

Madison Avenue Still One Of Demos' Favorite Roads

New York—(U.P.)—The Democrats may sound as though they are mad at Madison Avenue, but don't get them wrong. It's still one of their favorite streets.

Former President Harry S. Truman and other Democratic orators don't toss their verbal bombs at the thoroughfare as such—not at the avenue where bras are built, the Manhattan cocktail was born, and baseball scored its first "home run."

Mr. Truman's daughter, Margaret, and her husband live in one of Madison Avenue's most expensive hotels. It was on Madison Avenue that William Jennings Bryan once was nominated for president.

The former president and his fellow Democrats are aiming their criticism at the world of advertising which has become indelibly identified with Madison Avenue—known as "ulcer gulch" to advertising men and the place where P. T. Barnum's old exhibition hall once drew the "suckers."

Attack Narrowed Further

Narrowing the field of Democratic attack still further, they are talking most about the two large Madison Avenue advertising agencies that are helping to run the GOP campaign.

But another large Madison Avenue agency is writing slogans for the Democrats.

Many large agencies are not on Madison at all. Several are not even in this city.

Madison, situated between wealthy Park and Fifth Avenues, is considered the center of the advertising world. But J. Walter Thompson, the largest ad agency of them all, is on Lexington Avenue, two blocks east of Madison. Others are on Fifth, Park and various side streets. However, most are within a radius of about a mile from Madison Avenue and 42nd Street.

In 1932, the financial center around Wall Street came under strong Democratic fire. This year, the Democrats have moved uptown to Madison Avenue, with which much colorful Democratic and social history are associated.

Madison runs from 23rd Street to the northern tip of Manhat-

tan. It goes through a wholesale district, a high-price shopping district, a hotel and office building district, a neighborhood shopping district such as almost any city has, and finally, through Harlem.

Famed Tammany Hall is on Madison; so is the National Democratic Club, housed in a fine old mansion. A few blocks north local Democrats have their headquarters in the Biltmore Hotel, not far from Republican offices in the Roosevelt Hotel, named for Theodore Roosevelt.

At the old Madison Square Garden, long since torn down, Bryan accepted his third and last Democratic presidential nomination in a speech filled with his golden-throated oratory.

Eternal Light

On one side of Madison Square is the eternal light, which burns in memory of World War I dead. On the other is the biggest business in the world, the Metropolitan Life Insurance Company. The huge New York Life Insurance Company is to the north, on the site of the old Madison Square Garden, which was designed by Sanford White. He was shot to death in the Garden tower by Harry K. Thaw.

It was in Madison Square itself that a group of "gentlemen" members of New York's "400" wrote the rules that helped put baseball on a national footing. And at the northeast corner of the square is the Manhattan Club, where the first Manhattan cocktail was concocted.

The famous "Flatiron" building stands at the park's southeast corner.

Madison Avenue sometimes is called the Bond Street of America, for its many men's shops, including famous Brooks brothers. In its lower reaches, it houses two large Lutheran organizations, the Morgan library, on the site of the first residence ever to have electricity, and a wholesale district specializing in girdles, bras, panties, slips, rugs and lace.

Establishments on Madison Avenue include a chapter of the American Society for the Prevention of Cruelty to Animals,

Plan New Hospital Near Reed College

Portland — Pre-construction plans for a new Portland Osteopathic hospital are moving into high gear, pointing towards breaking ground after the first of the year on a five-acre tract near Portland's Reed college.

Recent approval by the state board of health of \$222,842 in Hill-Burton federal funds gave hospital officials the green light to proceed with the project. Construction is to be under way before May 1, 1937.

The staff of 30 doctors is sharing in the building expense. Staff members are immediately contributing \$150,000 to the building fund. A public subscription campaign will be held in the Portland area in November to raise \$350,000. The present 40-bed hospital building will be sold.

The new hospital will be one of the most modern in Oregon, built at a cost of \$750,000. The one-story building will include nursery, private rooms, wards, delivery room, surgery, semi-private rooms, X-ray room, doctors' lounge, nurses' lounge, and kitchen. The hospital will have the latest equipment.

A MAILMAN'S TRAVELS

Orem, Utah — (U.P.)—M. Verne Thurber, marking his 30th year as a rural carrier on Route No. 2, estimated the job he began in a Model T Ford has carried him 280,000 miles. Thurber, who marked his anniversary by working as usual, said he hadn't had an accident since he began his route in August, 1926.

A FITTING NUMBER

Chicago — (U.P.)—Dr. Harold Clayton Urey, the University of Chicago's famed physical chemist who discovered heavy hydrogen, has the number 2014739 on his auto license. That is the atomic weight of heavy hydrogen.

The International Business Machines Corp., three United Nations delegation headquarters, the Columbia Broadcasting System's main offices—and the headquarters of the National Association of Waste Material Dealers.



