

FREE PRESS SEEN AS GUARANTEE OF PUBLIC LIBERTIES

Colonel Knox Says Censorship And Bureau Control Mean Death Of Freedom For Citizens In All Walks.

NEW YORK, Oct. 18.—(AP)—Freedom of the press was called more important to the nation as a whole than to newspapers alone, by Colonel Frank Knox today in a speech at the Herald Tribune's forum on current problems.

"Newspapers," said the Chicago publisher, "can and do survive under censorship and bureaucratic control, but public liberty languishes and dies."

Important Utility Colonel Knox, whose name has been mentioned in connection with speculation over the 1936 republican presidential nominee, called the modern newspaper "the most important of public utilities" and said it "must be administered with a high sense of obligation to the public."

Newspaper publishers as a class, he said, would "go down, if go down they must, before a world-wide swing to personal dictatorships, with the torch of liberty still held aloft and burning."

Calling publicity the "dictator's deadliest foe," he said: "Not in Russia, Germany, Austria or Italy is there to be found anything that remotely approaches a free press. All newspapers are closely censored as to both news and editorial content and, with the destruction of a free press in those countries, swiftly followed the like destruction of all other human rights."

"The reappearance of human liberty and freedom in those regions, now ruled by dictators, will be simultaneous with the reappearance of a free press."

Must Be Worthy "The press must continue to be free at all costs," he said, "but it must also be worthy, be true to professional ideals, be above price, be superior to cold commercialism, constitute itself the guardian, not only of the single but vital right of free speech, but also of honesty in public service."

"It must be a bulwark against evil and selfish control of our affairs; always the foe of demagogue and unscrupulous racketeers; it must be the enemy of those who debauch popular faith in and loyalty to a sound system of private and public morals, and, above all, it must dedicate its news columns to the public for the public's accurate information and its editorial columns to honesty and fearlessly expressed opinion."

Ex-Secretary Fall Suffers Breakdown

EL PASO, Tex., Oct. 18.—(AP)—A. B. Fall, former secretary of the interior who recently was disturbed by efforts to dispossess him of his Tres Ritos ranch in New Mexico, was ill today in an El Paso hospital.

Fair Young Maid Passes Honeymaids



Two juvenile screen celebrities, Helen Westcott and Merwin Lucas, enjoy a between-meals bite of Honey Maid Graham Crackers and fresh milk at the studio between scenes.

It's a treat even to young screen stars to have Honey Maid Graham crackers and milk served in the middle of the afternoon—or any other time of the day for that matter. So say Helen Westcott and Merwin Lucas, young Hollywood celebrities. Helen was charming as "Cobweb" in the Warner Bros. film version of "Midsummer Night's Dream." Merwin has appeared in several important recent films.

All active youngsters enjoy the delicious combination of rich, pure milk and golden graham crackers. And all wise mothers know that this combination is just packed with healthy nourishment. Every child, say authorities, should drink at least a quart of milk a day. And Honey Maids not only make this more palatable,

but add their share of bone and muscle building food values.

Made from selected graham flour and pure, delicious honey, these golden squares of goodness are relished by the children on every occasion. Serve them with milk or fruit or dessert and you'll find they get a rousing welcome from the youngsters.

Helen and Merwin are very busy young persons, with both school and studio to occupy their time. They need lots of extra, wholesome nourishment. But probably not any more than any other healthy children. For children are always on the go; if it isn't acting in pictures it's play-acting or baseball. And for all these activities Honey Maids and milk will furnish the plus fuel needed for sturdy growth.

CIRCULATION GAIN BY NEWSPAPERS IS PROSPERITY HINT

CHICAGO, Oct. 18.—(AP)—Newspaper circulation figures, considered one of the best barometers of business, showed "healthy increases" in the United States and Canada this year, O. G. Harn, managing director of the Audit Bureau of Circulations, said today.

As the A. B. C. opened its 22nd annual convention with 900 publishers and advertising experts present, Harn declared:

"Publishers all over the United States and Canada report circulation increases, a direct indication of increased buying power. This is corroborated, too, by the increase in newspaper advertising income."

President A. L. Thompson announced that after four years of declining membership the bureau showed a net gain of 194 members in 1935, from 1,722 to 1,856, had a total income of 6 per cent greater than in 1934 and operated within its income for the first time since 1932.

Henry T. Ewald, president of the Campbell-Ewald company of Detroit, Mich., urged advertisers to use newspaper columns.

"For the accomplishment of certain objectives, we believe newspapers are the best advertising medium that can be found," he said.

"A vital concern of both advertiser and publishers should be that the ads are accurate, unbiased and authoritative."

Thomas H. Beck of New York City, president of the Crowell Publishing company, said business is "rolling fast" toward prosperity.

He described the present situation as "good" and urged business men to do nothing to "gum it up."

Honey Maid Graham Crackers Add Tasty Touch to New Cakes

When you want to get away from your old standbys in the cake-making field, just get out the box of Honey Maid Graham crackers for a new adventure. They lend a delicious nut-like flavor to many cakes and there is a novel recipe for Clubhouse Cheese Cake that makes a hit with everyone.

