

THE MAIL

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Price, 3d.

Sir Langdon Bonython Sells "The Advertiser" for More Than £1,000,000

MELBOURNE GROUP BUYS

BIG COMPANY TO BE FLOATED

SHARE ISSUE TO ADELAIDE PUBLIC

BONYTHON FAMILY TO RETAIN INTEREST

"The Advertiser" and its associated papers were sold this week by Sir Langdon Bonython, the sole proprietor for more than a million pounds.

It is understood that the actual price paid was £1,250,000. The deal also covers the whole of the property on which the newspaper office stands.

A group of Melbourne financiers, with Mr. W. L. Baillieu at its head, is the buyer.

Mr. Baillieu is one of the directors of The Herald and Weekly Times Limited, which lately became interested in "The Register." He was also recently concerned in the purchase of "The West Australian," Perth, and the flotation of the company now operating that journal.

It is believed that a large company will be formed to take over "The Advertiser" and the other papers connected with it, and that most of the shares will be offered to the Adelaide public. Sir Langdon, it is reported, will retain a considerable interest in the company, and in all probability will become chairman of the board of directors.

Begun in 1858—Newspaper Romance

Fifty-four years ago Sir Langdon Bonython offered to buy "The Advertiser" from the then chief proprietor. It was not, however, until five years later (1879) that he secured an interest. He became sole proprietor in 1883.

The history of "The Advertiser," coupled with that of Sir Langdon, is one of the outstanding romances of the newspaper world, for he joined the literary staff of the paper as a junior reporter more than 61 years ago, and from then on had his eyes on the editorial chair.

When "The Adelaide Times" stopped publication in 1858 a company was formed, and the new publication was styled "The Advertiser." The first issue appeared on July 12, 1858, and "The Chronicle" five days later. Then the offices were at 117 Hindley street, and it was not until 1863 that "The Express," an afternoon paper, was begun.

Clergyman First Editor

Fortune did not favor the company, and it was forced into liquidation. The property was offered by auction in 1864, but it was not until a month later that it was bought by Mr. C. H. Goode for a syndicate of eight for £3,510. The syndicate included Mr. J. H. Barrow, a Congregational minister, who was brought to South Australia to Clayton Church, and who, after being a writer of leading articles on "The Register," was first editor of "The Advertiser."

Four years before Sir Langdon (then Mr.) Bonython joined the staff as a junior reporter the premises were moved to Grenfell street, and 11 years later Mr. Barrow and a Mr. Thomas King became sole proprietors. In February, 1900, "The Advertiser" Office was moved to its present position, and in 1878 a new firm was created, comprising Mr. Thomas King and Mr. Frederick Britten Burden. This firm continued until April, 1881, when the name of John Langdon Bonython appeared for the first time as a member of the firm.

Three years later Mr. Thomas King sold his interest, and Messrs. Burden and Bonython held the reins for the next 10 years.

Ambition Achieved

It was in 1863 that Sir Langdon achieved his ambition and became sole proprietor.

Today "The Advertiser" is sold at 1 1/2d., but from 1858 to 1864 the price was 4d. For the next five years it was sold at 3d., and for the following 14 years at 2d. On January 1, 1884, the price was reduced to 1d., and this was largely responsible for a marked increase in circulation.

It was a bold bid for fortune, and the turning of the policy of "The Advertiser" from free trade to protection also proved beneficial.

Sir Langdon can look back to the early eighties as a period when the fortunes of "The Advertiser" began to soar. With a reduction in price, which held a great appeal to the public, and with a change of policy, the publication became a force in the country as a morning paper.

With a penchant for hard work Sir Langdon lost no opportunity to further the interests of and expand his journals.

Dies After Conducting Funeral March

(SPECIAL TO "THE MAIL")

BRUSSELS, January 12. Members of an orchestra playing at a concert at Ghent had just finished a lively tune when M. van Hoe (conductor) requested them to play a funeral march.

As it was not on the programme the

musicians refused, but their chief insisted. The last notes of the solemn music had hardly faded when the astonished audience and orchestra saw M. van Hoe drop his baton and fall dead on the spot.

He had suffered with heart trouble. It is thought that, being his last moment near, he had ordered the playing of his own funeral march.

DOCTOR ARRESTED

Alleged Serious Offence

GIRL IN HOSPITAL

Detectives Trearail and Strangway, with Plainclothes Constable Trezona and Miss K. Cooks (principal of the Women Police) this afternoon arrested Francis John Sheridan (aged 78 years), who describes himself as a medical practitioner, of Wakefield street, Adelaide, on a charge of having committed a serious offence on a girl.

Later a single woman, aged 24 years, who, it is alleged, was working for Dr. Sheridan, and had been detained, was arrested on a similar charge.

