

# LANDON POSES 'UNTRUE,' SAYS MARK SULLIVAN

Politicians Make Mistake in Publicity Photos, Writer Holds.

WASHINGTON, July 9.—One wonders about some of the photographs that are being taken of Gov. Landon.

This is the period when the public is getting acquainted with him, and he must wish that the public's impression should be identical 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. Landon riding in a buggy, looking at the clouds from the top of a mountain, throwing snow-balls, and wearing an apron while he stands over a stove, cooking.

Do these photographs represent what Gov. Landon's advisers consider to be good publicity for a presidential candidate? Or do they represent amiable compliance by Gov. Landon with requests from photographers who want something novel? Do they represent Gov. Landon'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 outstanding 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 remains the same. Part of this asset would attach to Gov. Landon at any time merely because he is what he is. Some of it attaches to him because the country thinks of him as a contrast to President Roosevelt. Many of the votes Gov. Landon will get will come to him merely because of the simplicity and directness which is in contrast with Mr. Roosevelt's variety of personality and indirectness of method. Gov. Landon can not possibly beat President Roosevelt in a contest of showmanship, and ought not to try. If the outcome of the campaign were to be determined as a competition in posing for engaging photographs, 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 showmanship knows as well as Mr. Roosevelt the art of projecting a preconceived picture upon the public consciousness through photograph, motion picture, and radio.

**Speaking Training Advised**

Newspaper dispatches from Topeka say that Gov. Landon has been taking training in the art of speaking before the microphone. If the training goes no farther than to attempt ordinary clarity of utterance, 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 deserves learned study—some university candidate for the Ph. D. degree might usefully take it as his thesis. These new mechanisms of communication 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 suggestions made to them by the men who manage the cameras and microphones.

When ex-Gov. Smith was a candidate for President in 1928, he made a hit with much of the public by declining to make a hit with one of the photographers who accompanied him. He was inspecting a public building in course of erection, and the resourceful photographer suggested 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 President Coolidge into accommodating himself to photographers in ways as distant as possible from his own judgment. At rodeos in the West he allowed himself to be photographed in a "ten-gallon" hat, and again in Indian costume. The ex-

pression on his face showed his distaste for it, though he did it in deference to what were supposed to be the conventional demands of a Presidential candidacy. The photograph of Coolidge on his Vermont ancestral farm in the sea of a hay-rake 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 months of clamoring by photographers and discussion by advisers before he was willing to be photographed in fishing clothes, although that was, for him, a natural pose.

Doubtless Gov. Landon's advisers reason that he is a relatively new figure in public life, that it is imperative to make him well-known, and that the time is short. Reasoning thus, doubtless they think the more photographs the better. True, it is imperative to make Gov. Lan-

don known, but it is also imperative to make him known as he is.

This, of all presidential campaigns, ought not to be run like a beauty-contest or a stunt-show. The standard of taste about photographs ought to be fixed by the public man, not by the photographers. The photographers, practicing sound competitive individualism, are concerned not with taste but with novel effect. One feels that something ought to be done about it.

## 2 FUNDS TRANSFERRED

State Board Approves Changes in City Finances.

Two fund transfers for Indianapolis 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.

## Summer Store Hours

To add to the enjoyment of our employees, Block's will observe these store hours—

DAILY: 9 to 5  
SATURDAY: 9 to 1

All Items, on Sale Tomorrow, and Saturday Until 1 P. M.

## Here Are a Few SUMMER NEEDS

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



2-Qt. Metal Tub ICE CREAM FREEZER 98c  
Gallon JUG 95c  
Handy for Many Liquids

**Screen Door Closers**  
Stop That Noise  
NORTON (Shown) \$1.55  
STORM KING \$1.00  
NO-SLAM 10c-20c  
SNAPPY DOOR CATCH 20c

**Adjustable SCREEN DOOR GRILLES**  
Save the screening with one of these strong grilles \$1.85  
OTHERS FROM \$1 UP

**Burglar Bars \$4.25**  
Bars, 3/4-inch, of cold rolled steel—open for washing. Installation, \$1.75 extra.

**ANTROL ANT KILLER**—4 Bottles to Set Ready-filled sets. Ants carry Antrol back to the hill, exterminating entire nests. Single bottles, 10c  
**TERRO** 2 oz. Bottle. 50c  
**ANT CUPS** Box of 6. 25c

**Refrigerator PANS**  
A Modern Necessity 78c to \$2.45

**Is TENNIS Your First Love?**  
**TENNIS RACKETS** \$1.68 to \$14.45  
We feature a complete line of Rackets, Covers, Nets, Markers and other accessories. Tennis shorts for men and women.  
**TENNIS BALLS** Ea. 39c, 3 for \$1.14



**For Your Summer Cottage.**  
**Steamer CHAIR** \$1.09 With Foot Rest \$1.49

**CAMP COTS** Including folding styles for auto trips. Regulation Camp Cot. Heavy canvas covering. Three sets of legs for sturdiness. Folds into 36" bundle. \$1.89—\$2.48

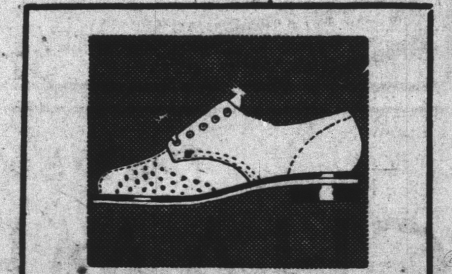
**ALADDIN LAMPS**  
Give a perfect white light for your summer cottage or camp. \$6.40 to \$12.50  
**Electric Lanterns** \$3.35  
Suitable for Night Fishing.

