

AMERICAN MERCURY APPEARS IN NEW POCKET-SIZE FORMAT

Famous Magazine Of Independent Opinion Also Lowers Price From 50 to 25 Cents With Its October Issue.

The increasing tempo of modern American life demands a compact, handy and convenient type of magazine, according to the editors of The American Mercury, who are publishing their October issue in a new pocket-size format and at the reduced price of twenty-five cents. The old-fashioned, leisurely, standard-size magazine of opinion, they say, is doomed to disappear from American news stands, to be replaced by lively, up-to-the-minute, and easily-read magazines. The first issue of The Mercury, which appeared twelve years ago, was in itself a revolution in the magazine field and was later widely imitated. The editors now believe that they are taking another revolutionary but necessary step forward.

The tastes and reading habits of Americans have been strikingly changed by such magazines as Reader's Digest and Time, according to The Mercury. No longer do readers have the leisure to spend two or three hours with a large magazine containing thousands of words. They demand literary entertainment in terse, compact form—articles that are brief yet comprehensive.

The decision to make a startling change in The Mercury's format and price was reached after the extraordinary success of The American Mercury Digest, a magazine issued experimentally by The Mercury. The Digest, on its second appearance, sold more news stand copies than all the Quality magazines combined. Its immediate success clearly indicated the desires of the reading public. And its price, twenty-five cents, was established as the price Americans approve for a fine magazine.

Bell-Ringing au Art
Few arts have greater scope and variety than that of bell-changing, the ringing of bells in church towers and belfries to create tuneful combinations. Although four bells will produce only 24 changes, eight bells will give 40,320, while twelve bells make possible 479,001,600 variations without a single repetition. —Collier's Weekly.

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Diet of Japanese Beetle
The Japanese beetle was introduced into the United States in larval form in earth around the roots of a plant from Japan. The adult beetle, which is about three-eighths of an inch long and about the same width, prefers to eat apples, quinces, peaches, sweet cherries, plums, grapes, blackberries, clover and corn. When these are not available, it attacks the foliage of shade trees and ornamental shrubs. The adult beetle is bright metallic green in color, with coppery brown wing covers. It flies easily and has a voracious appetite. There is only one generation each year, five-sixths of the time being spent in the soil as egg, larva or pupa.

Gold Crested Wren
Weighing only about an ounce, the gold crested wren is capable of migrating across the North sea in a single night. An insectivorous bird, it is found in northern Europe and Asia and is one of the most beautiful of the small birds.

Mats From Trees
In Hawaii, where the ancient native and modern American customs blend, hala trees furnish leaves from which are woven mats used in homes.

England's Official Crown Dates Back for Centuries

The official name of the crown of England is the crown of St. Edward the Confessor. For eight-and-a-half centuries Britain's kings have had Edward's crown placed on their heads, although there have been new ones during that time.

The monks of Westminster said the pious Edward had bequeathed his regalia to their care in order that future kings should be crowned with it in the Abbey church. In those days, however, there were many other crowns in existence, and kings used to carry a set of regalia around with them. The great coronation crown was uncomfortably heavy, and could not be worn during a long public ceremony. Even when the king was crowned it was supported on his head.

The crown that was broken up and sold by order of Oliver Cromwell's parliament in 1649 was described as "of massy gold weighing seven pounds six ounces" and enriched with rubies, sapphires, emeralds, diamonds and pearls. It was valued at \$5,550.

When Charles II was restored to the throne, the bill of Sir Robert Vyner, the famous goldsmith who supplied the new regalia, came to \$160,000. This included two crowns.

The state crowns often were remade for various kings, and a special one was wrought for King John. John, however, did not lose it in the wash, as history recalls, for it was still in existence in 1290.

Henry V wore his crown while actually fighting at the battle of Agincourt. It is said it saved his life when the duke of Alencon aimed a lusty blow at the king's head, chipping a piece off the crown with his sword. Richard III wore his crown at the battle of Bosworth Field where he was killed.

A new imperial crown was made for the coronation of George IV, and another for that of Queen Victoria. Queen Victoria's crown was placed above the coffin of George V for the funeral procession.

Once 'Twas Said Tobacco 'Stayeth Growing Fatte'

No advertisement of recent times is more extravagant with its praise of tobacco's merits than was a certain Scotch physician, Dr. William Barclay, back in 1611, according to a Cambridge, Mass., United Press correspondent.

The good doctor's laudatory words concerning the weed were discovered in a monograph titled "Nepenthes or the Vertues of Tobacco," by Alfred C. Potter, for forty-eight years Harvard University's librarian.

