

# EDITORS TOLD RADIO MEN MAY TRY PUBLISHING

## Aylesworth Also Stresses Possible Advertising Loss of \$31,000,000.

### DOUBTS PERIL TO NEWSPAPERS

#### Asserts Broadcasting Only Whets Hearers' Desire for Fuller Details of Events.

PRINCETON, N. J., April 24.—Mr. W. Aylesworth, president of the National Broadcasting Company, told the Princeton press conference in session at Whig Hall today that if newspapers stop printing the programs of broadcasting stations it may be necessary for "broadcasting companies to go into the publishing business," and that the newspapers, further, would run the risk of losing all or part of the \$31,000,000 annually that radio supply houses spend for advertising.

Mr. Aylesworth was on the same program with Elzey Roberts of the St. Louis Star, chairman of the radio committee of the American Newspaper Publishers' Association, who advised the conference that newspapers should print radio programs only as advertising matter. Newspaper publicity, Mr. Roberts said in effect, makes radio advertising "salable," and by this free publicity the newspapers are encouraging the business of one of their most formidable competitors.

#### Predicts Adverse Reaction.

Mr. Aylesworth admitted that a discontinuance of free program service would mean financial loss to radio companies, but he said it also would react adversely on newspapers.

"Suppose," said Mr. Aylesworth, "that radio advertising should drop off, largely through the efforts of the press to suppress programs and other radio news. What then? Quite obviously the finest programs would be off the air. There would be no sponsors, no money for broadcasting, no worthy programs, no use for radio equipment, no radio industry, no income to the press of the \$31,000,000 which the newspapers now receive from radio supply advertising."

Discussing the contention that the radio has cut into newspaper advertising revenues, which was one of the points advanced by Mr. Roberts, Mr. Aylesworth said this "might be founded on figures but not on facts." "Last year," he said, "radio advertising last year dropped ten or fifteen per cent., while radio advertising gained 45 per cent., but said the newspaper loss was more than compensated by the heavy expenditures for newspaper space of radio dealers. The press of the country profited from radio to the extent of \$20,000,000 last year, he asserted. So far as the broadcasting of news is concerned, he said, the radio gives only brief flashes which whet the public's appetite for more. As to the contention that the publication of programs benefits the radio industry and should be paid for, he said

### Dr. Dercum's Last Act Was to Honor Franklin

PHILADELPHIA, April 24 (A. P.).—Just before Dr. Francis X. Dercum, president of the American Philosophical Society, died in Franklin's "step-ladder" chair yesterday he acted to perpetuate a Franklin memorial.

Sitting in the chair, he signed an annual report to the society recommending that it renovate and make permanent the building in Independence Square that Franklin built as the home of the society. The society has raised a large part of a \$1,000,000 fund for a modern temple of science.

Dr. Dercum recommended the funds be used instead to make the original Franklin building fireproof and maintain it as the society's headquarters.

the programs are news the public wants and that radio pages are the most widely read of any except the front and editorial pages. "Radio, magazines, news reel and the newspaper are the four means of getting news to the public," said Mr. Aylesworth, "and the newspaper is the backbone of the structure, combining speed with thoroughness. The four should not be competitors, though their services may at times overlap."

#### Plea for Truth Made.

Truth, reliability and unbiased judgment in the news columns and on the editorial page are a newspaper's greatest assets, Fred Fuller Shedd, editor of the Philadelphia Evening Bulletin and president of the American Society of Newspaper Editors, told the conference.

"A newspaper which misleads its readers as to the meaning and significance of news," said Mr. Shedd, "is as much at fault, as unworthy, as futile in its intimate appeal to continued support as is the newspaper which deals in fiction instead of fact. By and large the American people individually and collectively believe in their newspapers."

Paul Y. Anderson, Washington correspondent of the St. Louis Post-Dispatch, deplored "the habit of disparaging Congress and glorifying the President." This is a dangerous habit, he said, which has led the country almost to the conclusion that the "public welfare is in danger as long as Congress sits and that an adjournment is a cause for rejoicing."

### CORRESPONDENTS DINE

#### Foreign Press Men Here Pick Seven Members.

Seven were elected to membership in the Association of Foreign Press Correspondents at a dinner held in the Hotel St. George, Brooklyn, last night. The membership now is ninety. R. Ronconi of La Prensa, Buenos Aires, president of the association, presided.