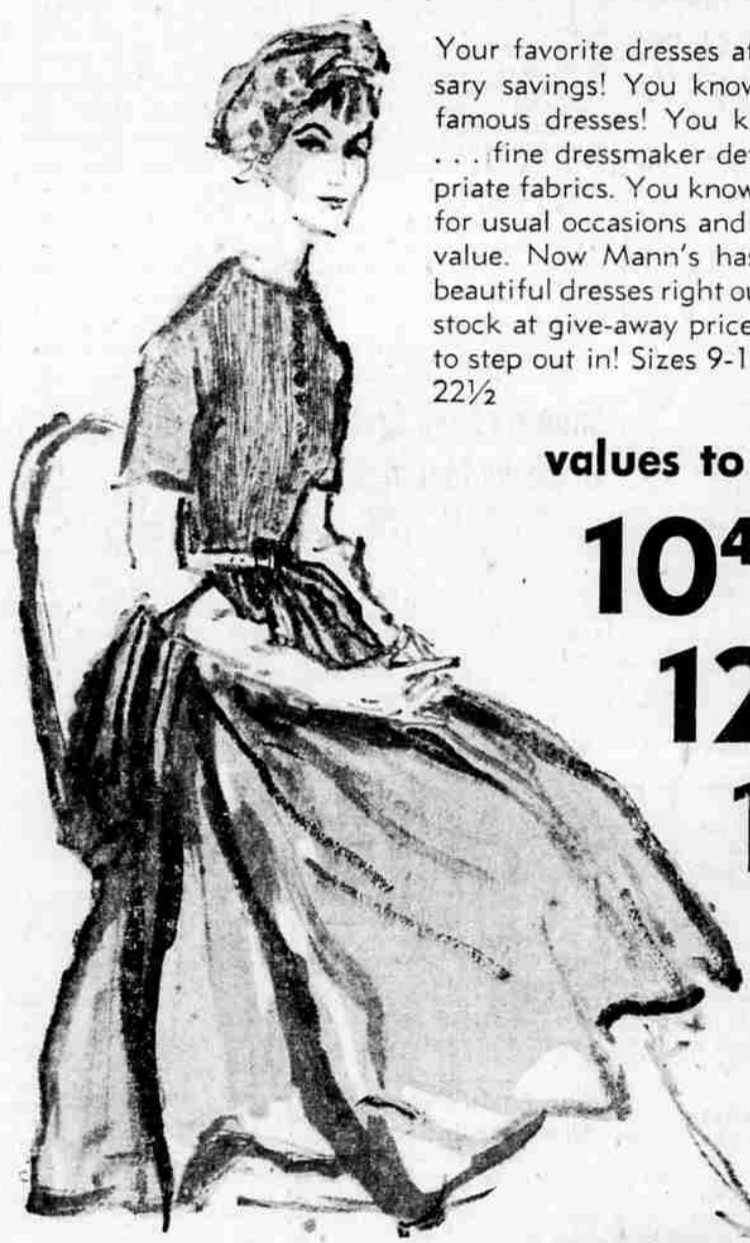
Enter our big Cannon Contest . . . just register your name on our main floor . . . you may win a fabulous 108 pc. set of Cannon linens valued at over \$100, or other big prizes including a G.E. Automatic Blanket or Skillet — enter each time you come into the store.

anniversary Dress SALE



Your favorite dresses at great anniversary savings! You know all about our famous dresses! You know their style . . . fine dressmaker details . . . appropriate fabrics. You know their rightness for usual occasions and their satisfying value. Now Mann's has 50 of these beautiful dresses right out of our regular stock at give-away prices ready for you to step out in! Sizes 9-15, 10-18, 16 1/2-22 1/2

values to 25.
10⁴⁶
12⁴⁶
16⁴⁶



leave your problems in the fitting room



Above (left): Nylon lace, embroidered nylon marquisette and satin elastic. Vertical stretch back. Waistline boned. White. 14" and 16" lengths. \$13.50

Above Right: Elastic net and satin elastic. 2" collar. Embroidered front trim. Vertical stretch back. White. 14" length. \$12.50. 16" length. \$16.50

The FLAIR bra is Gossard's popular, all-satin-elastic design.

Meet Gossard's Figure stylist Miss Maxine Nelson . . . she'll be here on Monday and Tuesday, Nov. 15th and 16th, to help you select the right Gossard for you . . . there's no charge for this service . . . come in at your convenience.

the golden falcon BERET . . .

The most versatile hat of the year . . . the flattering velvet beret will suit your casual and varied life perfectly, for you can wear it everywhere . . . traveling, suburban events, in town. Endorsed by Eastern Air Lines as "the travel hat of the year" and at low anniversary prices . . . just . . .



5⁹⁵ & 7⁹⁵

reg. 1.35 famous brand STRETCH HOSIERY . . .

Yes, for the first time, and possibly the only time this famous maker allows us to lower the price on this beautiful first quality hose in all the new fall shades . . . and, for once, they really stretch to fit — don't miss this one!

96^c



● see page 7, second section, for more Anniversary news