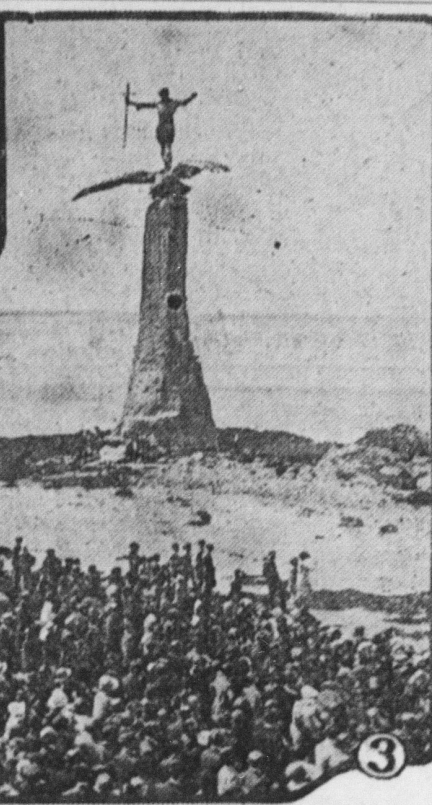




1—Doorkeeper Kennedy and Sergeant at Arms Rodgers closing the bronze doors of the house at adjournment of congress. 2—Edward P. Warner, professor of aeronautics in Massachusetts Institute of Technology, appointed assistant secretary of the navy in charge of aviation. 3—Scene at unveiling of monument commemorating landing of first American troops at St. Nazaire, France.



## NEWS REVIEW OF CURRENT EVENTS

### President Begins Vacation, Fairly Pleased With the Record of Congress.

By EDWARD W. PICKARD

SENATORS and representatives have scattered to their homes or to summer resorts, following the adjournment of congress; and President and Mrs. Coolidge with their entourage have gone to the secluded camp on Lake Osgood in the Adirondacks which is the summer White House. The Chief Executive jumped into his vacation with unwonted eagerness and celebrated its first day by catching a three-pound pike for dinner. His camp is quite isolated but it is expected that he will entertain a good many visitors who will be put up in the several cabins attached to the house.

Before starting for the north Mr. Coolidge ran down to Philadelphia and delivered a Fourth of July address to 30,000 people at the Sesqui-centennial exposition. His speech, which dwelt mainly on the unimprovable excellence of the foundation principles of the American government, was perhaps rather platitudinous but studious and well phrased.

WASHINGTON correspondents reported that the President was fairly well satisfied with the record of the first session of the Sixty-ninth congress. Its main achievements were the reduction of taxes, the funding of war debts and the approval of the world court resolution. All these measures were urged by the administration, and they also were supported by most of the Democrats in congress. In the matter of farm relief legislation the President did lose out, but he is not dismayed by this nor greatly disturbed by the rumbles of party revolt in the corn belt. He believes his opposition to bills for price fixing will be vindicated in time, and he doubts that the Republican farmers will join with the Democrats in attacking the tariff. All in all, the President believes the Republican party has nothing to be ashamed of and should not be considered as being on the defensive; and while he continues to hold aloof from all primary contests, he will, as head of his party, do his utmost to help it win victory in the November elections.

SENATOR CAMERON of Arizona successfully killed by filibustering the resolution to limit primary campaign expenditures of candidates for senator to \$25,000. The Reed committee made public the names of contributors to the Anti-Saloon league and the Association Against the Prohibition Amendment, which were given it in the course of the inquiry into the Pennsylvania primary. The John D. Rockefeller, father and son, were the most liberal givers to the dry cause during the last eighteen months, having contributed \$60,500. Chairman Stayton of the wet organization said it had collected approximately \$800,000, less than half of which had been contributed directly to the national association by sympathizers or allocated to it by state subsidiaries. The largest contribution—\$5,200—was from a Mrs. Van Gerbig of Connecticut.

The investigation into the Pennsylvania primary was practically completed and the committee separated to meet again in Chicago on July 26 for the purpose of inquiring into the expenditures during the Smith-McKinley senatorial primary contest. Senator Reed hopes to unmask at that time some of the influences behind the world court resolution, which is as obnoxious to him as prohibition.