The new members are H. Atherton, St. Louis; Montreal Press, Paul Renault of La Patrie, Montreal; M. Takata of Osaka Manichi Shimbun, Tokio; Samuel Zuckerman of the Jewish Telegraphic Agency; A. P. Perry and E. Bernard Butfield, both of Reuter's, Ltd., and Henry Rosemond of the Haiti Journal.

#### Sicilian Volcano Erupts Briefly.

MESSINA, Sicily, April 24 (A. P.).—Brief eruptions of ashes and rock were thrown out of the ancient crater of the volcano Stromboli late last night, but there was no damage. Stromboli has been active for 2,000 years.

## SCHWAB VOICES FAITH IN FUTURE

### Tells Publishers Man Power Will Not Fail Nation.

### GOOD MANAGEMENT NEEDED

#### Will Rogers Also Addresses Association Dinner.

Speaking last night at the dinner of the bureau of advertising of the American Newspaper Publishers Association, Charles M. Schwab, chairman of Bethlehem Steel, expressed his optimism as to the future of American progress and prosperity and indirectly defended the bonus plan of his company, which has been under fire recently, by stressing the value to industry of well paid man power.

The dinner was attended by more than 500 publishers, their relatives and guests. Will Rogers was another speaker. W. E. Macfarlan of the Chicago Tribune presided and Amon G. Carter of the Port Worth Star-Telegram was toastmaster.

Mr. Schwab laid stress on the importance of trained, efficient leadership in all lines of endeavor and cited the need for the creation and perpetuation of opportunities for men in the ranks of industry to advance to positions of management and trust.

#### Mergers View With Favor.

Asserting that he was a believer in carefully thought out mergers to meet specific situations, the speaker pointed out that the principal disadvantage of the merger was its tendency to curtail opportunity, adding that modern industry as a result of mergers had lost something of the energy and force of personal ownership.

"To some extent this personal incentive exists in the publishing field today and I believe the vigor of the American press may be largely credited to that factor. Some of the largest of our chain-operated newspapers have given their management some form of participation to increase the personal incentive.

"Outside the newspaper field, however, it is a rare thing for the investors in a large industry to be the managers of its activities. The size of the leading successful corporations today makes it almost impossible for any individual to own even a controlling interest in any of them."

#### Trade Conditions Considered.

"The whole future of any corporation," continued Mr. Schwab, "depends upon having good management, and the successful operation of America's leading business enter-

prises will determine the degree of our industrial progress. If industry is led by men of administrative power, vision and intelligence, our country will retain its leadership."

At yesterday's sessions the Publishers' Association reaffirmed its opposition set forth two years ago, to the five-day week for mechanical labor; adopted several resolutions opposing radio advertising as "unfair" competition for newspapers, and heard reports from the committees on printing schools, the open shop, industrial mechanics, newsprint paper, traffic, forestry and Federal laws.

Howard Davis, vice-president of the association and business manager of the Herald Tribune, presided.

#### Officers Re-elected.

All officers and the five directors whose terms expired this year were re-elected at the closing session today. It was also announced that Los Angeles had been selected for the fall convention of the association on November 11.

Harry Chandler, publisher of the Los Angeles Times, who was prevented by illness from attending the meeting, was re-elected president. The other officers who will retain their posts for another year are: Howard Davis, vice-president; George M. Rogers, vice-president; Plain Dealer, secretary; and Walter M. Dear of the Jersey Journal, Jersey City, treasurer.

The directors re-elected for two-year terms are Charles H. Taylor of the Boston Globe, W. E. Macfarlan of the Chicago Tribune, J. D. Barnum of the Syracuse Post-Standard, Hilton U. Brown of the Indianapolis News and F. J. Bird of the Vancouver (B. C.) Daily Province.

The other directors, whose terms expire next year, are John S. Parks of the Fort Smith (Ark.) Times Record, Edward H. Butler of the Buffalo Evening News, Charles A. Webb of the Asheville (N. C.) Citizen, E. H. Harris of the Richmond (Ind.) Palladium and S. R. Winch of the Portland (Ore.) Journal.

