PRESIDENT'S PERSONAL FILE

PPF 9
Gifts R
Dec. 1934

PPF900642

Warm Springs, Georgia,
December 4, 1934.

8 P.7.
9-R

My dear Judge Robinson:

The President and Mrs. Roosevelt have asked me to acknowledge your letter of November twenty-fourth, and to tell you how glad they are to receive the fine avacado pears which you were so kind as to send them. They want you to know how grateful they are for this evidence of your good will.

Very sincerely yours,

M. A. LeHand,
PRIVATE SECRETARY

Honorable N. G. Robinson,
Sarasota,
Florida.

es

$1.00 per year:15c per copy

read there?

ahd
12/5
28

LAW OFFICES
N. G. & JOHN FITE ROBERTSON
401-2-3-4 PALMER NATIONAL BANK BLDG.
SARASOTA, FLORIDA

November 24, 1934

President and Mrs. Franklin D. Roosevelt,
Warm Springs, Ga.

Dear Madam and Sir:

I had my grocer ship you some avocado pears which I hope will reach you before Thanksgiving and that you will enjoy them as much as it gives me pleasure to send them.

With personal regards.

N. G. Robertson

NGR:MN

$1.00 per year:15c per copy

P.P.F.
9-R.

Warm Springs, Georgia,
December 4, 1934.

My dear Mr. Neiff:

The four boxes of "Golden Glove"
Satsuma oranges which you were good enough to
send to the President have been received, and
I want to assure you of his appreciation of your
thoughtful courtesy.

Very sincerely yours,

M. A. LeHAND
Private Secretary

Charles O. Neiff, Esq.,
Marianna Fruit Company,
Marianna,
Florida.

mam

$1.00 per year:15c per copy

MARIANNA FRUIT COMPANY

MARIANNA, FLORIDA

November 26, 1934.

President Franklin D. Roosevelt,
Warm Springs, Georgia.

Dear Mr. President:

We are shipping you by express to Warm Springs, Georgia, four boxes of our "Golden Glove" Satsuma Oranges from our groves here. We hope you will enjoy for Thanksgiving these Satsumas, which come from the nearest orange grove to your Warm Springs home.

Sincerely yours,

MARIANNA FRUIT COMPANY

By Chas. O. Reiff

Chas. O. Reiff,
Vice-President.

COR:LFM

$1.00 per year:15c per copy

December 6, 1934.

P.P.7.
9-R

My dear Miss Ross:

Your note of November eleventh has been received and I want to thank you in the President's behalf for the kindly thought which prompted you to send the "New Deal Banner" to him.

Very sincerely yours,

M. A. LeHAND
Private Secretary

em

Miss Irene Betsy Ross,
Manchester,
New Hampshire.

$1.00 per year:15c per copy

Valentine

To the President of the
United States of America
Franklin Delano Roosevelt

Dedicated to the world's common weal,
Is America's gift called "The New Deal";
An ideal to be crowned with victory,
And be recorded in world history.
Rank and file partake with its great Leader,
In proudly waving the "New Deal Banner".

Manchester, N.H.,
November 11th 1934.

Irene Betsy Ross

P.P.F.
9-R

My dear Mr. Reagan:

The President has asked me to convey to you his warm thanks for your thoughtfulness in sending him the book on General Lee. He is indeed glad to have it and deeply appreciates this evidence of your friendly interest.

Very sincerely yours,

M. A. LeHand
PRIVATE SECRETARY

Frank Reagan, Esq.,
Post Office Box 805,
Macon,
Georgia.

ngm

$1.00 per year:15c per copy

December 6, 1934

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Frank Reagan, Esq.,
Post Office Box 805,
Macon,
Georgia.

ngm

$1.00 per year:15c per copy

PPF 1
9-12

December 6, 1934.

My dear Mr. Rayburn:

The President asked me to acknowledge the receipt of your letter of December second and to thank you for sending him the autographed copy of your book "Dream Dust".

He is sorry he cannot comply with your request for a message for publication in the January issue of the "Arcadian Life Magazine". The President has just returned from Warm Springs, Georgia and in view of the tremendous amount of accumulated official business demanding his time and attention, it is not possible for him to respond to the numerous requests for personal messages being received.

I trust you will understand.