**SUMMER CLOSING HOURS:**  
MAIN STORE, 5 p. m.; Saturday, 1 p. m.  
BRANCH STORES, 6 p. m., Saturday, 9 p. m.

**VONNEGUT'S**  
120 E. Wash. • East Tenth at LaSalle • Irvington, 2534 E. Wash.  
42nd and College • 2125 West Wash. St. • Mount St., 1116 Prospect



**July Sale!**  
**SUMMER SLACKS**  
Sanforized! Pre-Shrunk!  
Prints! Seersuckers! All-over Patterns! Checks! Squares!  
Full sized and well made slacks that will look well after repeated laundering! Supply your needs for all summer at this money-saving price! For men and young men!  
**\$1**



**Original Prices Forgotten in This Sale! Out They Go!**  
**Children's, Growing Girls'**  
**WHITE SHOES**  
Sandals, Oxfords, Straps  
Stocks must be reduced to make room for new fall merchandise! Come early and buy several pairs while our sizes are still complete!  
**Barefoot Sandals** 66c  
Fine silk uppers with rubber soles. Whites! Browns!  
ESCALATORS to Block's Air-Cooled Downstairs Store.

# BLOCK'S Air Cooled DOWNSTAIRS STORE

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

## SUMMER SUITS

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

**\$2.98**  
For Men and Young 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.

## Men! See These at Once! BEVERLY YEAR 'ROUND SUITS

Hardy WORSTEDS—For Now—For Fall!  
Hardy TWISTS—For Now—For Fall!



**\$13.95**  
For Men and Young Men

Men! These suits are going out fast, but our selection is still complete! SPORTS MODELS in greatest demand! BUSINESS SUITS in good taste! Costly fabrics... "news" in patterns... careful tailoring... modern styling... all these are yours in BEVERLY SUITS at \$13.95!

Sizes for Men of All Builds  
ESCALATORS to Block's Air-Cooled Downstairs Store.

## -A JULY SALE EVENT-

## BOYS' 3-Pc. RUGBY SUITS

Only 125 Summer Suits in Boys' Sizes 4 to 9, But Not in Every Style!

**89c**

Linene, nub and some seersucker suits with fancy sports back coat, shorts and broadcloth blouse! Light summer shades as well as navy blue. GUARANTEED FAST COLORS! Buy several for Sonny to wear to school early in the fall.



Boys' \$1.19 Sanforized Slacks, Only

Fancy prints and woven fabrics. Some seersuckers. Full cut with side buckles. Sizes 8 to 18 in group.

Boys' Summer Wear, Each Only

Jumpers in sizes 4 to 10. 50c sleeveless or short sleeve wash suits, sizes 3 to 8. 50c suspender shorts in fancy suitings, broadcloths and seersuckers. Also sports shirts and polo shirts.

**79c**  
**39c**

ESCALATORS to Block's Air-Cooled Downstairs Store.



Maker's Closeout  
**STRAW HATS**  
Usual \$1 Qualities **50c**

Sailors, sennits, yeddos and fancy braids that are selling fast! Choice of black or fancy bands! Also many soft straws in tans and grays! Men's and young men's headsizes up to 7 1/2.

ESCALATORS to Block's Air-Cooled Downstairs Store.



**Regular 25c**  
**SHIRTS, SHORTS**  
For Men and Young Men **17c Ea.**

Comfortably made shorts of fast color novelty broadcloths in sizes 30 to 44. Ribbed or flat weave styles in full length cotton pull-over shirts! Cool... full cut... specially purchased to sell at a special price!

**Men's All-Wool Swim Suits**  
Speed model shirt type with slip-on trunks with built-in elastic support. Sizes 36 to 48.  
**\$1.95**

ESCALATORS to Block's Air-Cooled Downstairs Store.



**POLO SHIRTS**  
Usually 69c and 79c **49c**

Solid colors and fancy patterns in cool gaucho neck styles. Out full for comfort... and guaranteed to last! All perfect quality! For men and young men!

**BIG DOINGS**  
EVERY WEEK END  
GIBSON ROOF  
Cafe's Only Sky Cafe  
BASE BALL  
Cincinnati Reds  
SUMMER OPERA  
Afternoon at 4:30  
BOAT TRIPS  
"Island Queen"  
AMUSEMENT PARK  
"Coney Island"  
SAFT MUSEUM  
LARGEST HOTEL IN CINCINNATI  
Coming and Going  
IT'S HOTEL  
**GIBSON**  
1000 ROOMS \$2.50 WITH BATH