OPPOSITION to ratification of the Berenger settlement of the French debt has grown tremendously in France and during a stormy session of the chamber of deputies Premier Briand said the cabinet intended to wait and submit the entire foreign debt program after the British problem was settled and when certain ameliorations in the American accord were definitely established. Franklin Bouillon attacked the Berenger agree-

ment bitterly and was tumultuously applauded by almost the entire chamber.

Finance Minister Caillaux had demanded that he be given dictatorial powers to carry out his plans for stabilization of the franc, but this, too, was violently opposed, especially by the Socialists, and it seemed likely the chamber would not consent. The franc fell to a new low level—39.80 to the dollar.

Former combatants and mutilated veterans of the war in Paris planned to demonstrate against the Washington accord by hanging crepe on the doorway of the American embassy. Ambassador Herrick protested against such an insult and the government forbade the demonstration, but the angry veterans declared they would carry out their plan notwithstanding, but with some modifications.

**PRESIDENT CALLES' war on the Catholics in Mexico** reached a new stage last week when decrees were issued forbidding religious publications to comment on political or national affairs and prohibiting monasteries, nunneries and religious orders. Heavy penalties are provided for violations. The government frankly admits the purpose of the restrictive decrees is to keep the Catholic church out of Mexican politics. Cardinal Gasparri, in the name of the pope, sent letters to representatives of the holy see all over the world, appointing August 1, the feast of "St. Peter in chains," as a day for special prayers "for the deliverance of Mexican Catholics from persecution and for pardon for their persecutors."

**CONFUSION** rules in Poland, due to the indecision of Marshal Pilsudski in regard to a national policy, and the situation is threatening not alone to Poland but to the peace of Europe. The bolsheviks are extremely active, stirring up clashes between the soldiers and the civilians, while soviet Russia waits grimly on the eastern borders. The Polish military extremists are clamoring for the cessation of more land from Germany, and the Germans retaliate with demands for the return of territory taken from them and given to Poland. The relations between the two nations are painfully strained. In the diet the dictator's government is being boldly denounced, but the constitutional changes he demands are likely to be made unless he is first ousted by another revolution. These changes would give the president blanket power to rule by decree until 1928.

**NATURE** continued her rampage in many parts of the world last week. The earthquakes in southern Europe and Asia were followed by tremors in Sumatra and Java that took many lives. Floods in Mexico, Austria and Japan were growing worse. After record-breaking snowstorms in the mountains of South America, a terrific cyclonic storm swept over Chile, resulting in destructive floods and landslides. Torrential rains and high winds prevailed in Ohio, damaging the crops.

**AFTER** many months of persistent work, the hull of the submarine S-51 was raised from the sea bottom off Block Island and towed to the Brooklyn navy yard where the rusted hull is to be cut open with acetylene torches so that the twenty-four bodies it contains may be removed and given honored burial. Credit for raising the submarine is given Lieut. Commander Edward Ellsberg who had charge of the engineering details. The S-51, it will be remembered, was sunk last September in collision with a steamer and thirty-three men perished.

**SALEM**, the Massachusetts town famous for its "witches" and for its one-time prominence as a shipping port, is three hundred years old, and has been celebrating the anniversary with picturesque doings. On the main day of the celebration Vice President Charles G. Dawes reviewed a big parade, attended a banquet and delivered a message of greeting from President Coolidge, besides making a lively speech on his own behalf. Speaking of General Dawes, he has let it be known that he intends to

spend much of his summer vacation on the stump in a coast to coast campaign for the reform of the senate rules.

**TWO** big American cities have been partly tied up by street transportation strikes. In New York the motormen and switchmen of the subway division, Interborough Rapid Transit company, quit work and in a few days were joined by the men on the elevated lines. They demanded higher wages. Hundreds of strikebreakers were employed by the company and partial service was maintained, but New Yorkers found it difficult to get to their work and home again.

Street railroad employees of Indianapolis also struck for more pay and for recognition of their national union. The public there was not seriously inconvenienced. The police, remembering the strike riots of 1913, were armed with sawed-off shotguns and arrested a number of strikers who attacked street cars.

**THE** new board of mediation created by the Watson-Parker railway labor act has been appointed by President Coolidge and has organized for work. The members are Samuel E. Winslow of Massachusetts, manufacturer and former chairman of the house Interstate commerce committee; Edwin P. Morrow and G. W. W. Hanger, who were on the old railroad labor board; Carl Williams, editor of the Oklahoma Farmer Stockman, and Hywel Davies, mediator for the Department of Labor. The first thing before the board is the wage demand of the four big railroad brotherhoods, the members of which ask increases averaging one dollar a day each. The railroads in the eastern district rejected the demands, saying they could not raise wages when they had not yet earned the return of 5% per cent prescribed by the Interstate Commerce commission under the transportation act. Both sides agreed to submit the dispute to the board of mediation. Railroads of the South and West are expected to reach an agreement with the brotherhoods to let the board decide the matter.

