

LANDON POSES 'UNTRUE,' SAYS MARK SULLIVAN

Politicians Make Mistake
in Publicity Photos,
Writer Holds.

BY MARK SULLIVAN
WASHINGTON, July 9.—One
wonders about some of the photo-
graphs that are being taken of
Gov. Landon.

This is the period when the pub-
lic is getting acquainted with him,
and he must wish that the pub-
lic's impression should be identi-
cal with the man himself. During
this period there have been many
photographs of the ordinary sort,
such as any man might pose for in
the most natural way. But we have
also seen photographs of Gov. Lan-
don riding in a buggy, looking at
the clouds from the top of a moun-
tain, throwing snowballs, and
wearing an apron while he stands
over a stove, cooking.

Do these photographs represent
what Gov. Landon's advisers con-
sider to be good publicity for a
presidential candidate? Or do they
represent amateur compliance by
Gov. Landon with requests from
photographers who want something
new? Do they represent Gov. Lan-
don's own notion?

Simplicity Among Assets
One feels the answer to the last
question is no. A better surmise
is that ingenious photographers
wheedle for new poses and that Gov. Landon consents, possibly
against his better judgment. It may
be that the Governor's amiability
is doing him a dis-service. Among
his assets as he emerged upon the
public consciousness, an outstand-
ing one was simplicity.

The public thinks of him as a
plain man. They think of him as
having integrity of personality in
the sense of being a man who is
easily comprehended and who re-
mains the same. Part of this asset
would attach to Gov. Landon at
any time merely because he is what
he is. But the country thinks of him
as a contrast to President Roose-
velt. Many of the votes Gov. Lan-
don will get will come to him
merely because of the simplicity
and directness which is in contrast
with Mr. Roosevelt's variety of per-
sonality and indirection of method.
Gov. Landon can not possibly
beat President Roosevelt in a con-
test of showmanship, and ought
not to try. If the outcome of the
campaign were to be determined
as a competition in posing for en-
gaging photographers, Gov. Landon
is beaten before he starts. Mr.
Roosevelt can out-pose, out-posture
and out-smile him. With Mr.
Roosevelt this is an art and he does
it superbly. No one in public life
and few in the profession of show-
manship knows as well as Mr.
Roosevelt the art of projecting a
preconceived picture upon the
public consciousness through photo-
graph, motion picture, and radio.

Speaking Training Advised
Newspaper dispatches from To-
peka say that Gov. Landon has been
taking training in the art of speak-
ing before the microphone. If the
training goes no farther than to
attempt ordinary clarity of utter-
ance, that is, of course, desirable.
One hopes, however, that Gov.
Landon's teacher will not tempt
him into a competition in tremolos
and organ tones with President
Roosevelt.

The degree to which the art of
politics has been modified by the
radio and the motion-picture de-
signs, however, is study—some universi-
ty candidate for the Ph. D. degree
might usefully take it as his thesis.

These new mechanisms of com-
munication between the public man
and the public necessitate new
technique. But the new techniques
may be carried too far. The new
mechanisms are not well understood
by public men, and the latter tend
to be too willing to accept sugges-
tions made to them by the men who
manage the cameras and micro-
phones.

When ex-Gov. Smith was a can-
didate for President in 1928, he made
a hit with much of the public by
deciding to make a hit with one of
the photographers who accompa-
nied him. He was inspecting a public
building in course of erection, and
the resourceful photographer sug-
gested that he pick up a brick and a
trowel and be thus photographed.
Ex-Gov. Smith's reply, from the
depths of his common-sense, was:
"No, that would be 'baloney—
Everybody knows I am not a brick-
layer."

Contest Not a Show

Lack of confidence about the new
mechanisms of politics led Presi-
dent Coolidge into accommodating
himself to photographers in ways as
distasteful as possible from his own
judgment. At rodeo in the West
he allowed himself to be photo-
graphed in a "en-galon" hat, and
again in Indian costume. The ex-

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GIBSON ROOF
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LARGEST HOTEL IN
CINCINNATI
Coming and Going
IT'S HOTEL
GIBSON
1000 ROOMS
WITH BATH \$2.50

pression on his face showed his
distrust for it, thought he did it in
deference to what were supposed to
be the conventional demands of
a Presidential candidacy. The photo-
graph of Coolidge on his Vermont
ancestral farm in the sea of a hay-
stack, wearing the ancestral smock,
was not so much out of character,
but it led to mocking smiles by
those who observed that below the
farm overalls he was wearing the
polished shoes of the city man. In
the case of President Hoover it took
a change of chaperone by photogra-
phers and dissension by advisers be-
fore he was willing to be photo-
graphed in fishing clothes, although
that was, for him, natural.

Two fund transfers for Indian-
apolis were approved by the State
Tax Board yesterday. One changed
\$7127.76 from the Gamewell fund to
the Fire Department salary fund, the
other transferred \$2000 from the
general fund to the sewer material
fund.

Here Are a Few SUMMER NEEDS

Many More Not Listed Here—At
VONNEGUT'S, the Complete Store

**2-Qt. Metal Tub
ICE CREAM
FREEZER**
Other sizes
and prices,
wooden tub,
1-qt. to 8-qt.
\$1.00 to \$6.00.
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Gallon JUG
OUTING JUGS—
Gallon also in green
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Bars, $\frac{1}{8}$ -inch, of cold rolled
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Installation, \$1.75 extra.

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Ready-filled sets. Ants carry Antrol back to the
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2 oz. Bottle Box of 6 25c

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A Modern Necessity
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We feature a complete
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accessories. Tennis shorts
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We Have a Wide Selection of
CAMP COTS Including folding styles
for auto trips.
\$1.89—\$2.48

ALADDIN LAMPS
Give a perfect white light for your
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\$6.40 to \$12.50

Electric Lanterns **\$3.35**
Suitable for Night Fishing.

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To add to the enjoyment
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All Items, on Sale Tomorrow, and Saturday Until 1 P. M.

(Irregulars) \$5, \$6, \$7 Qualities

SUMMER SUITS

\$2.98
For Men
and Young
Men

Also Many
First Quality
\$5 Summer
Suits for Men!

Buy these suits for the balance of the season and for next
summer! Single or double breasted models! The irregularities
do not affect the appearance and wearing qualities...
some are slightly soiled... some have slight irregularities in the weave.

Maker's Closeout
**STRAW
HATS**

50c
Usual
\$1
Qualities

Sailors, seafarers, yedos and fancy
braids are selling fast! Choice of
black or fancy bands! Also many soft
straws in tan and gray! Men's and
young men's hats size up to 7 1/2.

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Ribbed or flat weave styles in full
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ESCALATORS to Block's
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suits with fancy sports back coat, shorts and
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navy blue. GUARANTEED FAST COLORS! Buy several
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Fancy prints and woven fabrics. Some seersucker. Full
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Jumpers in sizes 4 to 10. 30c sleeveless or short sleeve
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79c

39c

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69c and
79c

Solid colors and fancy patterns in cool
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perfect qualities! For men and young
men!