

CHICAGO NOW HAS "LIGHTEST MILE" SEVEN BLOCKS STATE ST.

New System Makes This Section of Great Merchandise Loop Most Brilliantly Illuminated

State street's seven blocks in the "Loop," called the most concentrated retail shopping district in the world, have been turned into a "White Way" by a pillar lighting system designed to make this "the lightest mile ever known." President Coolidge touched the button which started the new street lights for the first time.

Tall standards, reaching well up to the second story of the large retail establishments that line the street on both sides, send forth a soft and powerful glow over sidewalks and buildings. The lighting system, according to the company which installed it, is the brightest ever set up. Similar systems are to be installed in the streets of Berlin, Buenos Aires and London.

Huge Aggregate Sales

Merchants of State street, who estimate their aggregate sales to be at least \$1,500,000 a day, are financing the new aid to the window shopper. Their annual business is figured at \$450,000,000. More than \$3,000 is spent every minute here, statisticians estimate. An army of 75,000 employees serves shoppers, they say.

State street computes its shopping areas in acres, floor space of the six large department stores and many smaller shops being estimated at 700 acres. Stores of every character line the avenue. Some cater to the most exclusive trade of the middle west, while other make their appeal to the seeker of bargains.

Before the lights flooded the broad thoroughfare, the seven blocks of elaborate window displays were of minor value after twilight. Now the stage-like settings of the windows are expected to make their appeal to the thousands of transient guests. As a retail shopping district, State street dates only from the seventies. Before that time, carriages of fashionable ladies drove up to Lake street stores during the shopping hours.

Pioneer Merchants

Potter Palmer, pioneer merchant, is credited with the foresight that converted State street into the shopping thoroughfare. He bought extensive property on the new avenue of business. Later Marshall Field and Levi-Leiter bought his drygoods business, and Potter Palmer established the Palmer House, which still stands on this street, and is just finishing its elaborate new building.

Reichstag members are more pay, thereby proving that they really believe in the republican form of government.—Philadelphia Bulletin.

NATIONS CO-OPERATE IN RELIEF MEASURES International Effort Is Shown In Official Report of Association

The official report of the recent meeting of the International Near East association in Geneva gives a new view of the broad international co-operation which exists in relief work for the refugee populations of the Levant. More than fifty countries co-operated last year in the observance of International Golden Rule Sunday, and the proceeds of this observance were devoted to refugee relief work through thirty-one different organizations.

Most Americans know about the American organization called the Near East Relief, and the common supposition seems to be that it is quite exclusively an American affair,—that nobody but Americans have shown any sympathy for the orphan remnant of poor Armenia.

It is true that America contributes in money and workers more than any other nation. But the records of the Geneva meeting reveal that funds for this same charity have been coming in from 52 countries, a large proportion of which have Armenian aid organizations of their own. Practically all the European nations are so or-

ganized. Canada and Australia are similarly interested.

One of the American delegates to the Geneva meeting said in an address on this subject: "To anybody willing to admit that the United States is not exactly the entire earth, there should be some pleasure in realizing that this movement of help has grown into so great a joint partnership established among the nations on behalf of the world's one disposed and homeless folk, the Armenians. It magnifies and dignifies the cause to see it as a general international concern. It magnifies mankind too when so many national families in the great world community are found ready to reach a hand of assistance out of their worst harried and worst broken neighbor. It is not often that for any cause it is possible to get a substantial and continuing world concern as wide as that which has been evoked for Armenia."

There's an animal in New Zealand called the "hatteria" which has an eye in the back of its head. If there's anything in evolution, the "hatteria" ought to develop into a peach of a pedestrian during the next two or three million years.—Ft. Wayne News-Sentinel.

Perhaps the great number of railroad wrecks lately are due to the scarcity of red petticoats to wave at the engineers.—Kansas City Star.

LYNCH'S SIGNATURE BRINGS BIG PRICE Autograph of Signer of Declaration of Independence Is Auctioned

The autograph signature of Thomas Lynch, Jr., a signer from South Carolina of the Declaration of Independence, brought \$1,100, the highest price paid, at the sale recently of the autograph collection formed by Emanuel Herb of New York, at the Anderson Galleries, Park avenue and Fifty-ninth street.

The signature was purchased by the George D. Smith Book company, which also paid \$675 for a collection of autographs of the presidents of the

United States, from George Washington to Woodrow Wilson.

S. L. Fuller paid \$250 for a specimen of Washington's correspondence. A letter from Samuel Adams, signer of the Declaration from Massachusetts, went to T. W. West for \$245, who also paid \$210 for a letter written by John Witherspoon, a signer from New Jersey.

Another Washington letter was bought by W. R. Benjamin for \$170. A letter from John Adams, signer from Massachusetts, went to the George D. Smith Book company for \$17. Thomas F. Madigan paid \$150 for a Thomas Jefferson letter and \$150 for a collection representing eighty members of the continental congress.

Nothing is more pitiful than a man trying to gain recognition nowadays with a campaign contribution of around \$50,000.—Columbia (S. C.) State.