**EVERYONE** in the remotest degree interested in automobiles will be interested in the figures just announced by the Department of Commerce, showing that one person in every seventy-one in the world owns a car. On the basis of a world population in 1925 of 1,748,000,000, this means that more than 24,000,000 persons are automobile owners. The figures reveal that the United States leads with the highest ratio to population—one to every six persons. Hawaii has one to every eleven, and Canada one to thirteen. In the lower ratios is Afghanistan, with one to 1,200,000 persons; Hejaz, with only four cars, or one for every 225,000; Abyssinia, one to 133,333; and China, one for every 31,871. The Solomon Islands, with 151,000 persons, have only two automobiles, while Liberia has 54, or one for every 54,250.

In 19 of 59 countries surveyed, at least 90 per cent of the automobiles owned were of American manufacture; in seven, American made cars constituted 80 per cent. South America had the greater proportion, European countries showed a much lower ratio.

**RUNIC** inscriptions recently found in the state of Washington have been translated by Prof. Oluf Opsjon who declares the discovery is the greatest Norse record ever found in the United States. The first inscriptions, found near Spokane, tell of the journey of a band of vikings across the continent in 1010 A. D. and of their desperate battle with Indians and the burial of their dead. The second group of Runes, in Grant county, Washington, describes Norsemen swimming for their lives across the Columbia river to escape the Indians and starving beneath the river cliffs. It also is dated 1010.

**UNDER** to new Illinois boxing law Chicago has again become a prize fight center. In the first affair, Sammy Mandell of Rockford captured the lightweight championship from Rocky Kansas of Buffalo. The referee said Sammy outpointed Rocky in the ten round bout, but his decision was severely criticized.

# The Newspaper—America's Market Place



**A** N ODD form of calamity befell New York city in the autumn of 1923. It was neither fire, flood nor famine. There was neither rumor of war nor suggestion of riot. Yet into this peaceful picture there suddenly descended a kind of community paralysis that filled multitudes with dismay.

What had happened? Merely that for the first time in two centuries New York found itself without its usual newspapers. A pressroom strike had halted their publication.

On that day there was no paper on the doorstep. The news stands were unnaturally bare.

Why was this experience so disconcerting? Because, says a booklet issued by the Bank of the Manhattan company entitled, "News and Progress," it produced a feeling of isolation; it cut off the city from the outside world—not physically, but mentally; it even cut off the residents of the city from knowledge of each other, because people have come to rely almost entirely on the papers for their local news. One may be in a room with a number of others, but if the lights go out one feels strangely alone. When the newspapers suspended, co-operation became difficult—in some cases impossible.

The newspaper is in itself a remarkable example of voluntary co-operation. Not only is it a complex fabric woven of the labors and abilities of hundreds within its plant and of thousands on the outside, but it usually is a part of one of those great associations of newspapers through which the news of the world is daily gathered, exchanged and made available to all.

Not less significant and quite as important is the triangular co-operation between publisher, advertiser and public. Once it ceases, publishing, merchandising and buying all languish and the wheels of progress stop.

When it is considered that there are 45,000,000 copies of each issue of 13,400 newspapers entering every home, office and workshop of the land, we begin to realize the vastness of this co-operation. We begin also to sense the extent of the constantly renewed influence which brings our millions of people into continuous conscious touch with each other.

If it be true that modern conditions of life have created the modern newspaper, it is no less true that the newspaper has played a leading role in creating modern conditions of life.

This has been the case as to habits of thought, political developments and matters of religion, science and culture, but it has been true in even greater degree in the field of material progress.

When a carrier leaves a paper on a doorstep it may not occur to him that he is playing a part in the economic life of his town, but so it is, for to each individual subscriber he is really delivering the market place of the community.

Follow a newspaper into any home. Here are gathered the members of the family circle—father, mother and children. Within a few hours each will read it and for each there must be that which he is most interested in reading.

