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Highland Park 1990

"NEWS and PROGRESS" No. 2

ECONOMIC SIGNIFICANCE AND SERVICE OF THE AMERICAN NEWSPAPER AND NEWSPAPER ADVERTISING—From latest volume in Manhattan Library of Popular Economics, republished in serial form through courtesy of Bank of the Manhattan Company, New York.

FROM NEWS LETTER TO NEWSPAPER

JOHN CAMPBELL, Postmaster of Boston, was an unusual official. Being not fully occupied by the duties of his position, he looked for something else to do, and, all unconscious of the consequences of his act, took a step that has profoundly influenced the development of America. John Campbell lived at the beginning of the Eighteenth Century, which was a time when letters were infrequent, postage high and the mails but lightly burdened. His office was the natural center for the "freshest advices" of that great world lying outside of the little New England town, as these were received by sailing boats or horse-drawn diligences. Being a kindly gossip, he desired to share his news with others.

Therefore, he hit upon the idea of sending an occasional letter to the Governors of the New England colonies, in which he summarized the current news of the times. At first, his letters appear to have been sent as sealed communications, but presently he came to realize that there could be no harm in leaving them unsealed in order that others might read them by the way. Each was literally a "news letter," and they came to be so much in demand that it is not surprising to find him deciding to issue them weekly in printed form for general circulation.

Thus "The Boston News Letter," first published on Monday, April 24, 1704, became the pioneer of American newspapers, although it may be mentioned in passing that, on September 15, 1690, one Benjamin Harris, of Boston, published a single issue of a little sheet called "Public Occurrences," which was promptly suppressed by the Governor.

The "Boston News Letter," however, was published by authority, and was founded squarely upon the fundamental principle of disseminating news; but it also recognized a function of no less importance—that of co-operating in the economic activities of its community. In the introductory announcement the editor made the following statement:

This news-letter is to be continued weekly; and all Persons who have any Houses, Lands, Tenements, Farms, Ships, Vessels, Goods, Wares or Merchandises, etc., to be Sold or Lett; or Servants Runaway; or Goods Stoll or Lost, may have the same inserted at a Reasonable Rate; from Twelve Pence to Five Shillings, and not to exceed; Who may agree with Nicholas Boone for the same at his Shop next door to Major Davis's Apothecary in Boston, near the Old Meeting-House. This may be regarded as the first announcement in America that the news-

BE PREPARED FOR ACCIDENT; ADVICE

SUGGESTIONS FOR DRIVER  
Expert Tells How to Avoid and Also What to Do in Case of Emergency; First Aid Value

(By H. Clifford Brokaw, technical advisor, New York City West Side Y. M. C. A. Automobile School).

As long as motor vehicles continue to be as numerous as they are at present, and there is no prospect of the number decreasing, accidents are as sure to happen as human beings are infallible. Of course, efforts will continue to lessen the number of tragedies of this sort which is as it should be. In the meantime it is well to have some general idea of what are the best things to do in case of accident. Such knowledge may be the means of saving life.

First Aid  
When an accident happens first aid should be ministered to all who need it. Every owner of a car should have some knowledge of first aid methods and carry as a part of his car's equipment a small case of first aid materials. There are compact kits made up especially for the motorist's use. There also are several good books on "First Aid to the Injured" which can be read with profit.

Those most injured should, of course, receive first consideration. If there are serious injuries an ambulance should be called if possible or another car secured to hurry the injured one to the nearest hospital or physician's office. If any bones are broken, relieve at once the tension that may be caused by clothing. Have the patient lie down and remain as quiet as possible. See that some one pays strict attention to such a person.

If there should be any bad cuts with blood rapidly flowing away, indicating that arteries have been severed, tie something around the arm or body which will retard the flow at least to some extent. A handkerchief may answer the purpose and should be tied between the wound and the heart.

If a policeman is near by when there is an accident, call him. Undertake to get the names and addresses of all the people who actually saw what happened. This may be difficult but sometimes is very important.

Make Sketch  
Also make a sketch of the exact position of the car with measurements from the cars to the curbs or edge of the road and show the directions in which the cars were moving. If a camera can be secured, take pictures of the wreckage from different points of view for purposes of evidence. If the wheels of a car were locked by the brakes there will probably be a mark on the road or pavement to indicate this fact, which should be indicated on the sketch.

Clear the road if possible so that any restricted or blocked traffic can again become normal. If a garage is



Two centuries of American progress are reflected in the columns of the newspaper

paper, through its advertising columns, stood ready to serve the material as well as the less tangible interests of the people. The simplicity of life in the America of John Campbell's day stands out clearly in contrast against its present complexity and completeness. By the opening of the nineteenth century, the railroad, the telegraph, the cable, the typewriter, the telephone, the multiple press, the linotype, the stereocaster, the photograph and the half-tone plate, had given the newspaper a freedom from drudgery and delay which made possible its extraordinary progress in the past quarter of a century. To these facilities, in that time, have been added others, including the automobile, the airplane, the radio and the wire and wireless transmission of pictures. If we accept as true the declaration that "every substantial increase in the efficiency of the means of communication marks a new epoch of civilization," new light is shed upon the influence of "civilization's common medium of communication," the modern newspaper, whose efficiency has been so marvelously increased. Beginning as a collector and distributor of news from the other colonies and from distant lands, the American newspaper first contained little except accounts from the foreign press and occasional correspondence. Its community was small and the members knew what their neighbors were doing. Therefore, little space was devoted to local affairs. In fact, practically all the local news consisted of "paid notices," or advertisements. A merchant would announce the arrival of fresh goods from abroad, or an employer would warn others that his apprentice had run away, or that a slave had escaped or was for sale. Thus, nearly two centuries before advertising had come to be recognized as one of the greatest economic forces of modern life, newspaper advertising was looked upon simply as one form of news. (Next article, "What Is News?")

accessible a wrecking car may have to be secured to accomplish this end.

