

PUBLICITY MILLS HUM AS ELECTION DAY DRAWS NEAR

Major Parties Will Spend Over Five Million in Attempt to Convince Voters — Hundreds On Staffs

(Editor's note: Back of the presidential campaign publicity and advertising flooding the country as the race nears the stretch are the smooth-working publicity departments of the Democratic and Republican parties. They are enterprises which cost millions and embrace all the states in their network. Read this interesting story by an ace reporter of the Associated Press.)

By Edward J. Neil Associated Press Staff Writer NEW YORK, Sept. 18.—(AP)—Telephone jangle, duplicating machines, conferences, clerks, messengers go round and round and out comes the stream of publicity designed to convince you to vote either for Franklin D. Roosevelt or Alf M. Landon.

Through the entire twelfth floor of a huge office building at 42nd and Madison several hundred tollers in the eastern division headquarters of the Republican forces are driving at full speed to elect "How's Alf?" president.

Almost across the street, in 150 rooms in the Biltmore hotel, covering three floors, the Democratic national organization, 700 strong, is hearing down on every pitch to hold the presidency for "the Boss."

To Spend Five Million Something better than an estimated \$5,000,000, and throughout the country the energy of untold thousands, roll behind the president and his challenger in the battle for the electoral vote of 120,000,000 people.

Under Campaign Manager John D. M. Hamilton, the Republicans are based mainly in Chicago, with important branches here and in Washington. From the nation's capital seven "field investigators" range about examining New Deal activities, communicating their findings directly to Chicago.

A. H. Kirchhofer, chief of Landon's publicity forces, assigns his big staff of men and women writers daily, like reporters, to the "covering" of meetings, executive offices. They write stories, prepare material for state chairmen and publicity directors, keep up with an enormous mailing list covering the nation.

Daily Conferences Hamilton conducts press conferences as though he were gathering daily with friends of long standing. Like "Big Jim" Farley, Democratic campaign manager based in New York, Hamilton speaks frankly, openly, taking reporters into his confidence, courteously welcoming the newcomers, spreading the gospel and always remembering that papers have deadlines.

Under Farley the Democratic setup is pretentious. Forty-eight state organizations, with a women's division under Miss Mary DeWison operating separately and on a smaller scale, report directly to him.

Finance departments, radio, publicity, speakers' bureau, statistical departments, library, divisions that range all the way from foreign language sections and young Democratic clubs through stage and screen to Jack Dempsey's sport organization, fill the Biltmore with a constant rush and clutter, and the frame of Charley Michelson, publicity chief who also directed Roosevelt's press campaign in 1932, with busy glee.

Farley Inquisitive Highlights of the day's political business in the Democratic stronghold are Farley's press conferences. He asks far more questions than the reporters who gather around him each morning. He breezes in, greeting all, sits wrong side to on a straight-backed chair in the middle of the group and demands:

"What's the news about the other fellow? What do you hear? What's new?"

Nine-tenths of everything Farley says is "off the record" or "in the room."

KIEV, Russia, Sept. 18.—(AP)—Amid wild cheers, Klement E. Voroshiloff, Russian commissar of war and navy, promised inhabitants of the Ukraine, in a speech made public today, that if war comes it will not be fought on Soviet soil.

"We reaffirm if the Soviet's enemies attack the Ukraine, White Russia or any other part of the union," Voroshiloff declared, "we not only will stop him from entering the socialist fatherland; we will defeat the enemy on the territory he came from."

(Reichsfuehrer Adolf Hitler declared, September 12, at Nurnberg, Germany: "If we had the Ural, if we possessed Siberia, if we had the Ukraine, national socialist Germany would be swimming in prosperity.")

800 SPEAKERS READY FOR REPUBLICAN DRIVE CHICAGO, Sept. 17.—(AP)—Fred S. Purnell, the man behind the Republican oratory of the presidential campaign, announced today that approximately 800 speakers would be touring the country for the party's cause within the next two weeks.

Purnell, as head of the speaker's bureau of the Republican national committee, already had the services of 800 speakers at his command and proposed to add about 300 more for the final drive in 30 western states.

