

Home State Fight Urged on Johnson

Enemies of Senator Want Coolidge to Enter California Primary — Experts Call It Poor Politics. Fear Favorite Son Vote

By MARK SULLIVAN.
Washington, Dec. 28.—The managers of Coolidge's campaign are being urged to enter the California primaries and contest against Hiram Johnson in the latter's home state. Ordinarily, this is regarded as unwise strategy. Experienced politicians say of it that it is spectacular but it is not politics. It is like fighting too hard for a single trick and losing sight of the game as a whole. Men have lost the presidency because their managers indulged themselves in the luxury of making a show against their opponents in a show against their opponents in the opponent's home territory. One of the elements that contributed to Coolidge's failure in 1920 was the fact that his managers had fought against Harding in the latter's home state of Ohio.

Fighting a candidate in his own state has, among its other disadvantages, the tendency to build up a condition of implacable resentment among all the delegates of the man whose territory is invaded. The result is that, when the convention reaches the point where second choices are important, the invader is handicapped by a determination on the part of considerable bodies of delegates to vote for anybody rather than for the invader. Of course as it now looks, the next republican convention will never reach the stage where second choices count, because apparently the only two major candidates will be Coolidge and Johnson, with La Follette in a very minor position. Nevertheless, this lineup may change.

Johnson Enemies Active.

Most of the pressure on Coolidge's managers to oppose Johnson in California comes from Johnson's enemies in that state. Some experienced politicians point out that while this has superficially the appearance of these men offering to do Coolidge a favor, the essential fact is they are asking Coolidge's managers to take a risk in order to do them a favor. They want to make a fight against Johnson for their own local purposes; and are asking Coolidge to let them use his name and popularity for their local advantage.

Another disadvantage to Coolidge in entering California lies in the nature of the California primary law. The California delegates will be instructed, not by districts, but by the state as a whole. That is to say, every republican voter in the state will cast his ballot for Coolidge or for Johnson. The result is that Coolidge, to win anything, must win everything. He must get all the 29 California delegates or none of them. In order to win at all, he must get a majority of all the republican voters in the state.

Another disadvantage from the law in Coolidge's home state of Massachusetts, where Johnson can concentrate on one or two districts, and by winning them, make a showing against Coolidge in the latter's home state. This is possible under the Massachusetts law, although in the present state of feeling in Massachusetts it is not probably that Johnson could carry as much as one district there.

Reasoning Fantastic.

Among the reasons urged for Coolidge to enter California is that if he stays out of the home state of one candidate, he would have to show the same courtesy to all others, and that if a sufficient number of favorite sons should arise, it would leave Coolidge with too small a majority of the delegates to be safe. At present this reasoning seems fantastic, for there is no strong prospect of any considerable number of favorite sons. Another reason urged is that Coolidge's entering California would compel Johnson to spend much of his time in his home state, and keep him from making the speeches, which are his most effective weapon, in other states.

Some prudent advocates of Coolidge are advising strongly against his entering California. They say that whatever may now seem to be the low state of Johnson's present fortunes in his home state, there is no telling how local state pride might come to Johnson's help in a state where local pride is stronger than in perhaps any other state.

Another reason urged is that for Coolidge to invade Johnson's own state might add just enough to other factors to irritate Johnson to the point where he might feel he would have justification to bolt the ticket.

Librarians to Meet in Chicago This Month

Chicago, Dec. 29.—The midwinter meetings of the American Library Association will be held here December 31 to January 2. The association's council, league of library commissions, university, college and normal school librarians, Bibliographical Society of America and the executive, editorial, educational and library training committee, will participate.

President Azariah S. Root of Oberlin college, Oberlin, O., will preside at the bibliographical meetings, which will be addressed by a number of middle-western college librarians on subjects relating to books for college students.

