

Today By Arthur Brisbane

Gen. New's Big Day. Foaming Beer, Full Pocket. It Ended Happily. Sad for Burglars.

On Tuesday, in Lansing, Michigan, the Geo Motor Car Company sent out ten tons of air mail advertising by the Thompson Aeronautical Corporation.

Ordinary advertising by mail is waste. It costs five to 40 times more than newspaper or magazine advertising per person reached.

Thomas F. Healy tells Cyrus H. K. Curtis that the fight between Hoover and Smith is a fight between "the foaming beer bucket and the full dinner pail."

The beer bucket is a big issue undoubtedly, also the non-foaming hip flask. But in these days of high wages the old-fashioned "full dinner pail" has lost importance.

The court of Baku, Azerbaijan, if you know just where that is, supplies a plot that would have delighted Edgar Allen Poe.

A beautiful girl, very rich, was chained to the floor in a subterranean passage for four years by an uncle and cousin, who wanted her money.

The uncle goes to jail for ten years, the son for six years.

The girl will get her large fortune and marry her "penniless lover." Things do end happily, sometimes.

Discouraging to industrious burglars is a new vault, typical of the times, built by the Chase National bank.

Women, old and young, are so brave it amazes you. Any woman will run into a fire and burning building to save her child.

Here comes Miss Nancy Glave, intelligent, young, good looking, offering to jump from an airplane every day by parachute to help a charitable undertaking.

The He de France, eastbound, launched an airplane 100 miles this side of the Scilly islands, sending important mail to Paris 15 hours ahead of the He de France landing.

This will be remembered if we (Continued on Page Four.)

GOLF TITLE CAPTURED BY OREGON

Frank Dolp of Portland Wins Western Championship for Second Time - Deadly Work With Putter, Puts Him 6 Up On First 18 Over Illinois U Star.

BOB O'LINK COUNTRY CLUB, CHICAGO, Aug. 25.—(AP)—Frank Dolp of Portland, Ore., today won the western amateur golf championship, defeating Gus Novotny of Chicago, 4 and 3 in the final 36-hole match over the Bob O'Link course.

Novotny who was six down at the end of the morning round, came back strong with a 34 on the out nine of the afternoon round to end the 27th hole only four down. He halved the tenth, eleventh and twelfth holes and sank a birdie four to win the 18th, cutting Dolp's lead to three holes, with five to play.

BOB O'LINK COUNTRY CLUB, CHICAGO, Aug. 25.—(AP)—Frank Dolp of Portland, Ore., was five up on Gus Novotny of Chicago, at the end of the 27th hole of the finals of the western amateur championship.

Dolp, who was champion two years ago, scored within a stroke of par on the 7200 yard links, while Novotny, formerly golf captain at the University of Illinois, took 82 holes six up on Gus Novotny of Chicago in the finals of the western amateur golf championship.

The morning card: Par out 4 4 3 5 5 4 1—36. Novotny out 2 4 5 4 7 6 4 3 5—42. Dolp out 4 4 5 2 4 5 4 3 5—37. Par in 5 5 3 4 4 3 4 3 5—72. Novotny in 5 5 4 5 5 4 4 5 4 6—82. Dolp in 5 5 3 4 4 3 4 3 5—72.

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Dolp was off the line several times and got in several tees, but he usually recovered well. He putted with great accuracy and pitch.

A heavy wind made play difficult but Dolp solved this better than the Chicagoan as he did everything else except distance.

Dolp began to take the heart out of the Chicagoan by dropping his tee shot on the fourth green dead to the hole and winning with a deuce.

The Chicagoan finally got one down at the long 11th for his only birdie but he dropped the short 12th and made it three in a row by dropping the next two with fives.

NEBRASKA CITY, Neb., Aug. 25.—(AP)—Elmer Febrlander, 29, was killed by death and his brother, Raymond, 23, was seriously injured yesterday when their airplane crashed into a tree and caught fire.

He Shoots From the Hip!



President Calvin Coolidge. An astounding revelation of the president's character as a dead game sport has been given this summer at his Wisconsin retreat.

BYRDS FLAGSHIP STATE SPRINGS SETS SAIL FOR A SURPRISE IN POLAR FLIGHT FINAL HEARING

City of New York Starts for Australia With Supplies As Evidence Against the Testimony of Railroad Men—Objection of Railroad, Lawyers Overruled.

PORTLAND, Ore., Aug. 25.—(AP)—The cross-state rail hearing came to a spectacular close today when Wm. P. Ellis, attorney for the state public service commission, appeared with his arms filled with gaily colored folders issued by railroads advertising the Pacific northwest.

Mr. Ellis produced the folders today there was a hush for a moment, then everyone present began to laugh. Railroad attorneys rose, demanding that the folders be kept out.