They will appear before Adelaide Police Court probably on Monday morning. The girl, who is in the Adelaide Hospital, is alleged to be the result of an illegal operation.

Enquiries, which necessitated a trip to Endulna, where, it is stated, that the latter had been working, were instituted. The alleged victim is in Adelaide Hospital and is progressing favorably.

LINER DELAYED

Chickenpox on Orsova

Mails from Great Britain for the eastern States missed the Melbourne express, and people meeting passengers had a tiresome wait at Outer Harbor today when the Orsova berthed four and a half hours after its scheduled time.

The delay was caused through cases of chickenpox being on board, and the examination of these delayed the ship being granted pratique.

At 12.30 o'clock the Orsova arrived at Semaphore anchorage, but after the examination by medical officers, Dr. F. S. Hone (chief quarantine officer) was called. Shortly after 3 o'clock Dr. Hone was taken off in the pilot launch from Semaphore Jetty, and at 4.30 o'clock the ship was given pratique for South Australia.

The vessel was carrying more than 2,000 bags of mail matter, and it berthed too late for the mail vans to be connected with the Melbourne express. Mails for the eastern States will be sent on tomorrow night.

ALLEGED THREAT

Detective Herman and Plainclothes Constable McConnell tonight arrested Ernest William Molde, aged 18 years, of Norwood, on a charge of having demanded money by menace. He will appear before Adelaide Police Court probably on Monday. It is alleged that Molde threatened his employer, who handed him a sum of money. Detectives Herman and Plainclothes Constable McConnell were secreted on the premises, and in consequence of what they heard they arrested Molde.

Public Benefactor

Recognised as one of the wealthiest men in Australia, Sir Langdon has been a public benefactor.

Eight years ago he announced his gift of £40,000 to the University of Adelaide for the erection of a great hall, and five years later gave £20,000 to endow the Chair of Law.

He has also made valuable gifts to the School of Mines, an institution of which he has been president for nearly 23 years. In addition he has been a friend to the South Australian Teachers' Association, the Royal Geographical Society, the Cornish Association, and many other organizations.

Although he has passed his eightieth year he still takes a keen interest in the fortunes of his paper.



FIRST PICTURES TO REACH ADELAIDE OF RYE LIFEBOAT DISASTER.—The lifeboat is shown being battered on the shore soon after it capsized, and its crew of 17 were drowned. The boat had answered a distress call from a steamer. The bodies of two men were found beneath it. Inset is the funeral of the victims.

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MORE MONEY NEEDED

Advertising South Australia

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To advertise South Australia within the Commonwealth, and to pay the cost of running charabancs, printing, stationery, and postage, the Government Tourist Bureau is allowed £2,500 a year.

To advertise the State in Great Britain and other countries, it is allocated £300!

With only £3,000 to spend on contingencies it is little wonder that South Australia is overshadowed by sister States, which, with more money available, lose no opportunity in boosting and advertising their pleasure and tourist resorts.

As an ideal State for tourists South Australia compares more than favorably with any other division of the Commonwealth. Rightly named "The Garden State," it has more than its share of scenic beauty. It is favored, too, by its geographical position, and not least by its climate. Indeed, it has every attribute needed to make it the paramount State for tourists.

But it needs advertising. Three thousand pounds a year is a meagre sum for the publicity of a State of such great wealth as South Australia, and more especially when there is tangible proof that even the small sums of money expended by the Government Intelligence and Tourist Bureau has brought results.

The Hon. John Cowan (Minister of Immigration) is happily seized with the need for an intensive advertising campaign, and knows that every pound wisely expended will bring results, and directly and indirectly benefit the coffers of the State.

That most members of the Government are in accord with Mr. Cowan was shown when the Estimates were passed last year. Then Mr. E. Anthony, M.P., drew attention to the good work done by the Tourist Bureau, and suggested that when funds were available the grant should be appreciably increased.

Mr. H. C. Richards, who had seen that what was being done overseas, strongly supported the allocation of larger amounts for State publicity.

Last year 43,746 people called at the offices of the Tourist Bureau, and more than 43 per cent. were interstate or overseas visitors. They could not have been greatly impressed with the office accommodations. In this direction, however, Mr. Victor H. Ryan (director) has done the best possible with facilities at his command.

South Australia has a number of neglected resorts which could, at a reasonable cost, be popularised. Judicious advertising is, however, essential to make them known, and transport and accommodation must be such to attract and please the holidaymaker.

FEWER CALLS

Fire stations controlled by the South Australian Fire Brigade received 117 fewer calls in 1928 than in 1927.

In 1927 brigades answered 706 calls. Fire waste, estimated on the amount covered by insurance, was 721,348—it has exceeded a million in one year, but, according to Mr. J. E. Dickie (Chief Officer) there were no noteworthy fires in 1928, although brigades had 589 turn-outs.

