Senator Borah, who is chairman of the senate foreign relations committee, will be consideration of the Kellogg multilateral treaty for the renunciation of war.

FARGO, N. D., June 30.—(AP)—North Dakota voters have repudiated an attempt to repeal the state prohibition law.

Returns today from Wednesday's primary election showed that they turned down a proposal to wipe out the dry clause of the state constitution. The margin was small—around 5000 votes—but it was big enough to insure no change in the statute which had been on the books since 1881.

The prohibition clause forbids the manufacture and sale of intoxicating liquors within the borders of North Dakota. Attempts had been made to modify it but without success, even in the days when most of the rest of the country was illegally "wet."

ELMHURST, N. Y., June 30.—(AP)—Colonel Thomas Dewitt Milling, chief of operations for the United States army air service, escaped serious injury late today when his airplane crashed on the side of a mountain near Leavenworth, about seventy miles south of here. Colonel Milling was on his way to participate in an air meet at the Elmira airport.

ROCKAWAY PARK, N. Y., June 30.—(AP)—Miss Martha Nordling of New York shattered her own world swimming record in winning the 100-meter final Olympic trial and 400-yard national championship today in 5 minutes 49 2/3 seconds. Her team mate, Miss Ethel McGarry, finished a close second and Miss Suzanne Laid of Homestead.

CHINESE SNIPERS EXCITE JAPAN THEN TAKE STUMP

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Live on Beck's Bread

this summer. Delicious lunches for fishing or picnic parties can be made by using Beck's Bread and Pastries.

Order Beck's Bakery goods from your grocer.

Beck's Bakery

MEN! JUST ARRIVED! TWO CARLOADS OF NEW PANTS

READY FOR

Breier's Greatest Men's Pants Sale

Buy Now and Save $\frac{1}{2}$ Regular Retail Price

\$100,000 worth, or about 65,800 lbs. of well-tailored pants, of the latest patterns, were bought and are ready for this enormous event. Through the co-operation of the manufacturer, Breier is again able to demonstrate to the people of the West the supreme value and guaranteed savings which result from focusing our buying power on the right merchandise at the right time.

<p>\$1.00 GROUP</p> <p>BOYS' WOOL-MIXED LONGIES, in light, attractive patterns. Sizes 8 to 17. Values to \$2.50. Think of it, folks!—trousers large enough to fit a big boy, at a price that the material alone exceeds. Don't wait! Don't hesitate! Perhaps never again will you be confronted with such an opportunity.</p>	<p>\$2.98 GROUP</p> <p>THIS GROUP contains a wide assortment of novelties and conservative dress pants. Every one is a real bargain. Don't fail to see them.</p>
<p>\$1.00 GROUP</p> <p>Extra quality heavy khaki pants which are "a give-away" at \$1.00, for these pants at any other time would sell for \$2.25. See how well made these pants are; can't be beat at the price.</p>	<p>\$3.98 GROUP</p> <p>THIS IS OUR BANNER GROUP. It will appeal to the man who is accustomed to paying up to \$8 for fine dress pants. It is hard to overstate a value that has merit like this one. Think of it—worsteds, cassimeres and fancy serges, at about half of their regular retail price. Is there any wonder that we have confidence in our ability to sell such a staggering quantity of merchandise in such a short time? Every man is more than a potential customer when such values are offered.</p>
<p>\$1.85 GROUP</p> <p>MEN'S HEAVY WEIGHT MOLE-SKIN WORK PANTS; light stripes on dark grounds. A big value at \$2.50. What must they be at this sale price of \$1.85?</p>	<p>\$4.98 GROUP</p> <p>THIS GROUP, while not as large as the other groups, contains the choicest pants merchandise on the American market today. If we could tell you the regular wholesale and retail prices on these goods, it would seem unbelievable to you. What we want you to do is to see these trousers. BE CONVINCED that they are the biggest buy you ever had offered you at any time or any place.</p>

almost two carloads of pants, over 500 dozen of this lot alone, in order to offer you such a value.

Department Stores

C.J. Breier Co

IN THE WEST

A. W. HUBBS, Manager

LONGIES FOR BOYS

COOLIDGE THINKS ANTI-WAR TREATY CHANCES BRIGHT

SUPERIOR, Wis., June 30.—(AP)—President Coolidge feels optimistic enough about the anti-war negotiations now pending between the United States and 14 powers to believe that a draft treaty to this effect will be ready for senate ratification next December.

Mr. Coolidge has not had opportunity for detailed communication with Secretary of State Kellogg as to the negotiation afforded the latter's last note on this question by the other powers.

In his last note Secretary Kellogg proposed a definite draft treaty whereby the signatory nations would renounce war as an instrument of national policy and would obliterate themselves never to seek the solution of future international complications except by peaceful means.

President Coolidge is awaiting the actual resignation from the cabinet of Secretaries Hoover and Work before deciding upon who their successors will be.

It is believed the resignations will be offered at an early date, though he has as yet no definite information when the portfolios will be actually returned to him.

In the case of Secretary Hoover, especially, Mr. Coolidge is very short of definite information. He supposes, however, that the republican nominee will either stay off at Superior on his way to his home in Palo Alto early next month, or will do so on his return from California. In the enjoyment of the present Mr. Coolidge has given no thought to his personal future. He has made no plans for himself after March 4 when he will vacate the White House.

At the present his chief personal interest lies in the arrival either Sunday or Monday of his son, John, at Cedar Island lodge to join the family circle.

ALBANY, N. Y., June 30.—(AP)—Marching blithely through a summer rain, several hundred business men and neighbors of Governor Alfred E. Smith carried to the executive mansion today their personal congratulations on his nomination for the presidency. The governor received his callers, who elected the mansion in a column of fours, singing "The Sidewalks of New York" standing on the porch.

Casualties of the Air Service

PINE CAMP, N. Y., June 30.—(AP)—Lieutenant Herman Leroy Lakum, 36, of the National Guard air service, was killed and his companion, Lieutenant Joseph Hunter, was critically injured when the plane which they were flying from New York to this camp crashed near here today. Both lived in New York.

Old Time Celebration July 4th

Clean Sports for All
Lake Creek

Swimming, Games, Racing, Roping, Climbing, Jumping, Sack Race, Fat Men's Race, Etc.

Finish Wrestling Match
Eats, Drinks, Fireworks for Kiddies, Playgrounds on Creek.

DANCING

Afternoon and Evening
Good Music
Good Place to Camp
Bring Your Family

A NATION-WIDE INSTITUTION

J.C. PENNEY Co.

TUESDAY, JULY 3rd

Our Store Will Remain Open from 8:00 a. m. until 9:30 p. m.

Store Closed Wednesday, July 4th