

A Newsy Trip Around The World

By Elizabeth Saunders

In Chicago, Mrs. Isabelle Scarfe has sued a telephone company asking \$25,000, charging that a particularly loud buzz on her telephone burst her ear drum.

At Heidelberg University in Germany, Prof. Ernst Jaenecke has just figured out that since the days of Julius Caesar the diameter of the world has grown exactly six feet shorter.

In Sienna, Italy, a scene depicting the hunts of the Popes in Italy 800 years ago and episodes in the lives of the saints have been uncovered with the discovery of old frescoes in the Piazza Vecoville of Colle Val d'Elsa. The frescoes are believed to date back to the year 1300.

In Nantes, France, the appetites of soldiers may save the fishing industry of Brittany from its woes. To tide fishermen over the crisis the minister of war has ordered huge quantities of sardines, canned and fresh, for issue to troops.

By laying a concrete floor in his chicken house Ed. Brozewska, farmer near Center Line Mich., made a profit of \$1,000. While excavating the floor he found a pail containing \$1,000 in currency.

In Revere, Mass., Mrs. Verna Minson lost \$35 when her pet parrot chewed her purse to pieces.

In Sydney, N. S. two girls heard a sharp report and saw a man slump behind the wheel of a passing car. "Man Shot," they told police. Dashing madly to the scene police found no car but a passerby explained the driver fainted when a tire blew out, was revived and kept going.

Near Petersburg, Ind., moonlight shining on a concrete highway gave a flock of ducks the illusion that the road was a stream of water. They swooped down and hit the road so hard that 17 were killed.

"A key for every tenant" is the slogan and aim in life of weary-eyed members of the Flat Caretakers Association in Paris, France. They say night owls who come home at all hours and wake them are getting on their nerves. They have asked the prefect of police to let every flat resident have a key.

Instead of going down cellar and shoveling coal out of the bin, in Sharon, Pa., they can go out in the yard and shovel it out of a hole. One man, digging in his garden, "struck coal" four feet down. He mined several tons. A neighbor, growing envious, dug up his whole yard. He excavated 22 tons.

Every man, woman and child in the village of Lenthiegy, near Budapest, is drinking wine instead of water since the town well went dry. Wouldn't we like to be in Lenthiegy?

In Evansville, Ind., Louis Evans had been out of work for two years and had a wife and four children to support. The n his wife gave birth to triplets and skies became brighter. Reason: A former employer gave Louis Evans lumber to build a house, a relative gave him a cow to supply milk for the children, and another gave him \$10.

In Fort Worth, Tex., just as Mrs. Roy J. Metcalf put on foot into the bathtub to test the temperature of the water an eight-inch snake crawled from the cold water faucet. Mrs. Metcalf swooned.

Police found no clues to the robbery of a store in Florence, Ala., until they remembered the merchant, as a hobby, kept a rattlesnake in a showcase. They inquired at hospitals until they found Coleburns Hale suffering from snake bite. He confessed and was arrested.

The marriage license they obtained in 1925 has just been used by John Loke and Hilda Henderson of Milwaukee, Wis. They decided they had waited long enough.

In Booneville, Ind., Arthur Griffin pointed his gun at a friend and pulled the trigger. Nothing happened, but he friend reprimanded him for it. To show the gun wasn't loaded, Griffin held it to his own head, pressed the trigger. He died instantly.

In Fort Worth, Tex., during a playful moment, three year old Benjamin Mann bit his sister, Sara Sue, eight, who had a new vaccination scar. Benjamin soon developed a fever blister, and it became evident that he had vaccinated himself on the upper lip. The boy's parents obtained a certifi-

cate from a physician, and now Benjamin Mann will not have to be vaccinated when he starts school.

One hundred loaves of bread are bought each week by Mr. and Mrs. Paul Coppola, of Haverhill, Mass., to feed their 14 children.

A freak animal, half calf and half pig, is attracting wide attention on the farm of Frank Sanville, at Lebanon, N. H. The mother is a 26-month old heifer, and freak is her first born calf. It has the legs of a pig, eight inches long, with the front feet pointing right, and the hind feet in the opposite direction. The neck and head resemble that of a pig, together with the tail, but the body is that of a calf.

When he started to hike to another city, a Pittsburgh man concealed a \$20 bill in one of his shoes. When he arrived at his destination, he found that the bill was so worn the banks wouldn't accept it, sold it for \$1.