Wrote Dr. Barclay:
"It (tobacco) preserveth from the toothach; it cureth the migraine, the colicke, the cough, the cold; it stayeth growing fatte; it is the antidote of Hypochondriacke melancholie, it prepareth the stomacke for meat; it maketh a clear voice, it maketh a sweet breath, it clear-eth the sight . . . it comforteth nerves . . . And in a few words it is the princeesse of physical piasis."

Helgoland, Germany
Helgoland, Germany, takes its name, Holyland, from having been a center of Christian activity in the seventh century, but it later fell in to evil ways as a haven for pirate bands that ravaged the Hanseatic merchant traffic of the North Sea. To this Hamburg put a stop, joining the island to the neighboring Schleswig, whence it passed to Denmark and finally to England about the beginning of the last century. The trading of Helgoland to Germany for the island of Zanzibar off the African coast brought on a storm of popular protest in both countries. In England, the transaction was explained as the wish of Queen Victoria to grant a favor to her nephew, the young Emperor William.

Windsor, England
Windsor, England, is located on the Thames River, about 21 miles west of London. Windsor Castle covers 12 acres of ground in the Home Park, which is about four miles in circumference. A tree-lined avenue connects this park with the Great Park, which has a circuit of 18 miles. The castle, consisting of numerous chapels, cloisters and apartments is dominated by the round tower, which was built by Edward III. The Van Dyke room contains a priceless art collection. About one-half mile from the castle stands Frogmore, a handsome mausoleum of Queen Victoria and her husband.

Most Annoying Garden Weed
Purslane is probably the most pestiferous garden weed. Its thick succulent stems store up such a supply of water that they manage to maintain life for many hours after being separated from their roots, and will soon develop new ones at the spot where they are thrown.

Beetle Uses "Smoke Screen"
Beetles of all kinds have many strange ways of defeating their enemies, one of the most effective being that of the bombardier beetle. As it retreats, it discharges a "smoke screen" which baffles the most persistent foe.

New Lightweight King



NEW YORK . . . Lou Ambers (above) "The Herkimer (N. Y.) Hurricane" and once the lowly sparring mate of Champ Tony Canzoneri, today graces the championship lightweight throne, winning the title from Canzoneri in a 15 round decision here.

What Does It Mean?

Washington tells Spain that the United States will hold that country responsible for the safety of its seventy million dollar investment there. What does that mean? Suppose Spain doesn't protect our investment? Will we collect it by force of arms? If not, does the warning from Washington mean any more than the statement to France, England, Germany, Italy and other old world countries that we hold them responsible for the payment of their war debts to us?

No Rifles at Bunker Hill

Although the so-called Kentucky rifle, a highly accurate weapon within the limits of its range, had been in use in America since 1730 and was employed to some extent by colonial soldiers in other battles of the Revolutionary war, it is recorded that there was not a single rifle on the field at Bunker Hill, observes a writer in the Chicago Tribune. All guns were smoothbores, those of the British muskets, those of the Americans either old, heavy Queen Anne's muskets, Spanish fuseses, antiquated French pieces, or home-made weapons. Very few of the Americans had bayonets.

Guncotton Easily Made

Guncotton is prepared from ordinary cotton-wool which is boiled in a solution of sodium carbonate. After the boiling, the cotton is washed and dried, following which it is dipped for ten minutes in a mixture of nitric and sulphuric acids and water. It is again washed and dried and is ready for employment in the various compound explosives among them in which it finds use.

Hairs and Nails Saved

The care universally taken of stray hairs and nail parings can be traced back to the old superstition that power may be gained over another by the possession of anything that has belonged to him or has in any way formed part of his personality.

Oldest University in Americas
The oldest university in the Americas is the Universidad Mayor de San Marcos, of Lima, Peru.

First Supreme Court
John Jay was evidently the first man appointed to the Supreme court, since Washington is said to have offered him his choice of federal offices. He chose to be Chief Justice. He retired July 1, 1795.

Lotteries to Aid Revolution
Britain floated nine lotteries for the raising of money to finance the Revolution, 1775-1783.

Birds' Feathers Counted
The Smithsonian institution actually counted the feathers of a woodpecker, and found the foliage of hairy and downy varieties is the same. They have also found that the birds wear less feathers in summer than in winter.

Means "Near Russia"
The name "Prussia" simply means "near Russia."

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To Modern Readers

The American Mercury—America's most famous magazine of independent opinion—is now printed in the handy pocket size made popular by The Reader's Digest. 128 pages of grand reading, famous writers, news of all the worthwhile books, the best on politics, government, the arts and sciences—brief yet comprehensive, fearless, realistic, never dull—and now only 25¢.

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