

SCOOP SHUART LOST 25 POUNDS

(Continued from Page 1)

them right back on again when the receipts of show week were totaled.

Then, with America in the war, there was a heatless and lightless show in the spring of 1918. Three days it was open only in the afternoons. Alternate days it would run from 4 to 10 p. m. With the nation tightening up for war, however, the committee disbanded after that one show and decided to mark time until the clouds broke. A week after Armistice Day, the officials decided to resume. In January, 1919, they were doing business as usual.

After newspaper groundings in Battle Creek, Terre Haute, Indianapolis and Grand Rapids, Mr. Shuart was made advertising manager in 1911 of the Oakland Motor Car Co. ("The Car with a Conscience"). He didn't quit the slogan—it was there ahead of him. From 1912 to 1914 he was automobile editor of The Detroit Free Press, went to the Auto Show as publicity man in 1915, became the show's first manager in 1917.

Things were happening in the industry. When Mr. Shuart took over the show publicity in 1915, Chevrolet was organized in Detroit, which brought out its first model, Packard its first twelve, and General Motors declared its first dividend of \$50 a share. In 1917, when he became manager of the Detroit show, steel disc wheels made their bow.

The closed car was making its appearance, and to the tune of "Don't Lay Your Car Up for the Winter—Buy a Closed Car," Mr. Shuart superintended four closed car shows in addition to the regular all-model exposition.

Since then he has seen the cycle car come and go—and stream lining, safety glass, adjustable three-piece windshields, chromium plating, balloon tires, Alomite lubrication, hydraulic brakes, steel bodies, synchro-mesh transmission, no-draft ventilation and knee action come and stay.

This year's show, with 300 models of passenger cars, seven truck manufacturers, 32 equipment exhibits, and 30 (super) coaches, he considers the top show of the 19 he has supervised. The Sunday attendance of 24,000 was the largest in history, and week-day crowds have averaged 25 percent higher than the corresponding days of 1935.

Mr. and Mrs. Shuart and their daughter, Mary Ellen, aged 11, live on Adams Road.

Handy

In a Mexican prison a convicted murderer was told by his wife that he was doomed to die unless he could get a pardon from the governor.

"How do you go about getting a pardon from the governor?" the wife of the prisoner asked.

"That's easy," he replied, and raised his voice. "Hey, governor, how about a pardon?"

"Sure," was the reply.

It came from the next cell.

Television, Successful Over Short Distances, Nears Commercial Use



NEW YORK'S first television performance of a complete program was flashed across Manhattan the other day, bringing a step closer the time when you may sit in your home, twist a dial, and see your favorite artist face to face.

But don't anticipate that event too early. Television today has reached the stage of satisfactory reception over short distances, but many obstacles must be overcome before actual broadcasting will be practical commercially.

The New York show, for instance, staged in Radio City, telecast a lengthy program of entertainment and news events which were received as greenish-hued pictures on a 75x12-inch screen. The subjects registered clearly.

They had been shot across the city through a coaxial cable, or "television pipe," linking the NBC studios with the Empire State building transmitter.

But, at best, the normal range of the transmitter is 30 miles, and the high cost of transmission is prohibitive. One large tube in the present transmitter costs as much as two low-priced motor cars—and several tubes are used.

Thus, says David Sarnoff, president of the Radio Corporation of America, several important problems must be solved before television comes of age for practical home use.

FIRST, transmitter stations must be developed and standardized to perform with lock and key precision through receivers.

A Distinction

Powell:—Do you work for a living?

Powell:—I work for it, but I don't get it.

Final Form

Candidate:—I want housing reform! I want education reform! I want—I want—

Heckler:—Yes, we know. You want chloroform.

Mr. and Mrs. Harry B. Denman who recently moved back to Birmingham from Detroit, Mich., and Mr. Denman, natives of Ohio, have built their home at 1914 Mohican and are now occupying it with their two daughters, Sara 17, and Kathryn 16. Mr. Denman, who is employed at the Detroit Gasket Manufacturing Company, graduated from Ohio Northern and went to the University of Chicago for graduate work.

Mr. Denman stated that it was very enjoyable to be back in Birmingham, for it was just like coming home after a long absence.

"Has your wife any distant relatives?"

"No, they have all come to live with us."

"As far as women are concerned, you men are all alike."

"In what respect?"

"I lack it."

"Tell me all about your life."

The spirit of back-to-the-soil rugged individualism is exemplified at Suffern, N. Y., where a small community of 40 acres, started in 1925 by Ralph Borsodi, is making good on its own. Upper left photo shows community tenants building one of the many substantial homes, while the one upper right shows women members of the community weaving clothing materials. Women in the colony are taught to manage a home, put up fruits and vegetables, and sew and weave. The whole theory of the colony is utilization of the assets at hand. Lower left, one of the new homes.

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