The board of directors met immediately after the session and reappointed all committee chairmen for another year. In urging the publishers to select Los Angeles as the fall convention city, J. M. Boddy of the News of that city pictured the attraction of twenty-five golf courses. Col. Frank Knox, former general manager of the Hearst newspapers and now publisher of the Manchester (N. H.) Union and Leader, urged a large attendance at the fall meeting. Wallace R. Farrington, former Governor of Hawaii and publisher of the Honolulu Star-Bulletin, invited his associates to visit Honolulu on "a post-convention excursion."

### Forty Burmese Rebels Killed in Battle

RANGOON, Burma, April 24 (A. P.).—Forty Burmese rebels were killed today in a fight with Punjabi troops at Inbe, near Kama, in the Thayemyo district. The troops had no casualties.

## HOLDS INSURANCE BROADCAST BARRED

### Bennett Presses State Law Against Iowa Concern.

An interesting and novel point of law of significance to the operators of radio stations and radio advertisers has been raised by the State Insurance Department, represented by Attorney-General John J. Bennett, Jr. It appears that recently the International Broadcasting Corporation, operators of Station WOV, having a transmitting plant at Secaucus, N. J., and a studio for broadcasting at 16 East Forty-second street, entered into a contract with the Union Mutual Life Insurance Company of Des Moines, Iowa, by which it was to broadcast and did broadcast its programs respecting life insurance. This insurance company, according

to the Attorney-General's office, has not conformed with the New York State insurance law, and therefore is not authorized to do business in this State. Section 1199 of the penal law and section 50 of the State insurance law, make it a misdemeanor for any person to aid in the solicitation or procurement of insurance or in any manner assist in the transaction of business for a foreign insurance company not authorized to do business in this State.

On behalf of the State Insurance Department, the Attorney-General contends that these sections prohibit station WOV from broadcasting for

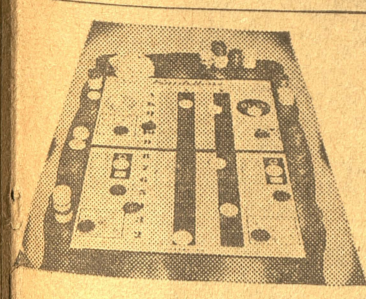
the Union Mutual Life Insurance Company. A hearing was held yesterday before Magistrate Edward Well in the Yorkville court. Deputy Assistant Attorney-General Charles A. Schneider presented the contention of the State Insurance Department and Magistrate Well reserved decision and directed the filing of briefs on May 12.

On behalf of the International Broadcasting Corporation it was contended that the radio is an instrumentality in interstate commerce and that therefore all regulation of the same must be by act of Congress and

through the Federal Radio Commission. The Attorney-General holds that the application of section 1199 of the penal law and section 50 of the insurance law is a proper exercise of the power of the State to protect its citizens from possible frauds.

#### Policeman Shoots Himself.

Patrolman Thomas Remy, 32 years old, accidentally shot himself in the right hand last night while cleaning his service pistol in his home, 160 Luquer street, Brooklyn, and was removed to Holy Family Hospital.



### Card Roulette

You don't need a wheel for an exciting game of roulette. This board, chips, and playing cards are all the equipment that's necessary.

