

RADIO IS MAJOR CAMPAIGN TOOL, OBSERVER SAYS

Landon Is at Disadvantage Before Microphone, Clapper Asserts.

BY RAYMOND CLAPPER
Times Special Writer

WASHINGTON, July 27.—Gov. Landon is up against two opponents in this campaign, Roosevelt and the radio. He is likely to find both of them formidable.

Radio in this campaign is not an unmitigated blessing. As if in obedience to some law of compensation, every invention which we contrive for improvement of our civilization seems to carry its own unwelcome curse which seeks to trip us up through our own weakness, ignorance and stupidity.

In Berlin a few days ago Col. Lindbergh in a remarkable address warned that in the airplane we have created a revolutionary war weapon which, if not controlled by intelligence, can in a day or two of bombing destroy homes, cities, libraries, museums and other institutions which no time can ever replace. Similarly, radio in the present campaign is going to put us to an intelligence test. Although it has become a major agency of popular enlightenment, it threatens to trip us up by catching us unaware. It must be listened to with discriminating ears.

Poor Speaker Penalized

While it gives every voter a ring-side seat, and permits the whole country to listen in on the presidential debate, it is likely, so far as the thoughtful are concerned, to work to the advantage of the easy, fluent speaker whose voice happens to be peculiarly adapted to the microphone. Likewise, it is likely to place a corresponding penalty upon the candidate who was less fortunate in his birthright of vocal cords. Landon, with his hoarse and bumpy voice, seems destined to be an especial victim of the radio.

Concerning the Landon acceptance speech, my own experience probably is typical. If anything I probably was predisposed toward Landon more favorably than many listeners. Yet his speech of acceptance as it came over the air left an unfavorable impression. The reading was jumpy, obscuring his meaning. Sentences ran together without emphasis to bring out the key phrases. Delivery was halting, as if the speaker was a schoolboy unfamiliar with his reading lesson. Nothing in the delivery of the speech gave the listener the feeling that the speaker had force and command. It left a weak, floundering, negative impression. There was not a flicker of power which could possibly stir an undecided voter to get up and walk to the polls to cast his ballot. Undoubtedly many thousands of listeners turned off their radios feeling completely cold to Gov. Landon. Yet the next day, reading in the newspapers the full text of the acceptance speech, a totally different impression was given.

Different in Print

Just as Al Smith's Liberty League speech, so full of life in delivery, seemed flat when read in type, so Gov. Landon's speech, dreary and unappealing in delivery, seemed in print a solid, competent job, revealing infinitely more grasp. Some one said that Roosevelt could have taken the same manuscript and made you think you were hearing hot stuff.

The Landon speech was no masterpiece, but none was expected. It lacked the impact of his telegram to the Cleveland convention amending the Republican platform, but it sketched firm outlines to be filled in by later addresses.

Gov. Landon could better have been more specific. He is unknown to most voters. The time is short. They know little more about his views now than they did after the Cleveland convention. Only by detailed discussion of specific issues can Landon convince uncertain voters that he has the required grasp of national affairs.

In one respect, however, he showed his force. That was in his discussion of labor policy. Already his position has been misrepresented by his opposition. He did not, as is being said, align himself against organized labor. On the contrary he declared that labor has improved its lot by organizing and that it has the right to organize into unions of any type it desires. He ruled out coercion and intimidation from any source. That does not rule out persuasion either by employer or labor organizer.

Recognized Closed Shop.
Landon even recognized the closed shop when he said that "in the absence of a union contract" an employer has the right to join or refuse to join a union. Lastly he said the government should stand as an umpire and a conciliator.

Unless we are to have a labor government, operating frankly in the special interest of one class, can any American citizen ask more of his government?
It is only by carefully reading and reflecting over the actual printed text of Landon's speeches, and Roosevelt's that the voter can adequately inform himself. Words in the cold type, devoid either of the emotionalism or of the fumbling diction which comes over the air, are the safest guide. In this respect radio is apt to be a deceptive influence in the present campaign, not through any fault on its own part, but because the American citizen just naturally falls for a good sales talk.

PROPOSES U. S. GRANT

Educator Suggests \$2,961,000 Annual Fund for Indiana Schools.

A Federal education program which would give Indiana \$2,961,000 annually has been proposed by Dr. Paul H. Mort, Columbia University education school, after a three-year survey.

His plan calls for a \$300,000,000 annual grant to the states for schools. Indiana educators generally are opposed to the plan, Floyd I. McMurtry, state education superintendent, said, fearing Federal control of the schools.

HOOSIER YOUTHS LEARNING TO FLY AT LOCAL AIRPORT



—Times Photos by Wheeler.