Very sincerely yours,

sent to house

STEPHEN EARLY
Assistant Secretary to the
President

Mr. O. E. Rayburn,
Editor, Arcadian Life Magazine,
Sulphur Springs, Texas.

dj

O. E. Rayburn
Editor Arcadian Life Magazine

$1.00 per year:15c per copy

Northern Office
Olney, Illinois

OTTO ERNEST RAYBURN
"The friendly editor from Texas"

ARCADIAN LIFE MAGAZINE
Is America's folklore journal. Year, $1. Copy 15c

AN LIFE MAGAZINE

NORTHERN OFFICE
521 W. North Ave.
Olney, Illinois

Nature • *Rural Idealism*

OTTO ERNEST RAYBURN, *Editor*

Sulphur Springs, Texas
December 2, 1934

Mr. Franklin D. Roosevelt,
President of the United States,
Washington, District of Columbia

12-6
89

Dear Mr. Roosevelt:

I will feel highly honored and deeply grateful if you will write a brief, encouraging message to readers of Arcadian Life Magazine for our January number. With my feet deeply set in good Texas soil, I am doing all that I can to foster rural idealism and encourage recovery. It may interest you to know that my magazine is published in a rural schoolhouse and goes out to all parts of the nation from a rural mailbox. It is the indomitable spirit of the pioneer that I would arouse in my readers and a few words from you will be greatly appreciated at the turn of the New Year.

I am sending you an autographed copy of my book "Dream Dust."

Very sincerely yours,
O. E. Rayburn
Editor Arcadian Life Magazine

$1.00 per year:15c per copy

SOUTHERN OFFICE
Route 4
Sulphur Springs, Texas

ARCADIAN LIFE MAGAZINE

Folklore • Nature • Rural Idealism

OTTO ERNEST RAYBURN, *Editor*

NORTHERN OFFICE
521 W. North Ave.
Olney, Illinois

Sulphur Springs, Texas
December 2, 1934

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President of the United States,
Washington, District of Columbia

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O. E. Rayburn
Editor Arcadian Life Magazine

$1.00 per year:15c per copy

P.P.7.
9, R.

December 6, 1934.

mber twenty-eighth
want to thank you
for your kindness
hich accompanied
neteenth.

rely yours,

LOUIS McH. HOWE
Secretary to the President

em

Osvaldo R. Rivera, Esq.,
Bayamon,
Puerto Rico.

Inquires if carbon pictures, forwarded several weeks ago, have been received and been of interest — Would appreciate honor of a personal reply —

P.P.F.
9-R.

December 6, 1934.

My dear Mr. Rivera:

Your letter of November twenty-eighth has been received and I want to thank you in the President's behalf for your kindness in sending the sketches which accompanied your letter of October nineteenth.

Very sincerely yours,

LOUIS McH. HOWE
Secretary to the President

em

Osvaldo R. Rivera, Esq.,
Bayamon,
Puerto Rico.

Buckley has no record here must have been sent at Warm Springs

Bayamon, P. R.
November 28, 1934.

Hon. Franklin D/ Roosevelt,
President of the U. S.
Washington, D. C.

Dear Mr. Roosevelt:

Weeks ago I sent you some carbon pictures which, no doubt, has reached your hands.

Please let me know if they have been of some interest to you. I hope so.

I will be greatly pleased if you honor me with a reply, for which I thank you beforehand.

Yours respectfully,

Osvaldo R. Rivera

Osvaldo R/ Rivera.

Address to:
Mr/ Osvaldo R/ Rivera
Bayamon, P. R.

PPF 9-R

December 6, 1934

Ed 34 M

My dear Miss Randle:

The President has asked me to thank you cordially for your friendly letter of December first, with the enclosures, and for calling his attention to Mr. Bossard's broadcasts. He is more than grateful for your kind expressions and good wishes, and requests me to tell you how interested he was in all that you say.

I shall be very glad to convey your message to Mrs. Roosevelt in accordance with your request.

Very sincerely yours,

M. A. LeHand
PRIVATE SECRETARY

Miss Helen Gertrude Randle,
411 Perry Avenue,
Greenville,
South Carolina.

ngm

he lectures for united action on the part of every-body regardless of political adherence in order to speed up National Recovery. Mr. Bossard's talk is without doubt proving very effective as he holds his audiance by disclosing the latest engineering achievements in the field of electronics that are of such a startling nature that people listen almost spellbound to his disclosures.

"He who has good health is rich and does not know it."---Italian Proverb

Your Good Health Is Your Greatest Wealth

HELEN GERTRUDE RANDLE, A. B.

Internationally known food expert,
food scientist, dietitian, food chemist

PSYCHOLOGIST
BUSINESS BUILDER
COLOR EXPERT

Southern Address, 411 Perry Avenue, Greenville, S. C. ✖ Northern Address, 3121 14th St. N. W., Washington, D. C.