NOVEL SLEEVES

By CHERIE NICHOLAS



Designers are making a dramatic play on sleeves this season. Startling contrast is one method of procedure toward their spectacular display. Sometimes this is achieved via color. Again the material is different. In many instances color and fabric both interpret contrast. In the Lanvin gown here pictured the contrast theme is presented in this double role of color and weave, in that the dress is red wool with sleeves of black Lyons velvet.

FLASHES FROM PARIS

Couturiers launch a mode of elegance. Milliners herald the return of hat frames. Changeable taffeta is sponsored for evening wear. Brilliant buttons sparkle on the new velvet frocks. The cloth jacket suit with a fur peplum is featured. Grays in two tones or gray with brown are chic color schemes. Smart Parisiennes wear velvet for street, afternoon and evening. Lanvin creates fur-trimmed cosack coats of handsome soft woolsens.

Read The Want Ads

LOWER COST OF SCHOOL BOOKS FAVORED BY BUTLER

Editor of The News: The State press carries a notice of a meeting of the State Elementary Text Book Commission to be held in Greensboro on Monday, October 24, to consider certain changes in the text books now in use in the elementary schools of the State and especially the geography book. It is to be hoped that the Commission will recommend no changes for next year. The Text Book Commission would render a great service to the State if they would employ their effort in reducing the prices of the books already in use. The citizens of

the State have not forgotten the needless change in arithmetic books, and writing books by this same text book commission last year and approved by the State Board of Education. The numerous changes in elementary text books in our public schools during the past few years has resulted in a great expense to the people. In 1927 all language and health books for the elementary schools were changed. In 1928, the readers and spellers were changed and in 1931 the arithmetic books, writing books and drawing books were changed. The three books changed in 1931 affected about 750,000 school children in the state at a cost to the parents of many hundreds of thousands of dollars.

On next Monday the Text Book Commission proposes to change the geography books and probably other books now in use, the change to be effective next year.

It is estimated that a change in geography books will affect 325,000 school children by requiring them to buy that many new books, which will cost approximately \$3000,000. This cost does not contemplate the amount that will be lost through inability to sell the old books that will be rendered obsolete.

There is another thing about adoption and sale of text books for the school children in this state that is causing much concern and inquiry on the part of the patrons who are required to purchase text books for their children during this period of depression. Their complaint, if justly founded, should be immediately remedied by the State Board of Education.

The local distributors in the various towns over the state that handle and sell these text books to children tell me that it is difficult, if not impossible, to buy any of the adopted text books direct from the publishers but that by some mysterious arrangement permitted by the Education Department of the State of North Carolina, there is a North Carolina School Book Depository, located in the city of Raleigh, that has a monopoly on the distributing of the school books within the State. It is estimated that this School Book Depository adds 10 per cent to the original cost of the book and the local retailers over the State add another 10 per cent when they sell to the school children. This 20 per cent is in addition to the publishers profit and must be paid by each child on each book purchased.

The pertinent inquiry is, why does the North Carolina School Book Depository located in Raleigh, have a monopoly on the handling of all the adopted text books of the State which cost the taxpayers over \$2,000,000 a year and why is this private corporation, not connected with the State, permitted to charge approximately 10 per cent on this annual expenditure for a public necessity ???

Are the school patrons of the State penalized for private gain ??? It would be of interest to the taxpayers of North Carolina to know just what this school book depository is and why they are permitted to collect a commission on books shipped direct from publishers to the retailers and which the depository never handles.

Text books already cost too much. Every effort should be made by the State Department of Education, having these matters in charge, to reduce to a minimum in these trying times the cost of these text books for the children and no more changes should be made in text books, except to reduce the prices, until the school patrons get in a position to buy them.

The Republican Party, in its State Platform for 20 years, has demanded that all text books used in the public schools of our State should be standardized and made uniform and that they should be printed by the State when practicable and that the expenses of unnecessary changes in text books and the burden upon the people, incident to changes, should be eliminated.

We have also advocated that the text books for use in our public schools should be furnished by the State, either free of charge absolutely, or by a nominal rental, with charges only for depreciation at the end of the school year, with option to purchase the books at actual cost.

The State's Prison is costing the State about \$500,000 annually. The State's Prison is now equipped with a printing press which should be enlarged so that the text books for use in the public schools of North Carolina could be printed by the State and furnished to the pupils for a nominal rental. This plan would save the already burdened taxpayers of this state an average of over \$1,000,000 a year and the books would be printed by labor now only partially employed. Some drastic economies must be adopted to reduce the expenditure for public education in North Carolina.