Mr. Ellis claimed he was entering one folder that contained information on Alkali Lake, which contradicted testimony of railroad witnesses. The folder, he said, told readers that on the shore of the lake lay 800,000 tons of 99 per cent pure soda, begging to be picked up and marketed.

Other folders dealing with the lumbering industry, said Mr. Ellis, were of variance with testimony of railroad witnesses.

N. DAKOTA GOVERNOR SINKING RAPIDLY

SALEM, Ore., Aug. 25.—(AP)—The fact that there were 62 fatalities in Oregon due to automobile accidents in July makes...

BISMARCK, N. D., Aug. 25.—(AP)—Little hope was held today for the recovery of Governor A. G. Sordlie, who has been suffering from a heart ailment for several weeks.

PORTOLA, Cal., Aug. 25.—(AP)—Fire that started in a bakery here today destroyed offices of the Grizzly Electric Co., Golden Hotel & garage, Portola good room, Ratsky cafe, in dwellings and the Model bakery.

PRESIDENT IS DEVELOPING AS A SPORT CHAMP

Silent Cal Brings Down Flying Crane With Pistol, Shooting From the Hip—Gets \$2 Bounty—Catches Limit of Trout.

SUPERIOR, Wis., Aug. 25.—(AP)—Having revealed himself a crack pistol shot and with the biggest catch of fish yet to his credit this summer, President Coolidge was ready to settle down again to routine life at Cedar Island lodge to-day after an overnight visit to the estate of Charles E. Lewis, of Minneapolis, at Lewis, Wis.

Not satisfied with exhibiting his prowess with rod and fly by catching during the first hours of his stay at Lewis more than 25 trout, a greater number than the Wisconsin game laws allow to be caught in a day on open streams, President Coolidge astonished even his closest companions of years by calmly shooting a crane at 20 yards with a .38 automatic pistol.

Mr. Coolidge's skill with a pistol was demonstrated on the Seven Pines creek, which crosses the Lewis estate, as he and Mr. Lewis and a secret service operative were in a boat. Mr. Coolidge was outwitted by busy fishing, with his eyes past down on the water when one of the cranes which infest the region, circled over the stream.

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HOOVER TO REST AFTER LONG TRIP

Republican Nominee Believes Wet-Dry Issue Has Been Clearly Defined in Acceptance Speeches—Al Smith Attends Ball at Sea Girt—Lights Go Out.

By JAMES L. WEST Associated Press Staff Writer WASHINGTON, Aug. 25.—(AP)—The first phase of his own campaign at an end, Herbert Hoover today reviewed the 8000-mile journey across the continent and the results it had produced.

Just when and where the republican standard bearer will renew his discussion of the wet and dry issue had not yet been decided by him, but it can be stated authoritatively that he has no present intention of engaging in any debate with his democratic opponent on that subject.

He regards the issue as very definitely defined by the acceptance speeches with a clear-cut distinction drawn for the voters—rejection of the eighteenth amendment in its present form or its modification to permit state option under state legislation.

Close adviser of Hoover who sat in with him at the conference he held with political leaders of the northwest at Cedar Rapids this week, declared that the question uppermost in the minds of several hundred visitors from a dozen great farm states seemed to be that of effecting a strong party organization rather than of seeking more specific details of the farm relief proposals the standard bearer put forward in his acceptance address.

Hoover returned home last night very much satisfied with the results of the trip into 19 states from coast to coast and with the political outlook in general. He is not discounting the strength of the opposition, however, and repeatedly told those who greeted him yesterday in Pennsylvania that the republicans have a real contest ahead and must exert their utmost effort if they are to gain victory in November.

By D. HAROLD OLIVER Associated Press Staff Writer SEAGIRT, N. J., Aug. 25.—(AP)—Here in the same surroundings where Woodrow Wilson mapped out campaign plans 16 years ago, which carried him to the presidency, Governor Smith today found himself the center of a happy and huge democratic rally intended to boost his own chances for that high office.

The democratic presidential nominee, with Governor Moore of New Jersey, was the guest of honor.

Baseball Scores American NEW YORK, Aug. 25.—(AP)—Babe Ruth hit his 40th homerun of the season in the seventh inning of the second Pacer-Yankee game here today with Lagan and Gehrig on base and George Smith in the box.

First game: R. H. E. Chicago 5 11 1 Philadelphia 2 7 2 Batteries: Lyons, Thomas and Borg, Cronce, Elnick, Yerkes, Grove and Cleburne, Perkins.

Second game: R. H. E. Detroit 5 11 0 New York 3 10 1 Batteries: Sorell and Hargrave, Johnson, Thomas and Grabowski, Dickey.