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"NEWS and PROGRESS" No. 8
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.

HOW ADVERTISING CREATES NEWS

VERY successful newspaper editor possesses the faculty of being able to sense the existence of an interest on the part of his readers in any subject, and the degree of his success is measured largely by the manner and extent of his response to that interest through the news and editorial columns of his publication.

But why mention a fact that is so obvious and commonplace? What has it to do with the purely economic functions and influences of the newspaper? What relation has it to such things as production and distribution, merchandising and newspaper advertising?

The answers may be found by glancing through the columns of any modern newspaper and comparing them with the newspapers of a generation ago when advertising was an arm of merchandising and an educational force was still a sprawling infant in swaddling clothes. The answers may also be found in those numerous departmental sections of the newspaper which are now devoted to such subjects as real estate, finance, automobiles, books, theatres and moving pictures, radio and many others. They demonstrate in a striking way the fact that newspaper advertising not only is news but that it makes news; that through arousing a widespread interest in any given subject a public desire is created for more news which the editor is quick to sense and to satisfy through the news and editorial columns of his paper. Likewise news produces advertising, for the modern merchandiser of goods or services is, like the editor, eager to respond to the desire or demand which follows close upon the heels of an awakened public interest.

For example, only a few years ago, the newspapers began to print references to interesting experiments by certain scientists in radio phenomena. These notices were brief, for the most part, and seemed as remote from practical affairs as archaeological research in Egypt or Yucatan. Less than a decade later in almost any issue of any newspaper, could be found a regular radio section giving the programs of a number of stations, and often a good deal of additional news and general information. Various papers, indeed, issue weekly radio supplements. Since it is the newspaper's business to study and meet the news requirements of its readers, this demonstrates the existence of a large interest in the subject of radio on the part of the public.

The swift rise of this interest is an interesting illustration of how the advertising and news columns of the newspaper have each reacted upon the other. The attention of manufacturers first was attracted by the published accounts of these radio experiments. They succeeded in producing sets that could be used by the layman, and then undertook to create a market for their sets. This led them into the newspaper advertising columns, where they

stated the amazing powers of the new device and captured the imagination of the public. The response was overwhelming. Radio sets were sold in incredible numbers and installed in every community. The buyers became eager for knowledge of production and for information about the new instrument. Radio information, therefore, became genuine news and the result was seen in the radio columns of the newspapers.

Another department which has sprung into the news from the advertising columns is that of the automobile. This is almost entirely a development of the present century, and thus has occurred under the eyes of almost every adult.

During the same period, finance has risen to be a large news subject. A few years ago it commanded little space beyond the bare details of market reports. The tremendous success of the Liberty Loans was a lesson to investment bankers. Only since the war have they realized the possibilities of selling stocks and bonds to the millions instead of to the thousands. Nearly \$6,500,000,000 of new capital

was secured from the public during the single year 1924. The United States has some twenty million individual holders of stocks and bonds, and their foreign investments alone, exclusive of government debts, amounted, in the same year, to approximately \$12,000,000,000. Such figures indicate a remarkable extension of popular interest in finance, to which the financial news and advertising columns minister.


All told, it is a new and wonderful chapter in American life, one which may be visualized by comparing newspapers of yesterday and today. The radio, the automobile, the investment bond, are but examples among hundreds. News and advertising columns alike are filled by those who seek to learn, to buy, to sell, and each group in turn reinforces the other, as the volume of production and distribution broadens. In the whole process one essential agency has been consistently and constantly at work to inform and to bring together scientist, inventor, reader, maker, seller, distributor and buyer. That agency is the newspaper.

(Next article, "Following the News.")



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"ALONG GOOD WILL HIGHWAY"



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Give your car a chance to give you all the power it has

THE earlier you get to market, the better your profits. The smoother your car runs, the better your humor!

Fast, smooth motor car operation depends to a great extent on the lubricating oil you have in your crankcase. You must use not only good oil—but the correct grade of good oil to fit the degree of wear in your engine.


If your car is new you should use a certain grade. If it has run 2,000 miles you probably need a different grade. At 12,000 miles still a different grade. Because the farther your car is driven, the more wear there is in the engine—and it takes a heavier-bodied oil to seal the power in the cylinders.

That is the basis on which Sinclair Opaline Motor Oil is made and sold. It is—common sense—and set down in this Sinclair Law of Lubrication:—

"For every machine, of every degree of wear, there is a scientific Sinclair Oil to suit its speed and seal its power."

This is important—it is worth thinking about—worth talking over with your neighbor who sells Sinclair Oil. Tell him your mileage and he will be glad to show you how easy it is to apply the correct grade of Sinclair Opaline Motor Oil to your car. Let him give you a copy of "Oiling"—Sinclair's new help-booklet for motorists.

SINCLAIR OPALINE MOTOR OIL
Seals Power at every Degree of Wear



BUY IT IN A HANDY DRUM—THERE'S A SAVING