I do not minimize the progress that has been made in this State in education and the improvements in school equipment in the last 30 years but I deplore the fact that progress in education has not kept pace with the cost of public schools, as the following figures will show:

The cost of the public schools of the State in 1901 was \$1,091,226.26; the number of pupils in attendance was then 252,019; the term was 80 days and the average cost per pupil per day was 5 1-3c. In 1920, the cost of public schools was \$1,941,194.04; the number of pupils in attendance

was 473,552; the term was 134 days and the average cost per pupil per day was 21 9-10c. In 1930, the cost of public schools was \$45,568,502.86; the number of pupils in attendance was 672,895; the term was 154 days and the average cost per pupil per day was 43 9-10c.

This shows that the cost of the schools per pupil per day has increased twice since 1920 and 8 times since 1901. We concede that there has properly been an increase in the salaries of teachers and improvements in school buildings and equipment but the increase should not be twice the cost per pupil per day since 1920 nor 8 times the cost per pupil per day since the Aycock revival in 1901.

Of course the cost of transferring pupils today has greatly increased but there has been a corresponding consolidation of schools which should result in vast economies. The teachers' salaries certainly have not increased in proportion to the increase in the cost of the school system.

In view of this enormous increase in the burden of taxation for the public schools, we should expect to find North Carolina at the top of the list of states in education, yet statistics show that we are still near the bottom and today rank 40th among the states in education, showing conclusively that the school money is not judiciously expended. In other words, our enormous outlay for public education is not raising our rank among the states in education in proportion to the cost, and the money is not going where it properly belongs. To remedy this appalling condition is now the chief concern of our people.

A great saving can be effected in the operation and maintenance of our public schools and other state educational institutions by the elimination of non-essentials and unnecessary waste, by standardizing the text books and furnishing them to students for a nominal rental or at actual cost and by enforcing a policy of strict economy in the administration of school affairs.

As the Republican candidate for Superintendent of Public Instruction, I shall exert every effort toward the adoption of this program.

ALGERNON L. BUTLER, Clinton, N. C.

HIGHLY ESTEEMED STRAITS LADY PASSED AWAY SUNDAY

Funeral services were conducted at 10 o'clock Tuesday morning from the Straits Methodist Church for the late Mrs. Lillie A. Gaskill by the Reverends F. B. Brandenburg and E. A. Wall. A large gathering of friends

and relatives were in attendance at the last rites of this highly esteemed lady. Interment was in the family cemetery.

Mrs. Gaskill, who had been in ill health for some time was seventy-nine years old. The end came Sunday afternoon. She was the widow of the late Stephen Gaskill, who passed away in June 1924. Both were held highly in the Straits community and

the eastern part of Carteret County. Mrs. Gaskill was for many years a member of the Straits Methodist Church and entered wholeheartedly in all religious activities.

The deceased is survived by one daughter and one son: Mrs. C. G. Nelson, of Gloucester; and C. G. Gaskill, of Straits, also by a number of grandchildren.

Join the Red Cross and Help The Distressed and Needy



NEWSPAPER ADVERTISING

By KENNETH COLLINS

Executive Vice President and Director of Publicity for R. H. Macy and Company, New York City

Few business ventures in the United States requiring the stimulus of advertising could live without the use of the newspapers.

The newspaper is the one dominant advertising medium.

I still feel that the newspaper is the best friend the retail store advertising business has. It has always been the best advertising business has. It has always been the best advertising medium we can possibly employ. It will continue to be for a long time. I am constantly being attacked by direct-mail advertisers and others for this point of view. If I am wrong, then nearly other store in America is wrong. With hardly an exception they all spend by far the greatest portion of their advertising money in the newspaper. And a quarter of a million merchants in the United States can't be wrong.

The right kind of advertising could end the hoarding that is held responsible for the continued slump.

On the one hand, as I have said, we have an overabundance of goods. On the other hand, we have a mass reservoir of inactive consumer purchasing ability in our banks. Between the two lies a frame of mind. That frame of mind is, without qualification, advertising's responsibility. Advertising could easily change that frame of mind, but we who write advertising have written the wrong kind. We have fallen down on the job. We have failed both to understand that frame of mind as it exists and we have failed to direct it into a buying mood.

It is a blunder to allow newspaper and magazine advertising lineage to materially decrease as pessimism mounts. If we subscribe to thesis that buying is essential at this time then this is decidedly not the time to curtail our promotional activities. The stores that have continued the intelligent, sound, aggressive advertising campaigns have fared better of late than those stores which have curtailed too rigidly. If we budget ourselves to a considerable reduction in sales, we can always accomplish our end. I know of nothing that is easier in the retail business.

The Beaufort News