Lexington, Ky. Dec. 1st. 1934.

President Franklin Delano Roosevelt,
Honorable President of the United States,
Now Warm Springs, Ga.

My dear President Roosevelt:

I am just so happy you are enjoying your wonderful vacation trip in Warm Springs, for those of us who know and appreciate you cherish the idea that you have the great wisdom and understanding to know that your physical health must be kept in order to keep your mental and spiritual outlook powerful to guide the affairs and the destiny of the American people to-day.

Mr. Roosevelt, some time ago I visited the Electrical Research Laboratories of the General Kontrolar Co. Inc. of Dayton, Ohio, where I met Mr. Gisbert L. Bossard, President and Director of Engineering Research of the company.

To my delight I found that Mr. Bossard and I have one thing in common and that is my deep admiration and friendship for Mr. Edison. During my talk with Mr. Bossard I became very much impressed with his enthusiastic endorsement of all of your policies and particularly with his warm admiration of you personally.

Subsequently I learned from authentic sources that Mr. Bossard is considered one of the outstanding inventors and an electrical engineering authority of International reputation. Mr. Bossard has originated entirely new industries thru his many inventions that are directly responsible for the employment of a considerable number of people.

The reason I am calling Mr. Bossard to your attention is that I feel certain that it will please you to know that Mr. Bossard has broadcast over various radio stations during the past three weeks such an impressive array of facts proving that your policies and leadership are the greatest blessing that could have come to the American people. Mr. Bossard makes an elequent appeal to his radio audiance and the many civic clubs before which he lectures for united action on the part of every-body regardless of political adherence in order to speed up National Recovery. Mr. Bossard's talk is without doubt proving very effective as he holds his audiance by disclosing the latest engineering achievements in the field of electronics that are of such a startling nature that people listen almost spellbound to his disclosures.

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LECTURER
AUTHOR
TEACHER

HELEN GERTRUDE RANDLE, A. B.

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COLOR EXPERT

Southern Address, 411 Perry Avenue, Greenville, S. C. ✖ Northern Address, 3121 14th St. N. W., Washington, D. C.

Mr. Bossard has a quality rarely found in an engineer, namely the ability to put across to his audiance highly technical information in such a graphic and simple style that it is easily understood by even a child without loosing any of the pertinent facts of his address. Mr. Bossard is broadcasting at present at 130 P.M. Central time over WLAP Lexington, Ky. The later part of the week he will broadcast over WAVE Louisville, Ky.

I have listened to every one of his broadsasts during the past three weeks during which he enthusiastically and convincingly endorsed your Federal Housing Plan and your Entire Recovery Act and I have had an opportunity to listen to the comments of civic leaders which convinced me that Mr. Bossard is a positive aid to your Recovery Programs.

I hope that you will have an opportunity to hear one of his radio talks over station WLAP Lexington, Ky. as I cannot help but feel that his talks which he gives under the title "Inventions in relation to National Recovery" are so constructive and that he creates such an optimism and confidence in your leadership and the coming propperity of the nation that he ought to be given an opportunity to be heard over more powerful stations.

Yesterday Mr. Bossard dedicated his entire Thanksgiving program to you. He told his audiance amoung other things that it should count as its greatest blessing the fact that it is privileged to have such a great president as you to lead it.

I am enclosing a reprint from the American Economist Magazine and also call your attention to this years Biblographical volume of the Americano Encyclopedia in which Mr. Bossard is described at length.

Will you be kind enough to write Mr. Bossard a personal letter in appreciation of the marvelous broadcasts he is giving gratis, in the interest of National Recovery, of Christship and Harmony, in understanding of your splendid courage and your most marvelous program for recovery.

Mr. Bossard wishes to present to the Roosevelt Household a beautiful set of Aristocrat Chimes, his latest invention. These Telechimes replace discordant bells and buzzers with harmonious full length Cathedral chimes electrically operated. I am certain that these beautiful chimes will lend additional charm to the Whitehouse.

"He who has good health is rich and does not know it."---Italian Proverb

Your Good Health Is Your Greatest Wealth

LECTURER
AUTHOR
TEACHER

HELEN GERTRUDE RANDLE, A. B.

Internationally known food expert,
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PSYCHOLOGIST
BUSINESS BUILDER
COLOR EXPERT

Southern Address, 411 Perry Avenue, Greenville, S. C. ✖ Northern Address, 3121 14th St. N. W., Washington, D. C.

Will you be kind enough to extend to Mrs. Roosevelt this little message, that a set of chimes is being presented to her.