First game: R. H. E. Brooklyn 6 9 1 Cincinnati 3 4 1 Vance and Deberry, Donohue and Hargrave.

Second game: R. H. E. Brooklyn 4 7 1 Cincinnati 5 7 2 McWeeny and Deberry, Goetz, Rice and Plonick.

Ach! Ecstasy Glide Is to Be Craze of Dancers This Fall

DETROIT, Aug. 24.—(AP)—The "ecstasy glide" in slow, fox trot rhythm, is the approved dance of the 1928-29 season, so far as the dancing masters of America are concerned.

Chicago, who demonstrated it with Miss Lucille Stoddard of Milwaukee. It presents a combination of slides, two steps and schottische steps.

Gene Tunney LITERARY LIGHT TO MEET SHAW Bernard Shaw Says He Will Talk Prizefighting, While Gene Will Talk Literature—Anticipates Pleasant Session.

LONDON, Eng., Aug. 25.—(AP)—There is a good chance that Gene Tunney will achieve his wish to meet George Bernard Shaw, who is taking a holiday at Antibes, in France.

The Daily Mail's correspondent at Antibes told Shaw of Tunney's expressed desire to meet him and the latter replied: "Tell Gene I will be delighted to meet him, in fact I have every intention of making his acquaintance. I will be back in London September 15 and hope to see him then."

Shaw added that he did not intend to allow reporters or photographers at the meeting. "We will meet as private gentlemen," he said. "I will discuss boxing and Gene will discuss literature, so we ought to get along very well."

Innate Culture Evident DUBLIN, Aug. 25.—(AP)—Visiting Trinity College library, Gene Tunney came across a first edition of Shakespeare which he handled lovingly and parted with reluctantly.

The folio fascinated Gene even more than did Ireland's ancient Book of Kells, the land's most notable antiquity, which was especially removed from its case so he could examine it through a microscope.

Beef Cheaper Than Before the War and Armour Complains CHICAGO, Ill., Aug. 24.—(AP)—The price of beef, on a comparative basis, is cheaper than it was before the war, but Armour & Co., in a review of general packing house conditions, reported that business continues unsatisfactory.

Rush at Height. When the accident occurred, the rush hour of the evening was underway, with millions of New York's workers thronging the subway, eager to get home.

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ROBE CAUSE OF HOLOCAUST

Mayor Walker Takes Charge of Investigation Into the Worst Disaster in History of N. Y. Subway—One Official Arrested—14 Known Dead, Total May Reach Fifty.

NEW YORK, Aug. 25.—(AP)—Fourteen persons were dead today and 99 others were suffering from injuries, many feared fatal, inflicted when a crowded subway express train was torn apart and strewn its human cargo along the dark tracks under Times Square at the height of yesterday's home-going rush hour.

W. E. Baldwin, a subway maintenance man, was held by police on a charge of homicide, his alleged negligence in permitting the train to pass over a defective switch being held responsible for the accident.

Four investigations were under way today, with Mayor Walker in personal charge of the city inquiry. The subway train, a downtown express, packed with a typical 5 o'clock crush of homebound humanity, was leaving the Times Square station when the ninth car plunged sideways on a switch and was derailed.

It crashed into a supporting concrete wall, broke in two, overturned, and was telescoped by the car behind it. The eighth car was also turned over. Before the power could be shut off short circuits had set fire to the wreckage and the terror of fire was added to other perils of the 1800 passengers.

Every ambulance and all police resources in the city were called to the rescue and officials believed that the quick relief operations was attributable to the fact that the death list was not much greater.

Worst in Subway History. The tragedy was the second worst in the history of New York Rapid Transit. Ninety-six persons were killed on November 1, 1918, in the derailment of a Brooklyn Rapid Transit train running through an open cut in Madison street, Brooklyn, on September 11, 1902. 12 persons were killed and 12 injured when an elevated train ran into an open switch at 33rd street and Ninth avenue, and a car loaded with passengers crashed to the street below. But never had there been such a disaster in the subway itself.

The ninth car of the train thrown against the concrete wall was sheared in two, half of it covering 200 feet down the dark tunnel still attached to the train before collapsing, a steel shroud for its mangled passengers.

The eighth car also tumbled over as it was dragged from the track by the weight of the ninth car. The tenth car crashed on into the wreckage but remained upright.

With the crash, all but the emergency lights on the train went out and the scene was lighted only by those dim bulbs and the blue flames thrown off by the third rail, short-circuited by the tangled steel thrown across it.

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SAMPLE PRESIDENTIAL BALLOT I intend to vote for... for President at the November election. I am registered as a... Signed (Name) Address (Fill out and mail to Straw-Balлот-Contest-Editor, Mail-Tribune, Medford, Oregon.)