Club House Cheese Cake

- Crust: 20 Sugar Honey Maid Graham crackers. 1/2 cup butter. 1-3 cup butter. Filling: 1/2 cup sugar. 1 tablespoon flour. 1/4 teaspoon salt. 1 lb. cream cheese or cottage cheese (put through a ricer). 1 teaspoon vanilla. 2 eggs.

1/2 cup cream. Crumble the crackers fine and mix with soft butter and one-third cup sugar. Reserve one-quarter cup of this mixture. Line deep buttered pie plate or small spring form with remainder, pressing mixture firmly with fingers against sides and bottom of pan.

Then mix one-half cup sugar, flour and salt and blend thoroughly with cheese. Add vanilla and yolks of eggs and beat; add cream and mix again. Fold in beaten egg whites. Pour mixture into crumb-lined pan. Spread with remaining crumbs. Bake in a moderate oven (350 degrees F.) until center is set, about three-quarters of an hour. A marvelous cheese cake; six portions. Preparation, 10 minutes.

Here is a delicious layer cake recipe in which Honey Maid Graham crackers are substituted for flour, and which achieves a most delightful flavor effect: Honey Maid Graham Layer Crackers 1 cup sugar.

- 1/2 cup butter or shortening. 3 egg yolks. 1/2 cup milk. 1/2 teaspoon salt. 32 Sugar Honey Maid Graham Crackers. 1 1/2 teaspoons baking powder. 1 teaspoon vanilla. 3 egg whites.

Cream the sugar and butter together. Add egg yolks, milk and salt and beat well. Crumble crackers very fine and mix with baking powder and add to sugar-butter mixture. Add vanilla and fold in stiffly with beaten egg white. Turn into two greased layer cake tins and bake in a moderate oven (375 degrees F.) 20 to 25 minutes. Fill and top with whipped sweetener and vanilla flavored cream and sprinkle with coarsely crumbled Honey Maid Graham crackers. Makes a nine-inch cake.

Daily average sales of general merchandise in small towns and rural areas in the south have shown a 35 per cent increase this year over 1934.

LOWER LUMBER RATES WILL STAY IN EFFECT

NEW YORK, Oct. 18.—(AP)—Traffic officials of leading eastern railroads have agreed to proposals of western lines to extend to May 31, next year, experimentally reduced freight rates on lumber which were to have expired Nov. 30.

They also considered reductions in rates for lumber, it was revealed, proposed by southern and southwestern lines to aid producers in those regions to compete in the eastern territory with lumber shipped from the Pacific coast.

ATTORNEY WOUNDED IN HUNTING MISHAP

ONTARIO, Ore., Oct. 18.—(AP)—Milton Farmer, well known San Francisco attorney was recovering today from gunshot wounds suffered in a hunting accident west of here on Monday.

He and his son, accompanied by John Stringer, prominent stockman, were approaching a drain ditch when Stringer stumbled. His shotgun discharged and the load struck the outside of Farmer's right ankle, tearing away the soft tissue and lacerating the muscles. The ankle bone was not injured.

For Hows that Wear buy NOLDE & HORST Eibelwyn B. Hoffmann.

Advertisement for Honey Maid Graham Crackers. Features a large illustration of a man's face in profile, a child standing on a globe, and several boxes of crackers. Text includes: 'IN YOUR HANDS LIES HIS FUTURE', 'LET HONEY MAID GRAHAMS help make him strong', 'The familiar cry of, "Mother, I'm hungry," is your opportunity. Give your child a background of health he'll thank you for in years to come. Honey Maid Graham's are good for growing children.', 'These tasty, golden squares contain energy... provide the kind of nourishment your youngster needs to help carry him safely through the strenuous days of school and play. Serve Honey Maids with a glass of milk for between-meal snacks. Put them in the children's school lunches. And serve them with fruit and desserts.', 'Honey Maids are delicious. Their tempting, honey-sweetened flavor makes them favorites with the children (as well as with the grown-ups). Baked nearby in Pacific Coast bakeries and wax-wrapped to preserve their oven-freshness, they always reach you crisp and crunchy. Order these wholesome, appetizing delicacies today... and ask for the thrift-size green package.', 'Honey Maid GRAHAMS NATIONAL BISCUIT COMPANY', 'OVEN-FRESH', 'YOUR CHOICE OF 3 CONVENIENT SIZED PACKAGES'.

Advertisement for Snider's Milk and Graham Crackers. Features an illustration of a young boy holding a glass of milk and a box of Graham Crackers. Text includes: 'Keep Them Healthy And Happy With SNIDER'S MILK and GRAHAM CRACKERS', 'What healthy youngster isn't almost always hungry? Satisfy that normal desire for between-meal bites with one of nature's healthiest combinations—milk and graham crackers—a combination every child considers "a treat."', 'Snider's Milk provides almost every essential of diet in easily digestible form. It is rich, pure, and delicious—produced under scrupulously clean conditions in a strictly modern dairy. See that your children drink at least a quart a day. With graham crackers they'll enjoy it more.', 'We lead others follow', 'PHONE 203', 'SNIDER DAIRY & PRODUCE CO.'.