The author's investigations were made on 176 women of which 86 were nursing their babies during the puerperium; 10 were not nursing during the puerperium because their babies were dead; 50 were healthy women not nursing babies, and 30 were pregnant. Of the first group, all except 1 showed an increased temperature under the breast, while in the group of healthy nonnursing women, all but 2 showed either a lower breast temperature or a breast temperature the same as that in the axilla. In the group of pregnant women an increased breast temperature was present in about one-half the cases during the 8th to 9th month. In the group of 10 mothers whose infants had died and the breasts were not stimulated, the breast temperature was at first higher than the axillary, and gradually fell, until by the 10th day postpartum the breast temperature was lower than the axillary. In the 1 case of the first group in which the breast temperature was lower than the axillary, a primary hypogalactia was proved by the subsequent course of events. The author concludes that an increase of breast temperature over axillary temperature is a simple and accurate prognostic sign as to the functionability of the breasts.—Am. J. Dis. Child., Vol. 30, No. VI (Dec.), 1925. Abstracts from Current Literature, p. 866.

New Hearing Tests—When we read that "a whole school of 1,000 pupils was tested in 3 days recently in New York" we are tempted to read on to discover by what method the long time-consuming processes by which we have been accustomed to test the hearing of school children have been suddenly superseded. We find, in reading on, that it is by a mechanical apparatus capable of testing 100 persons an hour.

Dr. Harvey Fletcher presented this subject before the American Academy of Ophthalmology and Otolaryngology and the audiometer is the instrument by which tests were made.

By its use the personal equation of an examiner is eliminated; the results are much more accurate than those obtained by well-known methods such as the watch or tuning fork; and it furthermore provides a scale by which other methods may be correlated.

Four types of such instruments are called for: (1) for industrial use, (2) for educational classification use, (3) for clinical diagnosis, and (4) for research work.

The simplest type, the one best adapted to school use, is described as "suitable for the rapid survey of industrial or school groups sufficiently accurate for placement purposes or for educational groupings."—Nation's Health, Feb., 1926.

EDUCATION AND PUBLICITY

Evart G. Routzahn*

The Associated Press, Better Known as the A P—The Associated Press is a cooperative, non-commercial, news-gathering and news-distributing organization serving approximately 1,200 newspapers of all shades of opinion, party politics, religious affiliations, and including some foreign language newspapers. It has a wire service and a mail service. Only news of great importance is carried on the wire service at any length. The sort of news that social agency publicity representatives are likely to have is much more suitable for distribution through the mail service of the A P.

To insure adequate nation-wide distribution the story should be given to the A P from 2 to 3 weeks in advance of the release date; regional or state-wide distribution may be secured by giving copy to the Associated Press a week to 10 days in advance of the release date. Except in news of extraordinary importance 400 to 500 words is considered a maximum length by the editors of the A P service. (It is better not to reach the maximum.) In both its mail and wire services the Associated Press is interested almost exclusively in news; it has only a very slight interest in so-called feature stories or human interest stories, though you may get as much human interest as you wish into a story which also has real value as news; editorial

* Please address questions, samples of printed matter, criticism of anything which appears herein, etc., to Evart G. Routzahn, 130 East 22d St., New York City.
comment in any form is absolutely taboo on the Associated Press. Any help which the A P gives to publicity persons is of course given without charge. In return the publicity director should remember that an error in copy given to the A P may result in an error in 1,200 newspapers. Absolute accuracy is therefore imperative.—Louis Resnick. (The above paragraph will be followed by accounts of other news-distributing agencies.)

News Distribution Machinery—Associations, services, syndicates, etc., concerned with the distribution of news and other material which goes to make up a newspaper will be described in a series of tabloid chapters which will appear from time to time in this department. Tell the editor about any of this kind of information you would like to have published. The series opens in this issue with a chapter on the Associated Press, the greatest of the press distribution services.

"Fashions for Flappers"—The Pennsylvania Tuberculosis Conference was blessed with a real publicity feature—the Fashion Show which is being given before the girls in the schools of Philadelphia and vicinity by the Philadelphia Inter-State Dairy Council, 1211 Arch Street, Philadelphia. Instead of gawky, self-conscious boys and girls disguised as turnips, apples and milk (if possible), there was a fashion show that might have come fresh from Wanamaker's store across the street. Madame Sante, a designer of 'beautiful things that women love to wear,' might have been a real Parisian designer—chic, petite, with a charming French accent—instead of a member of the Dairy Council Staff.

"We are beginning to realize,' began Madame Sante, 'what an important part health plays in this fashion show we call Life. On the crowded Avenue you meet someone who particularly catches your eye. "Ah! that lady is beautifully dressed," you will say—but is it the dress alone that strikes your fancy? No. On second thought you will find that this lady is clothed in something more than style—she wears a robe of health—a clear skin, bright eyes, grace, poise and a subtle effluence of happiness. And these are the things I want all of you to incorporate into your gowns. Look to Healthland for your inspiration—then, if you wish, turn to Paris for the necessary frills and ruffles.'