GROCETERIA SUPER FOOD MARKETS ONE SHOPPING STOP FOR EVERYTHING

Home Purity Bakery The Newest BAKING SENSATION PECAN CRUNCH CAKE! You've all eaten peanut brittle, of course. Now imagine a brittle rich with pecans, crunched into tiny bits and mixed right with a rich cinnamon and lemon flavored batter. Cover the finished layers with a rich butter cream icing into which the pecan brittle is generously added.

Two Serious School Problems BREAKFAST and LUNCH



We suggest a solution of the "no breakfast habit" last week and many mothers have expressed appreciation for the "Groceteria Goodness" in the Butter Horns and Rolls that brought the "no breakfast" school children to the table for a healthful nourishing breakfast. The school lunch is another puzzler. When the children bring the lunch box home with the greater part of the lunch uneaten, it's time to tempt them with a healthful nourishing sweet.

SUPER MEAT MARKETS HOT CAKES and SAUSAGE With the first touch of Autumn comes the longing for real old fashioned sausage and hot cakes. Tomorrow we offer a fine combination—Country style sausage and Sperry Pancake Flour.

SAVINGS In the GROCETERIAS "A Dependable Source of Supply"

- Armour's Star Corned Beef, No. 1 can 17c
Armour's Star Corned Beef Hash 1 lb. can 17c
Market Day Raisins 4 lb. pkg. 25c
Sperry Farina 5 lb. sack 25c
Jello, all flavors 3 pkgs. 14c
Sperry Wheat Hearts, 5 lb. sack 35c
Cracked Wheat Cereal, 2 lb. pkg. 12c
Golden West Coffee, 3 lb. can 73c
Goody Goody Sugar Peas, No. 300 25c
Del Monte Peaches No. 2 1/2 can, 2 for 33c
Swansdown Cake Flour, pkg. 23c
Oregon Milk 4 cans 29c; case 48 \$3.45
Salad Vegetables—Diamond A No. 1 tall can 15c
Baker's Farmington Chocolate, 1 lb. bar 15c
Schillings Baking Powder, 12 oz. can 25c
Rockwood Cocoa 2 lb. can 14c
Del Monte Grapefruit—No. 2 can 25c
Del Monte Spinach No. 2 1/2 can, 2 for 25c
Crystal White Soap Chips, 5 lb. pkg. 29c
Westinghouse Mazda Lamps, 15-25-40-60 watt 15c
75 and 100 watt 20c
Sperry Pancake Flour, No. 10 bag 48c
Black Silk Stove Polish, can 13c

Fountain Refreshments Crushed Fruit Ice Cream Soda 10c Choice of Pineapple or Strawberry, with a generous portion of Home Purity Ice Cream. Almond Toffee Sundae 10c Pecan Crunch Cake a la Mode 10c Hot Chili 10c Plate Dinners Roast Turkey and Dressing 29c Hot Mince Pie 10c Swiss Steer Steak 25c Baked Ham 29c

Time For Chili 1 lb. brick Swift's Condensed Chili 1 No. 2 can Diamond A Red Kidney Beans Both . . . 33c Demonstration Sale of Gebhardt's Chili, Spaghetti, Tamales and other Mexican style foods. Gebhardt's Chili Con Carne, No. 2 can 22c Gebhardt's Spiced Beans No. 300 can 3 for 25c Gebhardt's Tamales, No. 2 can 19c Gebhardt's Deviled Spread, can 10c Fruits & Vegetables Sunkist Lemons doz. 21c Sweet Potatoes 5 lbs. 17c Large Fancy Eggplant 3 for 10c Green Peppers, 3 lbs. 10c Elberta Peaches, crate 47c Oranges, Sunkist, 2 doz. 25c Klamath U. S. No. 2 Potatoes 50 lbs. 73c

— THE HOME OF — "Groceteria Goodness" 6th at Central 8th at Grape Savings Without Self-Denial GATES & LYDIARD Delivery of \$1.00 Orders Phone: West Side 428 East Side 752