With kindest wishes for your continued God-like success, and ~~not~~ only the best in life come to you, Mr. Roosevelt, for you are truly the greatest man in America to-day, and the greatest president since the time of Washington.

Most cordially yours,
Helen G. Randle -

HR/Z.

Copy to Stephen Early,
Executive and Private Secretary to
The President of the United States.

Noted Electrical Scientist and Inventor Lectures Here

Explains and Demonstrates Nocturnal Vision, Television, Electron Theory, Radiant Energy, Telechime and Many Other Electrical Miracles

Last Sunday evening, in the main gymnasium, seven hundred people gathered to hear one of the most unusual and distinctive lectures ever given at the Sanitarium. Our guests as a rule retire early and ordinarily a number of people leave the lecture rooms to keep evening appointments for treatments, but on this particular occasion, Mr. Gisbert L. Bossard held his audience almost spell bound for nearly three hours as he related to them by film, slides and breath-taking demonstrations, the miracles of the electronic age and their relation to industrial prosperity. So intent was his audience that the room was noticeably hushed and the ticking of the clock could be distinctly heard.

The first event of this most interesting program was the showing of that remarkable film owned by the General Electric Company, "Wizardry of Wireless" which explained in detail the functioning of the telephone, the telegraph, the wireless and radio broadcasting.

This marvelous film showed in detail the construction of the telephone, calling attention to the first message ever transmitted by wire, "Mr. Watson, please come here; I want you," spoken by Dr. Alexander Bell to his associate, Thomas A. Watson, as they stood in adjoining rooms. Later that same message was spoken by Dr. Bell in New York to a friend in San Francisco, inaugurating the first trans-continental telephone. A few years later, as the film explains, the first telegraph and then the wireless were developed with the first telegram and the first wireless message being, "What has God wrought?"

After the showing of the film Mr. Bossard acknowledging the introduction of Rev. Jordan, said, "A few years ago this film you have just witnessed would not have been possible. I was deeply moved when I looked at it, because in the last part of the film was one man who has meant more to me than any other man, namely Dr. Steinmetz, the greatest electrical scientist of them all; and to see him here on the screen and his wonderful work, when he has been dead a number of years, makes me appreciate deeply what the film contains. I want to say here that my teacher, Dr. Steinmetz, has been the greatest inspiration to me in this work. He is another soul that has gone on, but while he was here, he lived for his work. The reason that I am here at the Battle Creek Sanitarium is because I do not wish to follow him too soon. I am a firm believer in the Battle Creek Idea of biologic living and periodic health inventories.

Gisbert L. Bossard, President and Director of Engineering Research of General Kontrolar Company, Inc., of Dayton, Ohio

"When I came to Battle Creek I came with the sole thought of escaping electricity and lectures and taking a real rest. I am quite sure that a month ago I could not have undertaken this lecture, because I was rather weak when I arrived here but even though meat and coffee are omitted from the menu, it seems that the "electrones and calories" have put more pep into me.

"I wish to take this opportunity to express my thanks and appreciation for the splendid cooperation that has been given us by several organizations in making this lecture possible tonight. While a number of people cooperated, I wish to particularly thank the General Electric Company, of Schenectady, New York, who were so kind to loan us the remarkable film shown here tonight; the RCA Radiotron Company of Harrison, New Jersey, who have supplied us with the highly interesting slides which you will see, illustrating the various manufacturing processes and equipment involved in the manufacture of radio tubes; the editor of the "Electronic" Magazine, who was kind enough to send us a number of clippings from the only magazine in the world that specializes on the subject known as electronics; the General Kontrolar Company of Dayton, Ohio, who assembled the demonstrating apparatus for the lecture, and who were kind enough to send several men with the equipment all the way from Dayton, Ohio to set it up for us; and Professor C. M. Jansky of the University of Wisconsin, who is a highly esteemed friend and teacher of mine and who went to considerable trouble to obtain various equipment for me.

"Before I really start with my talk I wish to take this opportunity to introduce a few of my associates who were so kind as to come all the way from Dayton, Ohio to bring this equipment. Just one tiny little tube represents a great deal of work.

"I now have the pleasure of introducing to you Dr. C. D. Barbulesco, a gentleman who is a Roumanian scientist, but since his immigration to the United States about eight years ago has become an American citizen and is carrying on very important work for the U. S. Government at the Wright Air Field, Dayton, Ohio. I wish I could prevail upon the Doctor to give us a little talk tonight, but he exacted a promise from me not to insist upon it. However, during the demonstration he is bound to say something.