The above photo shows a group of aviation minded youths who may be the commercial and Army pilots of the future. They are cadets at the American Air-Cadet Corps summer training school and camp at the Hoosier airport.

Top photo (left to right), first row, are Glen Fisher, Connersville; Arthur Hammer, Shelbyville; Ralph Cooley, Connersville; Justen Eden, Connersville; Kenneth Ernest, Paul Mitchell and Ralph Harlow, all of Indianapolis.

In the back row (left to right) are Keith Hohenstein, Evansville; Robert Murray, Indianapolis; Thomas Ott, Indianapolis; J. D. Hull, Evansville; and Richard E. Byrd, Richmond.

The lower photo shows a group checking the motor of a training ship. The camp is open to boys between the ages of 16 and 21.

The inset shows Col. H. Weir Cook, who is devoting much of his time to instructing the cadets. Flying time is given free. Col. Cook, former war ace, now is commanding officer of the Thirty-eighth Division, National Guard air squadron.

The ranking junior officer is to be William Evans, Troop 23, who is to serve as camp commandant. Battalion leaders are to include Jack Hatfield, Troop 62; William McWorkman, Troop 80; Hershell Sartor, Troop 56, and Max Bartley, Troop 23.

Division leaders are to be Malcolm McDermott, Troop 18; John Ross, Troop 62; Richard McCord, Troop 60; Robert Harger, Troop 82; Richard Griffe, Troop 2; Ben Brant Hiller, Troop 56; George Marrott, Troop 68; Billy McDonald, Troop 9, and Gordon McWorkman, Troop 60.

NEW DEAL EXPENSE UNDER LEAGUE FIRE

Anti-Administration Organization Cites World War Costs.

By United Press
WASHINGTON, July 27.—The American Liberty League, demanding a "thorough overhauling of the structure of government," charged today that expenditures in the four years of the Roosevelt Administration "will exceed by at least 27 per cent the direct cost to the United States in carrying on its operations in the World War."

"Nothing like the spending debacle of the New Deal ever has taken place either in the United States or elsewhere," the league said. "Expenditures of more than \$32,000,000,000 in four years as against receipts of only about \$16,000,000,000 means that the New Deal has paid out \$2 for every \$1 taken in."

The league demanded a "critical examination of the theory of promoting recovery by spending" and "elimination of unnecessary and wasteful activities."

'BABY BOND' SALES UP

\$2,187,950 Worth Sold From March 1 to May 1, Official Reports.

United States "baby bond" sales at the Indianapolis postoffice for May totaled \$229,575, as against \$170,100 for April, Postmaster Adolph Seidensticker announced today. From March 1, 1935, to May 1, 1936, sales here have amounted to \$2,187,950, he said.

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With Correctly Fitted Glasses
OLD-FASHIONED glasses are just as conspicuous as old-fashioned clothing. Before you go on your vacation—see Dr. Fahrback and have glasses of ultra smart styling perfectly fitted to your individual requirements.
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BANDIT RAIDS BRIDGE GAME

Lines Up 11 Guests, Robs Them of Jewelry, Cash Valued at \$515.

Police today sought a bandit who early yesterday entered the home of Claver McCoun, 925 N. Graham-av., and robbed him and his bridge-party guests.

The bandit lined up the 11 guests and took their jewelry valued at \$500 and \$15 in cash. Then he commanded Mr. and Mrs. William M. Demaree, 5730 E. Washington-st., to accompany him.

Outside the house he forced the Demarees into their car, ordering Mr. Demaree to drive. They drove near Anderson, Ind. Demaree said, where state police tried to halt the car in the investigation of an accident. The bandit, he said, pressed a gun into his back and ordered him to drive on.

Returning to the city two hours later, Demaree said, the bandit jumped from the car at Arlington-av and 10th-st and disappeared.

In addition to Mr. McCoun and Mr. and Mrs. Demaree, victims of the robbery were Mr. and Mrs. Morris Hicks, 416 Southern-av; Mr. and Mrs. Harold Young, 310 N. Bancroft-st; Mr. and Mrs. Carl Rollins, 367 Spencer-av; Miss Hazel Banart, 1526 E. Michigan-st., and Lowell Demaree, 5257 Brookville-rd.

HELD IN JAIL 67 TIMES

Alleged Pickpocket Has Served Term in Eight Prisons.

By United Press
BEDFORD, Ind., July 27.—In jail 67 times is the record of Harry J. Meyer, 39, arrested here July 23. Police Chief Mahlon Rainbolt said today. Meyer was said to have been attempting to pick the pocket of William J. Hay. Since being fingerprinted for the first time in 1916 he has served terms in eight states and in Canada, Chief Rainbolt said.

