

LOWELL THOMAS BROADCAST FOR LITERARY DIGEST

MONDAY, JUNE 15, 1931

WEATHER

GOOD EVENING, EVERYBODY:

They have been having some freak weather over in Europe - the strangest in years.

In Birmingham, England, a section of the city half a mile square was knocked galley-west by violent thunder storms and wind squalls. A number of houses were partly wrecked. Hundreds of roofs were taken right off and windows were smashed on all sides.

There were floods in many parts of England. There were tremendous displays of lightning, and hail storms an inch in diameter beat down upon the earth flattening out crops.

In Paris, the Associated Press reports, that yesterday was one of the hottest days on record. Then suddenly things changed. A violent chilly wind hit the city and blew away just about everything that wasn't nailed down.

In other parts of France too the wind played havoc. Along the Channel coast there were wild sandstorms which had

people frantically rubbing their eyes trying to get the sand out.

At Granville, in Normandy, the clouds came over the city black and threatening. Huge hailstones plopped down. There was a flood of rain and parts of the town were inundated.

But worst of all was that dreadful disaster to an excursion ship in the Bay of Biscay. The vessel, crammed with men, women and children, was caught in a sudden violent hurricane. It overturned and swiftly sank. 467 people were aboard, and nearly all lost their lives. Only eight were saved. The International News Service reports that thus far 65 bodies have been recovered.

This is one of the worst sea disasters on record, and tonight the sympathy of the whole world is extended to the town of St. Nazaire which was the home port of the ill-fated vessel. Most of the victims were working folk of the famous old port who were on an outing. Yes, this is same St. Nazaire where General Pershing and his men first set foot on French soil back in 1917.



1           This evening a wireless flash  
2 comes from the middle of the Atlantic.  
3 And that wireless flash reads--PLEASE  
4 SEND A TUG.

5           It comes from Admiral George H.  
6 Rock, Commander of the Battleship  
7 Wyoming. The Wyoming just now has a  
8 considerable length of hawser out and  
9 is towing a submarine. That submarine  
10 is the Nautilus,

11       *Yes it's* Sir Hubert Wilkins' undersea  
12 craft, with which the daring explorer  
13 plans to navigate under the ice to the  
14 North Pole.

15           Well, the Nautilus was on its  
16 way to England as the first leg of its  
17 trip to the ~~North~~ Pole, when it broke  
18 down in mid-Atlantic. Distress calls  
19 were sent out. And, the United Press  
20 informs us, American warships which  
21 were not far off went to the rescue.  
22 They found that the engines of the  
23 submarine had broken down and the craft  
24 lay wallowing in a stormy sea.

25           The Wyoming took the Nautilus in

1 tow, and has been hauling it along  
2 all day.

3 But the Admiral in command  
4 apparently has got tired of his salvage  
5 work. He thinks that his warship  
6 wasn't built to tow ~~broken~~ broken down  
7 submarines. He thinks that some other  
8 craft should come out and tow the  
9 Nautilus across.

10 And so he has sent out that  
11 plaintive wireless request--WON'T  
12 SOMEBODY PLEASE SEND A TUG.



1           They say that a familiar cry is  
2 being raised in Spain -- that is, it's  
3 a cry which was in the news a good deal  
4 some time ago when Mexico was having  
5 its quarrel with the Catholic Church.  
6 Then thousands of Mexicans shouted  
7 VIVA CRISTO REY -- Long Live Christ  
8 the King. And with that shout on their  
9 lips Mexicans went out and fought for  
10 their religious beliefs.

11           ~~The United Press reminds us that~~  
12 ~~There~~ is constant disturbance in many  
13 parts of Spain on account of the  
14 attitude which the government is taking  
15 toward the Church. Spanish country folk  
16 are shouting VIVA CRISTO REY, and are  
17 resisting the orders of the government.

18           There was trouble and rioting at  
19 the town of Pamplona yesterday when a  
20 mass meeting staged a religious  
21 demonstration.