The Board \$1.88

ADULT GAMES—Fifth Floor  
**MACY'S**  
34th ST. & BROADWAY

# Sale! 2500

## Old Hooked Rugs

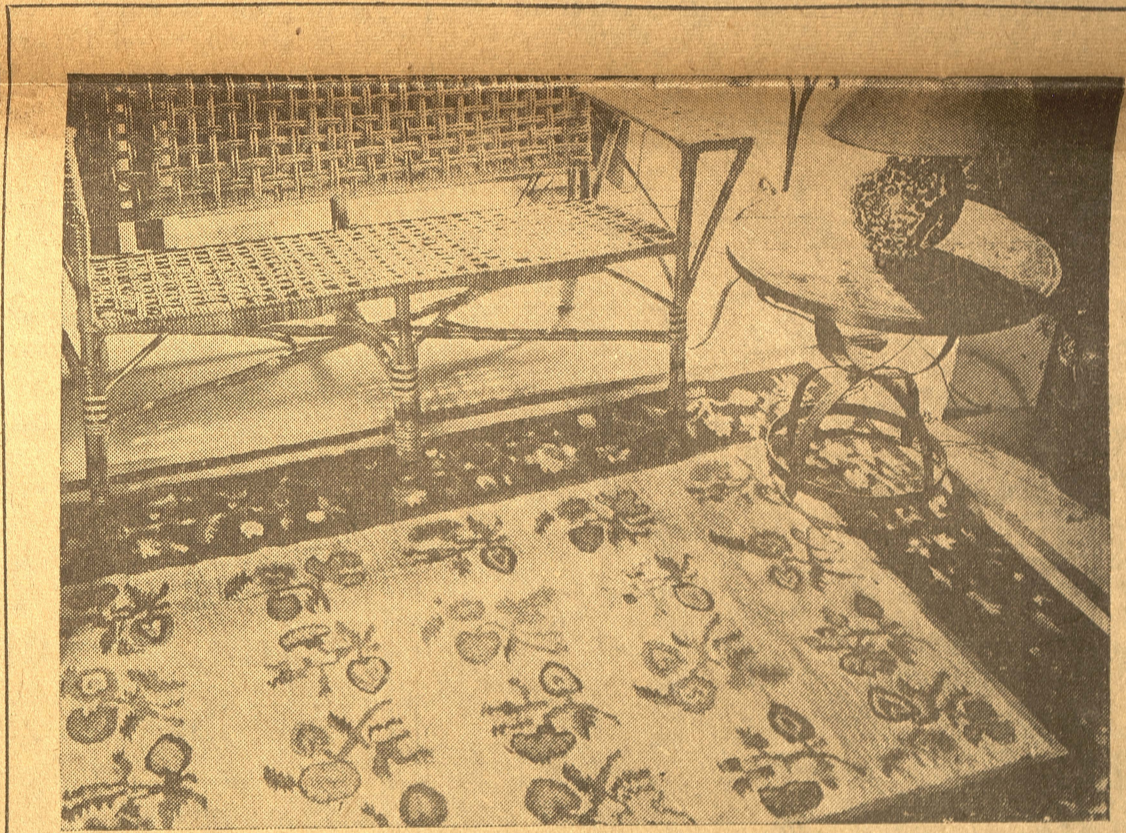
\$1.98 \$4.96 \$8.94

Exceptional values in a varied assortment of quaint and interesting designs. Outfit your floor in attractive array for summer with old hooked rugs for very little money.

THE RUG CRAFT SHOP—Seventh Floor

# MACY'S

34TH STREET AND BROADWAY



## They sing as they weave

Imagine Ukrainian peasants at their ancient looms singing, and weaving their plaintive melodies into their rugs. Vigorous colors, with a pensive note, bold designs that don't intrude. Each rug is different, but the same strain runs through them all. The weave is firm, pliable and pileless. Like many beautiful things, they blend perfectly with the American scene, with summer furniture, mahogany, pine or oak. They vary in size from about 4 ft. x 7 ft. to about 9 ft. x 15 ft.—and they are exclusive with Macy's in New York.

### UKRAINIAN RUGS

about 6x9 ft. \$98.50

RUG CRAFT SHOP—Seventh Floor

# MACY'S

34th STREET AND BROADWAY

1  
2  
3  
4

### Here are the facts about these full-fashioned Men's Hose

94¢ PAIR

We sent experienced shoppers to 18 stores around town. They found 6 lines of hose that were equivalent in quality to ours—but 5 of them sold for \$1.50, and 1 sold for \$1.45. They found 5 others at \$1.50 that were definitely inferior. And there were 7 stores that didn't have any comparable hose. There are the facts. In other words, these are hose that you'll have to pay \$1.45 or \$1.50 elsewhere to get—and even then you may not get them!

Smart new styles. Good looking clocks. Popular small horizontal stripes.

MEN'S HOSE—Street Floor

# MACY'S

34th STREET & BROADWAY

ON MACY'S NEW SIXTH FLOOR

## All-Silk Flat Crepe

\$1.09 yard

Lowest price found elsewhere, \$1.95 yd.

A saving of 86c a yard. This flat crepe is of exceptionally fine quality—for your loveliest frocks and evening dresses. In about 50 colors and black and white.

## All-Silk Printed Crepe

98c yard

Usually \$1.19 yard

We've also included in this group many prints which we sold at \$1.59 and \$1.88 earlier this season. A beautiful collection of designs on really fine crepe.

SILKS—Sixth Floor

# MACY'S

34th ST. & BROADWAY