Avoid letting members of the crowd that may have collected change the position of anything until all necessary information is secured. Include in the memoranda taken the names and numbers of all cars involved, the license numbers, the names and addresses of owners, all occupants and others injured.

As soon as possible after a car has become involved in an accident, if it is covered by insurance, get in touch with the insurance agent who has authority to settle a claim. The data that has been collected will be of value in helping him to make an adjustment.

How to Tow Car  
If it is necessary to tow in an injured car, keep the car to be towed as nearly as possible in line with the towing car. The two cars should not be tied too closely to each other, about ten feet being a good distance to keep them apart. The rope should be attached to the front of the frame or spring of the towed car and to the back of the frame of the towing car. If one end of the rope is tied to the left side of one car, tie the other end to the same side of the other car. See that the gears are not meshed and that the brakes on the rear car are released. The man in the towed car will need to exercise caution especially in rounding corners, passing cars and going down grades. Definite signals should be arranged between the drivers of the towed and towing cars. If the differential gears are locked and the rear wheels will not allow for towing, this may be remedied by taking off the rear wheels and removing the keys which hold the wheels to the axle shafts. If one wheel is broken, secure a small pole and make a sled runner to take the load of that side of the car.

Texas appears to have decided that Ma Ferguson's place is in the home.—Indianapolis News. Some scientists assert that a new ice age is approaching. Who's afraid of a little ice?—Boston Globe.

What "dependable" really means

Ponder the basic elements underlying Dodge Brothers remarkable success and one simple fact stands boldly out:

The public not only believe in the goodness of Dodge Brothers Motor Car, they believe in the men who build it and the men who sell it.

That is why the word DEPENDABLE is associated the world over with Dodge Brothers name. It goes beyond the product and embraces every department in Dodge Brothers great organization.

Delivered Prices

Table with 2 columns: Car Model and Price. Touring Car \$860.50, Roadster \$859.50, Coupe \$911.50, Sedan \$965.00

A. G. McPherson

Highland Park Phones 120-121  
DODGE BROTHERS MOTOR CARS

BISTA DEL LAGO TO GET WRIGLEY CUP

After fourteen years' wandering, the famous Wrigley Cup winner's replica, emblematic of the speed-boat championship of the world, and the Weckler trophy, awarded to the American champion, have been officially returned to Chicago's north shore, here to remain as the possession of Chicago sportmen. The trophies, won by Commodore J. Stuart Blackton of the Atlantic Yacht club, on Chicago's lake front in 1912, were returned by Commodore Blackton, with Commodore Sheldon Clark of the Chicago Yacht club as the recipient. With other trophies won by Blackton's "Baby Reliance II" the trophies are today the permanent possession of Vista del Lago, the new North Shore Beach club.

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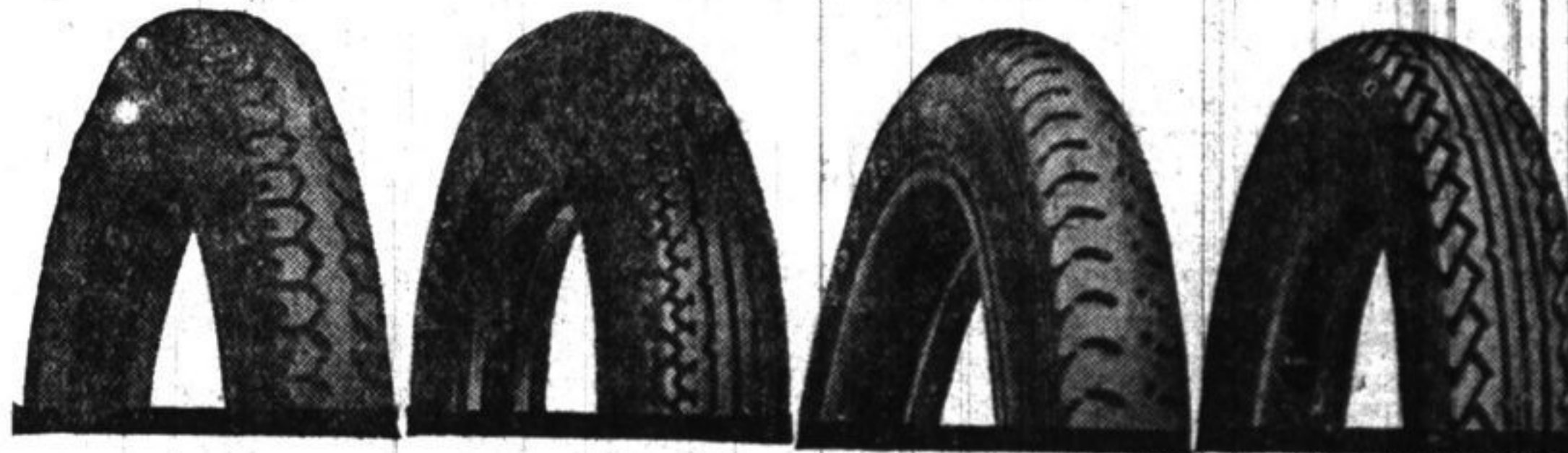


Table with 4 columns: Tire Type and Price. Reg. Firestone Gum-Dipped Cord \$7.95, Full-Size Firestone Balloon \$13.95, Oldfield Fabric \$7.15, Oldfield Balloon \$10.95

These are the Greatest Tire and Tube Values we have ever offered car owners. All new fresh stock at prices you pay for ordinary tires. Buy now while the sale is on.

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