22           And it is expected that there will  
23 be more trouble now, because Cardinal  
24 Segura, Spain's highest ranking prelate,  
25 has been arrested by the government.

1 After the fall of King Alphonso, the  
2 Cardinal issued a message to Spanish  
3 Catholics which was interpreted as not  
4 being favorable to the Spanish republic.  
5 The Republicans declared that it was the  
6 Cardinal's message which had provoked  
7 and stirred up the ~~anti~~ anti-religious  
8 riots <sup>that</sup> ~~which~~ followed soon after. In  
9 these riots a number of Churches and  
10 religious buildings were attacked and  
11 burned.

12 Well, Cardinal Segura is said to  
13 have gone secretly to Rome, where he  
14 conferred with the Pope. Now he has  
15 returned to Spain and has been arrested.  
16 Today the Cardinal was escorted back to  
17 the border and sent out of Spain. The  
18 government declares that he will have to  
19 remain in exile.  
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*By the way,*

1 The oldest organ in the world  
2 has <sup>first</sup> been discovered. And with it comes  
3 an ancient yet curiously modern story.  
4 It's a story of the days of the Roman  
5 Empire, and tells us of the time when  
6 the fire station burned down.

7 It is known that the ancient  
8 Greeks and Romans were familiar with  
9 the music of the organ. Old  
10 inscriptions show pictures of a type  
11 of hydraulic organ which was in vogue  
12 among the people<sup>s</sup> of classical times.  
13 Until now, however, no actual specimen  
14 of a Greek or Roman organ was known.

15 The New York Evening Post today  
16 carries a story about some excavations  
17 that are being made -- no, not in  
18 Rome or Italy, but in Hungary, near  
19 Budapest. ~~Well,~~ The Roman Empire  
20 extended that far and farther.

21 Near the Hungarian capital was  
22 situated the ancient Roman city of  
23 Aquincum. And that's where the  
24 excavations are now going on.

25 They dug up the ruins of the

1 headquarters of the Guild of Cloth  
2 Makers. And in the basement of the  
3 building they found the only known  
4 specimen of a Roman organ. It's about  
5 three feet wide and six feet high, and  
6 has bronze keys and metal pipes, inlaid  
7 with silver. ~~The wooden parts of the~~  
8 ~~organ have decayed, but as it was~~  
9 ~~largely constructed of metal, and as~~  
10 ~~the metal has survived, the experts~~  
11 ~~can tell perfectly well how it was~~  
12 ~~constructed.~~

13 The date of the organ is 228 A.D.  
14 This is shown on a metal plaque with  
15 a Latin inscription. The inscription  
16 reads:-

17 "Caius Julius Viatorinus, member  
18 of the municipal council of the  
19 Aquincum colony, <sup>ee</sup>prefect of the guild  
20 of cloth makers, presented this organ  
21 to the above-mentioned guild under the  
22 consulate of Modestus and Probus."

23 Other inscriptions tell us that  
24 this Guild of Cloth Makers was also  
25 the local fire department. Its members



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24 this Guild of Cloth Makers was also  
25 the local fire department. Its members

were the fire-fighters of Aquincum, and their headquarters was the town fire station.

Well, the ruins show that there was a fire in the fire station. The building burned down, and the organ, partly burned, fell through the floor.

The fire station was rebuilt but the damaged organ was left to lie in the cellar. It was left to lie there for over 17 hundred years, and then to be recovered by archeologists of a distant age. And that's just what will happen some of our marvelous pipe organs 1700 years hence.



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1           There are big doings among the  
2 advertising men of the country this  
3 week. The Advertising Federation of  
4 America is holding its annual  
5 convention in New York. The convention  
6 will last until Thursday.

7           The boys are getting together to  
8 plan ways by which they can do their  
9 bit in putting American business where  
10 it belongs. And they can do a big  
11 bit, because if there's anything that  
12 can stir and stimulate commerce -- it's  
13 advertising.