"No one," says Mr. Dickie, "can estimate the annual loss to Australia through the ravages of the fire-bomb."

SPEED RECORDS

CAPT. CAMPBELL READY

Attempt in South Africa

(SPECIAL TO "THE MAIL")

LONDON, January 12. It looks like a race between Capt. Malcolm Campbell and Major Segrave, to be the first to attempt to wrest the world's motor record of 207.5 miles an hour from Day Keesch, the American.

Capt. Campbell has a good start, because he sails for South Africa next week with his 1,000 horsepower Bluebird for a dash across the baked clay surface of Verneuk Pan, a dry lake 400 miles from Cape Town.

Major Segrave will not sail for Daytona Beach, Florida, until the end of the month.

Capt. Campbell decided to start yesterday on receiving a cable from his expert, Waters, who had been inspecting the site. Waters cabled—"Conditions excellent. Surface good. Course can be cleared of stones and grasses within a month."

NOBLE SLAMS CRICKET CONTROL

"Overdose of Legislation," He Says

CHARGE THAT YOUTH IS SUPPRESSED

System of Selection "Ponderously Ineffective"

(Specially Written for "The Mail" by M. A. Noble, former Australian Eleven captain)

Everyone heartily congratulates England on retaining the "ashes." Australian cricket is suffering from an overdose of legislation. There are committees and sub-committees for anything and everything. There is a committee each to select the teams, captains, and umpires. Is each member honestly capable of carrying out the duties his position demands?

It is as disastrous for the controlling body to over-legislate as it is for an athlete to overtrain. Our system of team selection is ponderously ineffective. The number of selectors should be three. The fielding of Richardson has been an inspiration to the Australians, and he is worth his place in Test team for that alone.

To the public which is concerned with the cricket position of Australia a summary of the situation based on the play in the second and third Test matches may not be out of place.

Let us deal with the second Test first. Although Australia won the toss she lost by a feeble batting exhibition the advantage which it conferred.

Facts that stand out are that the rainfall at the week-end improved the wicket and was largely responsible for the record score of England; that our batsmen foolishly allowed silly points and silly leg to cramp their natural game; that the English attack and outcries went to the pack under the battering methods adopted by Ryder; and that Victor Richardson gave a display of all-round excellence in the field that has never been equalled by any other cricketer living or dead.

Richardson is equally good at mid-off cover, onfield, slips, or any position, and is worthy of selection for fielding alone, as he is a thorn in the side of the opposition and an inspiration to his comrades. He should not have been sent in on Tuesday night after his valiant efforts and gruelling time in the field. He would be far more useful fifth on the batting list than as No. 1.

Then there was the stubborn defence of Woodfull and the artistic century of Kippax.

The injury to Larwood was the next important feature. Bradman's plucky and resourceful batting placed Australia in a good position. However, Hobbs and Sutcliffe, by masterly cricket on a bad wicket, put the game out of the fire for the visitors.

The Englishmen won the rubber because they were a well-balanced combination. Australia's bowlers and fieldsmen had not the recuperative powers necessary for a strenuous and long-drawn-out Test match.

The success of Geary flattered the actual merit of his bowling. White showed tenacity of purpose and great stamina. He cleverly drove Oldfield and Beckett backward to their doom.

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Fulfilled Purpose

Larwood, in conjunction with Tate, has fulfilled the purpose of his selection, namely successful short periods at the bowling crease.

Hammond is a great batsman, a fine fielder, and a better bowler than is generally realised. Chapman is one of the best captains England has produced.

Woodfull was a tower of strength to Australia. Bradman has come to stay. He is an intelligent, heady, hard-hitting batsman, and a fine fielder. He is also a better bowler than is generally known. He was once a shocking runner between wickets, but

Famished Wolves Kill Two Girls in Russia

(SPECIAL TO "THE MAIL")

LONDON, January 12.

The wolves are terrorising isolated settlements at the Polish foothills. A large pack surrounded an armed patrol, and the frontier guards killed 29 of them with rifles. Unchecked, the famished pack was beaten off only by hand grenades and pistols.

In districts surrounding Vilna packs are devouring cattle and horses. The wolves ate two girls at Novgorod and mauled several people there.

The authorities are organising shooting parties to exterminate them.

Italy is also in the grip of a record frost, and several trains have been snowed up in northern Spain for a week.

One of the heaviest tasks of the new Government is to deal with the distress. Intense cold is prevailing throughout Yugoslavia, where 24 degrees below zero is being registered.

The failure of the maize crop led to a severe famine in Herzegovina, and parts of Bosnia, where some families have been existing for many days on straw.



PROTECTION FROM THE SUN—This young woman enjoys a sunbath, but guards her complexion.

DEFECTIVE ORIGINAL