"Then there strolled across the stage, one by one, with just the proper rhythm, a half dozen pretty girls (recruited from the high schools) each displaying a new dress model—morning taggery, sport frock, wedding gown, traveling dress, dinner gown, evening gown.

"In her description of each model, Madame Sante subtly drove home the idea that good health habits were necessary if the gown was to have its appropriate setting."—Survey, Mar. 15, 1926.

Why Don't You Talk Back?—Methods are proposed in this department which some of you have tried, and found wanting, or have proved to be good. The editor is thoroughly convinced that in expressing his opinions as to what is good and what is bad his judgment is often faulty. Many ideas that are offered on these pages may not be what you need in your work. Why don't you talk back?

Free Movies for Good Teeth—Free admission to see a leading motion picture was offered by the State Theatre, Harrisburg, Pennsylvania, "to every child whose name appears on the dental honor roll prior to the appearance of that wonderful educational picture." Tickets were offered also to the "entire schoolroom which is first to register 100 per cent on the honor roll." These offers were made through the two dental hygienists of West Shore District, Cumberland County.

Getting Into the Papers vs. Getting Read.—"Your publicity bulletin affords me weekly entertainment,' writes one health commissioner, 'but why should I clutter up my poor head by trying to master the technic of writing news articles?—the papers here print everything I give them.' As evidence he encloses several clippings, some of which are so indifferently written, one wonders if the public actually reads beyond the first line."—Health Publicity, Ohio State Department of Health.

Everybody Happy—"We are not selling 'misery' this year, but 'happiness,'" writes Clarence King of the Bridgeport Financial Federation. "I know of many campaigns that have stressed the happiness of giving, but we are putting all the emphasis, in our campaign, on the happiness resulting from the services rendered by our member agencies."—Better Times, Feb. 1, 1926.
EDUCATION AND PUBLICITY

DATES AHEAD—MAY, 1926
1—May Day—Child Health Day—American Child Health Association, 370 Seventh Ave., New York, N. Y.
1—8—International Boys’ Week—Rotary International, 221 East 20th St., Chicago, Ill.
2—8—National Music Week—National Music Week Committee, 45 West 45th St., New York, N. Y.
9—Mother’s Day.
12—Florence Nightingale’s birthday.
12—National Hospital Day—American Hospital Association, 22 East Ontario St., Chicago, Ill.
19—20—Pentecost (Hebrew).
24—Empire Day (Canada).
24—June 5—Convention: General Federation of Women’s Clubs, Atlantic City, N. J.—Address: 1734 N St., N. W., Washington, D. C.
26—June 2—National Conference of Social Work, Cleveland, Ohio—Address: 25 East 9th St., Cincinnati, Ohio.
—Conferences and other opportunities for publicity workers at same time and place—Address: Committee on Publicity Methods in Social Work, 130 East 22d St., New York, N. Y.
—Meeting at same time and place: American Association of Social Workers, American Association for Organizing Family Social Work, American Association of Hospital Social Workers, American Association for Community Organization, International Association of Policewomen, National Probation Association, and others.
30—Memorial Day.

If You Come to New York—Tell the editor of this department the dates you will be here so that you can be informed of any publicity gatherings that you may attend during your stay.

A Birthday Present—“Dr. H. Longstreet Taylor, president of the Minnesota Public Health Association, offered a free physical examination to every member of the staff of the Minnesota Public Health Association as a Christmas present.

“This is an excellent idea. Why not give your wife, husband, child or other relative the price of a physical examination for a birthday present? It may mean the preservation of their health. Can you offer anything better?”—Northwestern Health Journal, St. Paul, Feb., 1926.

TITLES
“Gentlemen, Your Health”—A Florida advertisement.

MOTION PICTURES

NEW ADDRESSES
American Society for the Control of Cancer, 25 West 43d St., New York.

REQUESTS FOR INFORMATION
What to Send to City Council and Board of Health—One Ohio city asked for educational material on the desirability of limiting the local milk supply to tuberculin tested cows. What do you recommend?
Illustrating Effects of Clean and Unclean Handling of Milk—Where can Miss Ella Hidman, 3225 Orchard St., Lincoln, Neb., secure a series of pictures for use in nutrition work at the University of Nebraska? Others wish the same sort of pictures.

“Seven Tons” of Fresh Air Gain—Expressing the results of its fresh air work in terms of tons carried the publicity of the Association for Improving the Condition of the Poor into newspapers all over the country. The newspaper release opened picturesquely, “Seven tons added to the weight of 3,000 boys and girls from the tenement districts at the various summer camps operated by the A. I. C. P.”—Better Times, Feb. 1, 1926.