50,000,000 Marks Come on Letter

Bucyrus, O., Dec. 29.—Stamps representing 50,000,000 marks were at first a letter recently received by a local resident from relatives in Germany. Another citizen here received, from a relative in Germany, one of the new good standard 10 pfennig stamps—one-tenth of a mark—on which is printed the statement that it is equal in value to 2.33 cents of an American dollar, indicating that the new gold standard money in Germany is valued the same as the prewar mark, which was 23.3 cents.

First Photograph of Mexican Revolt Churches Need



Mexican troops in action.

This is the first picture of an engagement between the loyal Mexican troops and the revolutionary de la Huerta soldiers. It was snapped in the Vera Cruz district when the revolutionists, under General Sanchez, attacked. The loyal troops, entrenched, have just opened fire.

German Marks Used for Confetti at Rites

By Associated Press.
Geneva, Dec. 29.—A young couple married at Beinwil, in the Canton of Argovie, had money showered upon them if not riches, for their friends found it cheaper to throw German bank notes over them instead of the usual confetti.

The village children after departure of the motor picked up the notes and went home "millionaire." German mark notes have in many Swiss cafes replaced wallpaper.

Churches Need Publicity, Says L. A. Preacher

Must Employ Same Methods as Theater, Only on More Dignified Scale, View.

Los Angeles, Cal., Dec. 29.—Now comes the recognition of publicity as the key to success for the modern church.

"The church which does not advertise fails to discharge its full duty to mankind."

That statement was made here by Dr. Bruce Brown, pastor of the South Park Christian church.

"The modern church is an intricate organization, second not even to the highly organized business projects with which we are all familiar," Dr. Brown said. "Why, then, should we not exploit the organization similarly to the way big business is exploited, especially when we know that we have something to offer the public which is so far and in a way more valuable than any commodity that any business house can supply?"

"We spend years of patient effort, thousands of dollars and work from dawn until dark to perfect our organization and enlarge our field. To secure a maximum of benefit to the people at large through this wonderful organization we must advertise through the newspapers, or the effort is wasted."

Dr. Brown then contrasted the churches and the theaters and dwelt on the exploitation of the theatrical offerings.

"Theaters somehow very subtly seem to be able to give the public what it wants. They please, and their customers come again. The same principle, on a more dignified basis, of course, will some day be incorporated in church exploitation."

"How far," the minister was asked, "should the church go in competing with the popular attractions of the day?"

"It is as impossible," he answered, "for the church to compete with popular attractions, as it would be for a college to compete with a circus. The church is not here to please, but to denounce evil and convert men who sin, and to set before the people a great and difficult task."

"The most pathetic thing in the religious world today is the preacher who gets a mob by judging his brains for some outlandish subject to appeal to the popular mind with freshness. One or two preachers in a large city succeeds in filling their auditoriums, but they do not enhance the value of the church by such methods."

THE BRANDEIS STORE

Value Is Plus in This Fine Merchandise Ambitious Clothes

WE MEAN just that—you never saw a wide-awake, up and coming, progressive man who did not appear the part. His clothes are an asset. Style in clothes—is general pleasing effect. The many little details that go to create the effect are hard to describe, but you feel them instantly when they are there. It's perfect tailoring that does it.

And these clothes, like the ambitious man, look the part. Naturally style—and fit—and fabric—all three co-operate to assist their character and worth. Your appearance—well, try on one of these suits—let the mirror give the answer. Save big money by buying Men's Clothing on our Fourth Floor Monday.

One and Two-Trouser Suits and Overcoats of Every Style

Some Hart Schaffner & Marx Make

- Group No. 1
Suit or Overcoat
Regular Prices, 27.50 to 30.00
Specially Priced **18.50**
- Group No. 2
Suit or Overcoat
Regular Prices, 35.00, 40.00 and 50.00
Specially Priced **27.50**
- Group No. 3
Suit or Overcoat
Regular Prices, 50.00 and 60.00
Specially Priced **37.50**

The Suits:-- Are all well tailored of excellent quality, all-wool fabrics, worsted and other materials; snappy styles for young men and conservative models for older men; pin stripes and mixtures; all sizes; regular, slim and stout.

