

THROWS SPEECH AWAY



Charles M. Schwab.

SCHWAB BRAVES QUIPS BY ROGERS

Financier Discards Address,
Tells Publishers He Expects
Early Business Upturn.

After an evening of rare entertainment, including speeches by Will Rogers and Charles M. Schwab, last night at Hotel Pennsylvania, the American Newspaper Publishers' Association today ends its forty-fifth annual convention here with the election of officers and directors.

Mr. Schwab, the Bethlehem Steel magnate, brought to the thousand-odd newspaper men an enthusiastically optimistic story of the early ending of depression in American business; while the cowboy comedian said he was there to present some facts "to put you publishers back among your second mortgages."

Likes "The Old Rascal."

Referring to Mr. Schwab's glowing picture of better times just around the corner, Mr. Rogers commented:—

"Even though we know the old rascal is telling a damn lie, we like him."

Mr. Schwab threw away a prepared manuscript, which had been sent to all the newspapers, and exclaimed:—

"I am an optimist and never have I been more optimistic over the outlook for this great country than I am tonight. . . ."

"I have never made one dollar out of Bethlehem Co.—I just want to build a great monument to American industry.

Spent Million a Week.

"I have spent a million dollars a week during Bethlehem Steel's twenty-six years and expect to continue spending a million a week for the rest of my life—all to the building of this great monument. . . ."

Referring to these statements, Rogers cracked:—

"If you never took any money out

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MAN AND WIFE KILLED

SCHWAB BRAVES QUIPS BY ROGERS

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of Bethlehem Steel, you're the biggest sucker loose.

"He tells us to spend a million dollars a week to be an optimist. Many of us here couldn't be an optimist for five minutes at that rate."

Bonus System Defense.

In his press release, Mr. Schwab dwelt at length on a defense of his bonus system, under which Bethlehem Steel has paid huge salaries to high executives, but during his address he touched only lightly on the subject.

"Industry today is as romantic, as full of poetry as any other endeavor," he said. "When individual effort is centered in a business, that business is nearly always successful. . . . Brains, ability, administrative power and vision are worth all the reward you can give them."

The financier said he knew of no man who had got "a greater bonus for what he has done than Will Rogers."

Wants Less Politics.

As a means of hastening better times, he continued:-

"Let us have less legislation, less political talk; let us attend to our own business. Just discard those old theories about political remedies, and do all you can to inspire your managers to do all they can. Men must learn to be big men and encouragement, I have found, does much to make big men."

After referring to attacks that have been made against him in the newspapers, Mr. Schwab said that, in spite of these controversies, he always had found newspapers were fair in the end.

To be able to say "I have done my duty, and it is well done," is the greatest satisfaction in the life of any man, he said.

Cracks Back at Rogers.

He closed his address with another jibe at Rogers:-

"If Mrs. Rogers were here I would show you the greatest example of management in the United States."

In introducing Rogers, Toastmaster Amon G. Carter, publisher of the Fort Worth (Tex.), Star-Telegram, said:-

"The Democrats would like to have Will Rogers as President—in fact the Democrats would like to have anybody as President."

After several digs at Mr. Schwab, Mr. Rogers told of the widely published "gambling relations with Clara Bow."

Tells of Gambling.

"I want to get that all straightened up. I met her at a party and we went over to one of those places. She over-estimated her 'It' and lost. She gave a check, and next morning ran down to the bank and cancelled payment, an old newspaper custom.

"They sued her and said she had been introduced by Will Rogers. Looked like I was house man for a gambling joint. Well, it got in the

papers and Mrs. Rogers and the children saw it. I was called on the carpet. Looked like father might be asked to resign. It was mighty serious. After hearing the details, Mrs. Rogers passed a judgment:-

"'He's been a dutiful—not beautiful—husband for twenty-five years . . . I'll give him credit, when he did step out, he picked a live one.'"

Predicts Radio Supremacy.

Rogers told the publishers to forget about the threat of radio competition.

"I don't think you have anything to fear from the radio," he said. "There is nothing you can do about it—all you can do is to poison Amos 'n' Andy. You fellows are in a fix. Radio is taking away your news. Television will take away your pictures. All you will have left will be the editorials and the letters from the people objecting to them."

He read several "interesting announcements," one of which was that Bernarr Macfadden had purchased the Congressional Record and was going to consolidate it with the Graphic.

Sorry for Virgin Islanders.

He said he visited the Virgin Islands shortly after the famous "poorhouse" visit of President Hoover.

"I don't mind telling you America has ruined the Virgin Islands," he added. "I told them to go on making rum, saying there was no reason why they should be the only part of the United States to take the prohibition laws seriously."

The dinner was sponsored by the Bureau of Advertising of the association, and Chairman W. E. Macfarlane presided. Armand Tokatyan, of the Metropolitan Opera Company sang.

Among those seated at the speakers' table were:-

- WILLIAM T. DEWART, the Sun.
- CYRUS H. K. CURTIS, New York Evening Post.
- OGDEN REID, New York Herald Tribune.
- KENT COOPER, general manager of the Associated Press.
- KARL BICKEL, president of the United Press.
- FRANK B. NOYES, president of the Associated Press.
- P. L. THOMPSON, president of the Audit Bureau of Circulation.
- LEE H. BRISTOL, president, Association of National Advertisers.
- ROY W. HOWARD, chairman of the Board of Directors, Scripps-Howard Newspapers.
- WILLIAM F. ROGERS, Boston Transcript.
- S. E. THOMASON, Tampa (Fla.) Tribune.
- LOUIS WILEY, New York Times.
- JOHN BENSON, president, American Association of Advertising Agencies.
- FLEMING NEWBOLD, Washington (D. C.) Star.
- DON U. BRIDGE, Indianapolis News.
- F. I. KER, Hamilton Spectator.
- GILBERT T. HODGES, president, Advertising Federation of America.
- WILLIAM G. CHANDLER, Scripps-Howard Newspapers.
- WALLACE R. FARRINGTON, Honolulu Star Bulletin.
- BERNARR MACFADDEN, New York Graphic.
- A. L. SCHUMAN, Fort Worth Star-Telegram.
- HOWARD DAVIS, New York Herald Tribune.
- O. C. HARN, manager, Audit Bureau of Circulation.
- FRANK E. TRIPP, Gannett Newspapers.
- WILLIAM A. THOMSON, director, Bureau of Advertising.

Weather Observations.

FLYING FORECAST:-Partly overcast; moderate north winds and fresh northwest up to 1,000 feet and strong northwest, diminishing today at 5,000 feet.
Sun sets. 6:43 | Moon sets. 10:50
Sun sets. 6:43 | Moon sets. 12:50

The Tides

HIGH WATER.

Sandy Hook	Governor's Island	Hell Gate.
A.M. P.M.	A.M. P.M.	A.M. P.M.
— 12:19	— 12:12	2:03 2:43

LOW WATER.

A.M. P.M.	A.M. P.M.	A.M. P.M.
6:27 6:18	6:46 6:33	8:39 8:52