14           ~~Making your products known to the~~  
15 ~~public -- yes, advertising -- that's~~  
16 ~~the sparkplug of modern business.~~

17           ~~Three thousand advertising experts~~  
18 ~~from all over the country are taking~~  
19 ~~part in the convention. Yes, and~~  
20 ~~advertising men from foreign countries~~  
21 ~~are there too.~~

22           Former President Coolidge in his  
23 widely syndicated daily article has a  
24 few interesting things to say on the  
25 subject of the advertising men's

convention:-

" few years ago," remarks Mr. Coolidge, "advertising was a mere incident of merchandising -- now it is one of the corner stones of commerce. It is the function of advertising to create the demand."



ADD - ADVERTISING

President Hoover, on his way to Indianapolis, sent his greetings and referred to the part that advertising has played in raising our standard of living, in stimulating invention and in bringing modern comforts and conveniences within the reach of the masses instead of for the mere enjoyment of the few.

There were many important speakers today including Governor Roosevelt and Mayor Walker. Gilbert T. Hodges, President of the Advertising Federation of America and one of the chief executives of the <sup>N</sup>ew York Sun, in a brilliant speech said to the 3000 delegates: "THIS COUNTRY IS NOW IN A SPLENDID POSITION. OUR OLD CARS AND OLD CLOTHES ARE WEARING OUT -- THE BANKS ARE BURSTING WITH MONEY.

A TREMENDOUS BUYING POWER WAITS ONLY TO BE UNLEASHED AND GUIDED IN THE RIGHT DIRECTION."

Yes, advertising is the sparkplug of modern business.

1 Flag Day was celebrated all over  
2 the country yesterday. In each of the 48  
3 ~~in~~ states there were ceremonies and  
4 speech making commemorating the  
5 birthday of the Stars and Stripes.  
6 (I suppose you'd call it a birthday.)  
7 Anyway, 154 years ago the Stars and  
8 Stripes were adopted as the official  
9 banner of the United States.

10 There was also another celebration  
11 yesterday. Descendants' Day was  
12 celebrated at St. Paul's Church at  
13 Eastchester, New York. This old church  
14 was founded in 1665, and in it gathered  
15 nearly 500 people who trace their  
16 descent to the founders or early  
17 members of old St. Paul's.

18 Governor Roosevelt of New York  
19 was there. An ancestor of his, Jacobus  
20 N. Roosevelt, was an original pewholder  
21 and vestryman.

22 It was a swagger event, with the  
23 most blue-blooded of blue-bloods in  
24 attendance. Descendants' Day is always  
25 ~~a case~~ <sup>an occasion</sup> when the members of the best  
*families get together.*



1           A few figures were made public  
2 today at Washington. The United States  
3 government dispatched to the League of  
4 Nations a long list which tells all about  
5 the military strength of ~~the~~<sup>the</sup> country.

6           The Associated Press explains  
7 that this has been done to encourage  
8 other countries to give full cooperation  
9 to the general disarmament conference which  
10 the League of Nations is going to call.

11           One point about which there has  
12 been some discussion is whether the nations  
13 of the world ~~will~~<sup>should</sup> submit to the disarmament  
14 conference a full and complete statement  
15 of their military forces from the highest  
16 general to the newest recruit private,  
17 and from the biggest battleship to the  
18 last cartridge.

19           Uncle Sam believes that this  
20 should be done and just as encouragement  
21 and by way of setting an example, the old  
22 boy has started the ball rolling by  
23 sending in full information of every bit  
24 of artillery ~~that~~ he possesses.

25           Today Uncle Sam is telling the

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1 world that he has a total army of  
2 139,957 men, of which a little more than  
3 13,000 are officers.

4 On the sea Uncle Sam's fighting men  
5 come to a total of 109,886, ~~something~~ <sup>of whom some</sup>  
6 ~~over~~ 10,000 are officers.