The Overcoats:-- Are made of the season's newest materials in mixtures and dark shades; in belted or half belted models; well tailored. Do not fail to take advantage of this heretofore unheard of money-saving offer.

Fourth Floor.

Men's Furnishings Marked Down

A Special Purchase of Madras Shirts

Makes it possible to offer you these good well-made dependable shirts at this very low price; fine stripes in standard and wanted colors and designs; all sizes, 14 to 17½; neat clean patterns that will wash and wear very well; regular price 1.50; specially priced, **89c**

Flannelette Night Shirts

300 good warm full cut, well tailored flannelette night gowns for men; all made with military collar; well made—a real bargain; sizes 15 to 18; regular price 1.25; specially priced, **79c**

Main Floor—South



through the newspapers, or the effort is wasted.

THE BRANDEIS STORE

Monday—Last Day of Our Second Floor Clearance Sale Ready-to-Wear for Women and Misses At Savings Generally of Considerably More Than 1/2

Your Chance to Purchase Wonderful Merchandise at Low Prices

The Finest, Newest and Smartest Styles Our Entire Stock of Dresses Reduced Our Better Dresses Grouped in Two Big Lots

Monday we will sell beautiful fine dresses for street, afternoon and evening wear at two low prices. They come in all the late wanted shades and are made of such exquisite materials as crepes, satins, velvets and poiret twills; exquisite styles that denote smartness.

Regular Prices to 225.00 Year End Clearance Sale Price **95.00**

Regular Prices to 165.00 Year End Clearance Sale Price **79.00**

Moderately Priced Dresses Silk and Wool Dresses

Beautiful materials of Canton crepes, satins, charmees, poiret twills and velvets; made up into the smartest styles; wrap-around models, coat styles, flare skirt styles, ruffled models; all the latest in fine styles; some lovely evening frocks in the lot; lace trimmed; also trimmed in rich metal cloths; all sizes and colors; regular price to 35.00; Year-End Clearance Sale Price, each, **25.00**

Wonderful Coats of Fur and Fine Fabrics Reduced

An Opportunity to Buy a Handsome Cloth or Fur Garment at a Low Price

200 Beautiful Cloth Coats, Fur Trimmed

Of our better stock; in one great lot for Monday's selling; the new side tie, wrap around or straight line models; in lovely, soft, rich pile fabrics, such as Gerona, Marvella, Fashiona, Bolivia; all trimmed with such fine furs as kit fox, beaver, squirrel and caracul; these are all well tailored and are smart garments for street or dress wear; sizes 16 to 44; regular price to 110.00; Year-End Clearance Sale Price, **59.00**

Handsome Cloth Coats

Fashioned of such beautiful materials as Veldyne, Gerona cloth and many other rich pile fabrics; trimmed with lovely fur such as kit fox, opossum, black fox, squirrel and beaver; the latest side-tie or wrap-around models; some plain and some belted styles; wonderful values; regular price to 75.00; Year-End Clearance Sale Price at **39.75**

Wonderful Fur Coats

The latest in fine fur coats; made in the smartest styles; plain line, belted or side wrap around models; of Hudson Seals, Squirrels and Jap Minks; all beautiful coats. Regular price 495.00; Year-End Clearance Sale Price **395.00**

Regular price 750.00; Year-End Clearance Sale Price **495.00**

Regular price 950.00; Year-End Clearance Sale Price **795.00**

Party Slippers—A Complete Assortment

Primarily Designed for Style

These exquisite evening slippers are dazzling in their sparkling brilliance; many entirely original creations superbly modeled from the finest materials; unmistakably I. Miller in every respect. For the coming New Year parties and dances wear a pair of I. Miller's Silver Brocade with silver kid trim; either low or high Spanish heels; specially priced, **15.00 and 16.50**

All-Over Silver or Gold Embossed—A lovely party slipper that will please. Very specially priced, **12.50**

Gold Brocade with Gold Kid Trim—High Spanish heels; a smart cut-out model for exclusive evening wear; specially, **15.00 and 16.50**

Concluding Our Sale of a Special Lot Women's Low Shoes

The demand for these shoes has been so great that we were forced to add many new numbers to this lot of shoes; plenty of styles and sizes still left on hand in the most wanted leathers and fabrics; Year-End Clearance Sale Price, **4.85**

Third Floor—East.