Injured in Fall on Stairs

Mrs. Ruth LaMar, 34, is recovering at her home, 531 Bell-st., today from injuries suffered Saturday when she fell down a basement stairway. She was treated at City Hospital for scalp wounds and a fractured left arm, and sent home.

EVACUATION OF AMERICANS IN MADRID NEAR

Railway, Roads Reported Open to Coast After Rebels Retreat.

(Continued from Page One)

ported the four Galician provinces in northwest Spain had surrendered to the Loyalists.

A decree was published declaring the cruiser Almirante Cervera, which went over to the rebels, a pirate ship without the right to fly the Spanish flag.

It was estimated that so far there have been more than 9000 casualties throughout Spain, including 1500 in Barcelona and more than 500 in Madrid.

A careful, impartial analysis of reports from all sources, including rebel ones, left no doubt that as fighting resumed at dawn today the government had the initiative and the rebels must reverse the present trend if they hoped to win.

REVOLTERS RETREAT FROM MOUNTAINS

Schedule of Advance Goes Wrong; Reinforcements Kept Needed.

BY REYNOLDS PACKARD

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FIELD HEADQUARTERS, Spanish Northern Rebel Army, Near Segovia, July 27.—Something has gone wrong with the schedule of the northern rebel army. Unless it is able soon to find reinforcements, its drive on Madrid, already delayed, may be wholly repulsed.

Gen. Emilio Mola's men were doubling back somewhat today instead of marching southward for Madrid—which they had hoped to take yesterday.

LOYALISTS LOSE CLASH

Government Forces Defeated in Battle at San Roque.

By United Press

CIBOLA, July 27.—Rebels from Morocco, advancing on Malaga, defeated government forces at San Roque today. The loyalists retreated to the mountains to await reinforcements from Malaga.

C. M. T. C. COMMANDING OFFICER NAMED



Col. George V. Strong (left), Eleventh Infantry, commanding officer, today was named in charge of the August G. M. T. C. camp, scheduled to open Saturday at Fort Harrison. Lieut. Walter Moore, (right) who directed activities of the cadets during the July period, has been ordered to command the Eleventh United States Infantry during the war games at Fort Knox, Aug. 1 to 15.

FATHER POISONS HIS CHILDREN, THEN DIES

Parent Grief-Stricken Over Wife's Suicide, Note Indicates.

By United Press

ELKHART, Ind., July 27.—Grieved by the suicide of his wife, Russell, a month ago, Maynard Mitchell, 23, poisoned his two children and committed suicide. Bodies of the three were found by Mitchell's sister, Mrs. Frank Torco, when she called at the home late yesterday to take the bereaved husband and children for a drive. Mitchell, who told fellow workers he was "too broken-hearted to go on working," when he resigned his job last Wednesday, wrote his thoughts as he sat waiting for death. "Somewhere," the note read, "we may all four be together again."

STATE CRASHES CLAIM 2 LIVES; FOUR DROWNED

Gas Tank Explosion Kill Woman When Clothing Is Set Afire.

Seven were dead today in Indiana victims of week-end automobilism. In a crash, drownings and a gas blast.

Donna Morton, 4, was killed as her mother ran in front of an automobile driven by Robert Gossman.

At Huntington, Mrs. David Whitacre, 41, Geney, died in a hospital of injuries suffered early yesterday in an automobile accident.

Clyde, 12, Walter, 10, and the mother, Mrs. Allie McCutcheon, 3, Eaglefield, drowned in a pond near Mitchell Saturday afternoon. The two boys stepped into deep water and the mother attempted to rescue them.

Peggy Murphy, 13, drowned in Lake Michigan near Gary yesterday when she was caught by the undertow and swept beyond her depth.

Mrs. Gladys Dyer Roberts, Brookston, suffered fatal burns when her clothing was ignited by an explosion of a gas tank in the basement of her home.

FIREMAN, VOLUNTEER ARE HURT AT BLAZE

Junk Yard Fire Destroys Five Auto Tires.

A city fireman and a volunteer today were recovering from injuries received yesterday when they fought a blaze at Kroets & Son junk yard, 625 W. Court-st.

Fireman James Love, 713 N. Delaware-st., cut his foot on a spike and John Bright, 22, of 519 W. Washington-st., was burned as he helped stretch a hose line.

The fire, of undetermined origin, destroyed a stack of old auto tires.

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Your favorite movie star brings you her newest dress styles... In the current picture at the Apollo... and Ayres Downstairs Store brings them to Indianapolis! Brand new fall styles for back-to-school and late summer wear. In all the newest colors. Each dress is full size with French seams, deep hems and made of tested washable fabrics!

Sizes 3 to 6 1/2
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