To this wealth of information each member of the family will respond and each in his peculiar way. Only to one part of the newspaper will there be any degree of common response because that part has a universal appeal. That part is the advertising columns. In these, could the editor view the reception of the paper, he would find that others—the advertisers—were supplementing his labors

by providing for tastes and needs outside his province.

There is another important aspect of the newspaper as the market place of the community which is often overlooked; that is, the saving of time. Instead of trudging from store to store in search of clothing, shoes or any of the numerous other articles of modern commerce, the consumer turns instinctively to the advertising columns of the newspaper for information to guide him by the most direct route to the desired product. Thus wasted time is eliminated.

As the market place of the community the advertising columns of the newspaper yield even greater values, which, while ultimately social in their outcome, are founded upon a firm economic basis.

For example, if America has become a nation of home-owners, it is due in large measure to the persistence with which the desire for home ownership has been stimulated through newspaper advertising. A man with property to sell might rub elbows with several possible customers in the course of ten minutes' walk, but he could not buttonhole them one after another, for busy modern life does not permit it. But finally the real estate merchant awakened to the fact that all these unlabelled passers-by were alike in one important respect—they were newspaper readers.

Similarly, in the field of banking and in the promotion of individual thrift the advertising and news columns of the American newspaper have worked a magic transformation. Compare the atmosphere of the average bank today with that of a quarter of a century ago, before the banker had come to realize that the newspaper was a market place.

The public utility field offers still another striking example of how the newspaper as the market place of the community has been utilized not only to sell goods and service but to promote popular understanding and good will. It has been estimated that newspaper advertising has shortened by one-half the process of selling the services of such utilities.

As in the case of banks there has come a complete transformation in the attitude of the public utilities toward the public and in that of the public toward them. The old-time suspicions and antagonisms, now rapidly disappearing, have been replaced by a

spirit of co-operation. This new spirit has found expression in many ways, not least among them being the widespread and rapid growth of the customer ownership movement.

The American newspaper is, by its very nature, a local institution, its own community's mirror, voice, market place and leader. But, just as America is a national community, composed of thousands of local centers, so the American press as a whole is a unit formed by nearly 14,000 local papers which reflect the national life.

In this capacity newspapers together perform a nation-wide economic service comparable to that performed by each for its own community. Connected up for the transmission and exchange of news they form a national market place in which knowledge of the goods of any locality may be found.

How prodigious is the volume of newspaper advertising in facilitating this process is disclosed by the fact that of the \$750,000,000 used in such advertising in 1925 nearly one-third was paid by producers of goods which are distributed throughout the nation.

Visit where he will, the traveler will find in the show windows of almost any town the same makes of safety razors, toilet powders, cold remedies, hand cameras, men's hats and clothing, women's wear, shoes and other commodities with which he was familiar in his home town. Indeed, it may be hard for him to realize, in the face of such display, that he actually has traveled at all.

Just as our newspapers have unified our thoughts, aims and ambitions, so have they made possible the distribution and the sale of our national merchandise.

In much the same manner that an important piece of news of interest to all is, in a single day, broadcast to every corner of the land, so can the message of a product be distributed by the advertiser. And it is now an accepted fact that this message also is "news."

Kaleidoscopic as it appears to be, our civilization is a stable civilization, nevertheless. How can stability exist amid such diversity? It could be destroyed if any large part of the American people become deliberately perverse.

In this larger sense the American newspaper constitutes the nerves of our entire social system.

### Marked-Era in West

The first United States land office was opened in Detroit, under an act of congress passed March 26, 1814, says the Chicago Journal. Detroit was then a frontier village with only a few hundred people, and all around the town and westward to the Pacific the land was still in possession of Spain. Here were millions and millions of acres of fertile land awaiting settlers.

The opening of the Detroit office was a momentous event in the history of the republic, for it marked the beginning of the regulated settlement of the mighty West. Uncle Sam's first land office, housed in a hut, was destroyed by the fire which wiped out Detroit in 1815.

**Riding Log Carriage**  
"If you can picture a small truck traveling back and forth in a space about 40 feet long, and reaching a maximum speed of 45 miles an hour at every trip, then you have some idea of the terrific strain men riding the 'carriage' in a saw mill would under," said a man just arrived in Detroit from an upstate lumber town. He said the carriage was used to carry the logs to the saw and was operated by a system of levers. Two men "ride the carriage," one to catch the logs with "dogs" as they are rolled onto the carriage and the other to gauge the thickness of the boards cut.—Detroit News.