Monday we will sell beautiful fine dresses for street, afternoon and evening wear at two low prices. They come in all the late wanted shades and are made of such exquisite materials as crepes, satins, velvets and poiret twills; exquisite styles that denote smartness.

Wonderful Coats of Fur and Fine Fabrics Reduced

An Opportunity to Buy a Handsome Cloth or Fur Garment at a Low Price

200 Beautiful Cloth Coats, Fur Trimmed

Of our better stock; in one great lot for Monday's selling; the new side tie, wrap around or straight line models; in lovely, soft, rich pile fabrics, such as Gerona, Marvella, Fashiona, Bolivia; all trimmed with such fine furs as kit fox, beaver, squirrel and caracul; these are all well tailored and are smart garments for street or dress wear; sizes 16 to 44; regular price to 110.00; Year-End Clearance Sale Price, **59.00**

Handsome Cloth Coats

Fashioned of such beautiful materials as Veldyne, Gerona cloth and many other rich pile fabrics; trimmed with lovely fur such as kit fox, opossum, black fox, squirrel and beaver; the latest side-tie or wrap-around models; some plain and some belted styles; wonderful values; regular price to 75.00; Year-End Clearance Sale Price at **39.75**

Wonderful Fur Coats

The latest in fine fur coats; made in the smartest styles; plain line, belted or side wrap around models; of Hudson Seals, Squirrels and Jap Minks; all beautiful coats. Regular price 495.00; Year-End Clearance Sale Price **395.00**

Regular price 750.00; Year-End Clearance Sale Price **495.00**

Regular price 950.00; Year-End Clearance Sale Price **795.00**

Party Slippers—A Complete Assortment

Primarily Designed for Style

These exquisite evening slippers are dazzling in their sparkling brilliance; many entirely original creations superbly modeled from the finest materials; unmistakably I. Miller in every respect. For the coming New Year parties and dances wear a pair of I. Miller's Silver Brocade with silver kid trim; either low or high Spanish heels; specially priced, **15.00 and 16.50**

All-Over Silver or Gold Embossed—A lovely party slipper that will please. Very specially priced, **12.50**

Gold Brocade with Gold Kid Trim—High Spanish heels; a smart cut-out model for exclusive evening wear; specially, **15.00 and 16.50**

Concluding Our Sale of a Special Lot Women's Low Shoes

The demand for these shoes has been so great that we were forced to add many new numbers to this lot of shoes; plenty of styles and sizes still left on hand in the most wanted leathers and fabrics; Year-End Clearance Sale Price, **4.85**

Third Floor—East.



These exquisite evening slippers are dazzling in their sparkling brilliance; many entirely original creations superbly modeled from the finest materials; unmistakably I. Miller in every respect. For the coming New Year parties and dances wear a pair of I. Miller's Silver Brocade with silver kid trim; either low or high Spanish heels; specially priced, **15.00 and 16.50**

All-Over Silver or Gold Embossed—A lovely party slipper that will please. Very specially priced, **12.50**

Gold Brocade with Gold Kid Trim—High Spanish heels; a smart cut-out model for exclusive evening wear; specially, **15.00 and 16.50**

Concluding Our Sale of a Special Lot Women's Low Shoes

The demand for these shoes has been so great that we were forced to add many new numbers to this lot of shoes; plenty of styles and sizes still left on hand in the most wanted leathers and fabrics; Year-End Clearance Sale Price, **4.85**

Third Floor—East.