7 In addition there are 17,500 marines.  
8 In the sky we have something over  
9 27,000 officers and men.

10 The number of fighting airplanes is  
11 listed at 1,752.

12 In addition there are five  
13 dirigible balloons.

14 And so Uncle Sam has ~~xxx~~ laid his  
15 cards on the table and ~~he~~ is stroking his  
16 whiskers, ~~and~~ hoping that some of the other  
17 boys ~~might~~ <sup>will</sup> follow his good example and  
18 put their cards down - face up.

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1           There was a minor ceremony in  
2 Wash ington today. A treaty was signed by  
3 Secretâry Stimson. It's a treaty of  
4 friendship, commerce and consular rights  
5 between Uncle Sam and the Republic of  
6 Poland. As the next step the ~~doctrine~~ <sup>document</sup>  
7 will have to be confirmed by the Polish  
8 Government and the United States Senate.

9           There is nothing of any world  
10 shaking importance about this treaty.  
11 It's of the same family as several other<sup>s</sup>  
12 the United States has made with various  
13 countries. The main point, as the  
14 International News Service explains, is  
15 a general expression of peace and good  
16 will. It just says: Let's be friends.

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1           Going up!--that's the theme song  
2 of this next item. It's about elevators.

3           I guess there are few of us who  
4 haven't wondered at the marvels of the  
5 modern elevator which shoots up a few  
6 dozen floors at a speed which reminds  
7 us of a sky rocket. Well, this  
8 week's Literary Digest has an article  
9 on elevators which tells some breath-  
10 taking facts.

11           Just to show how the art of  
12 elevator building has been jumping  
13 ahead during the past few years, why  
14 take the fact that the old safety rules  
15 for New York specified 700 feet a  
16 minute as a maximum speed. The city  
17 fathers were of the opinion that if  
18 any elevator tried to go more than  
19 700 feet a minute, it would be dangerous  
20 to life and limb for those inside.

21           And right now, building engineers  
22 demand the speed of 1200 feet a minute.  
23 And that's slow, say the building  
24 engineers. They say the right speed  
25 for an elevator is 2500 to 3000 feet



1 a minute. And that's more than half a  
2 mile a minute.

3 Elevators don't go that fast yet,  
4 but apparently they will. In mine  
5 shafts, for example, elevators that  
6 do 3000 feet a minute are quite common.  
7 I used to shoot up and down the shaft of  
8 a gold mine several times a day. We made  
9 about 2000 feet a minute--in a ~~dark~~  
10 double-decker open cage. And we thought  
11 we were going at prodigious speed. Of  
12 course the reason we thought so was  
13 because the cage was open on all sides.  
14 We could see the blur of the sides of  
15 the mine shaft and at every hundred  
16 feet we shot by the lights of a level.  
17 But in a modern American skyscraper, in  
18 a magnificent oak-panelled elevator, all  
19 enclosed, you can shoot up at the rate  
20 of over half a mile a minute and hardly  
21 know you're moving.

22 Well, our engineers now declare that  
23 they can do their part of the job one  
24 hundred per cent. They can make  
25 elevators go pretty nearly as fast as

1 you please. It's all a matter of the  
2 passengers. The question is--How much  
3 speed can human beings comfortably stand  
4 in elevators?

5 After all, you're traveling fast  
6 and stopping and starting all the time.  
7 If you come to a dead stop at a speed  
8 of half a mile a minute, there might be  
9 a bit of a bump. Of course the modern  
10 elevator doesn't come to an abrupt stop.  
11 With its remarkable automatic control  
12 it slows down before it comes to a halt.

13 Accompanying that fascinating  
14 Digest article is an excellent drawing  
15 which makes clear the complicated ~~xxx~~  
16 mechanism of the modern high speed  
17 elevator. It shows you how the wheels  
18 go around.

19 ~~Yes, and~~ That article gives one  
20 the impression that the modern elevator  
21 is almost human.

22 Yes, "going up" is a good theme song  
23 for that item. But it's time now for me  
24 to start for the elevator and shout: -  
25 "Going Down!" - so, so long until tomorrow.