"The next gentleman I wish to introduce is the Vice President of the General Kontrolar Company of Dayton, Ohio,

Mr. Leon Mower. Mr. Mower's executive ability and determination to make this demonstration tonight a success is primarily responsible for the fact that we have all of the equipment here on time.

"The next gentleman is Herr Bruno Schneider, a technical glass expert who is visiting the United States and who has worked under my supervision on what is known as mercury switches. I started on the experimental work of mercury switches about twenty years ago. At a convention of railroad engineers in Chicago in 1923, I introduced a railroad grade crossing signal which contained a mercury switch. This signal became standard for all American railroads. At the convention I held up a little glass vessel and told them I would protect the railroads of the world with a mercury tube of that kind and they laughed, and yet today our railroads are protected with a device that does contain this little mercury switch. Mr. Schneider has done some very remarkable work during the war. Through his experimental knowledge, X-ray tubes were developed and made to serve in the hospitals.

"The next gentleman whom I will introduce is Mr. Pyatt, also from Dayton, who also was very instrumental in bringing the equipment here and Mr. Pyatt is going to play an important role in our demonstration here tonight.

"Now before I go into details, I want you to visualize for a moment what would happen to our modern civilized world if suddenly everything that is operated or driven by electricity would cease to function. Just visualize that for a moment. We are now so used to electricity that we take it for granted. In the first place if electricity should suddenly cease to function, we would have chaos throughout the civilized world; we would be plunged back centuries into darkness. Electricity has enabled us to extend certain of our senses, the sense of hearing, the sense of sight, and as a matter of fact, the five senses, smell, touch and taste as well, have been affected. You are all familiar with the sense of hearing as applied to radio broadcasting, etc. Should electricity cease to function we would not be able to send messages over great distances by telephone or telegraph. We would not be able to operate our present day large industries; our machines would come to a standstill; X-rays would be impossible and so would a myriad of other electrical applications.

"If you consider the tremendous part electricity plays in our civilized life, then you will be impressed with the fact that only one hundred and fifty years ago electricity was merely a toy of the clever scientist. We did not have any of these modern inventions for it is only in the last fifty years that electricity has really been applied in a practical way, and it is only a few months ago that electricity again took a great step forward through a device known as the thyratron tube. The word *thyra* is the Greek word for door and thyratron tube is the trade name adopted by the General Electric Company. Through this little tube we are entering a new age—an age of miracles—the electronic age. It is so marvelous that if I had the ability of a Webster to express myself and the wit of a Mark Twain to bring home to you the importance of this little tube, I wouldn't be able to do justice to it. It is the miracle of the age.

"My talk tonight was really furnished by the experiments of our great inventor, Mr. Edison, when fifty years ago he was working on his incandescent lamp, and having put a filament in the lamp, he thought: 'What would happen if I put another wire along side the filament?' and in so doing fifty years ago Edison, for the first time in the world noticed a flow of electrons. He saw that between the filament and the wire, or plate, that he had sealed in the tube, a glow was visible—since then known as the Edison effect. Edison was privileged to see for the first time the flow of electrons. This great inventor, however, was so preoccupied with a great many problems of vital importance that he did not have the time to further investigate this great phenomena. If he had done so radio would have been born fifty years ago instead of a few years ago. Professor Fleming of England, reading about the so-called Edison effect began experimental investigations by building a plate along side of the filament like Edison had done, connected it with a circuit and in studying it he found that he had a rectifying valve, whereby an alternating current was rectified to direct current in this manner, that the tube would allow current to flow only in one direction—that is from the filament to the plate. The Fleming valve was a very crude affair and nothing much came of it until in 1906 Dr. DeForest of New Jersey took a little plate and put the plate between the filament of Edison's and the other plate of Fleming's and by sticking his own plate in between the two, accomplished a most remarkable thing, the thing to which modern radio is indebted, that is, the actual control of the electron. The first time in the history of the world that electricity could now be controlled by the simple addition of this third unit, now known as a grid. A great many of DeForest's tubes were made, radio sets came into existence, and scientists and engineers got busy on the problem, and as a result we have broadcasting, we have television, we have measuring instruments of industry that are so precise that they will measure one-millionth of an inch and as a matter of fact, much smaller dimensions that are so small they would scare you. On the other hand, we have tubes that are made to stand six feet tall, a 200 kilowatt tube; we have a 400,000 watt transmitting station at KDKA, Pittsburgh, and when you think that the first General Electric broadcasting station in 1922 was only 500 watts, and when you consider the latest 400,000 watt station, you can see how radio has grown."

Mr. Bossard then gave a very graphic description of the electron theory, the radio tube, the capacity tube, the photo electric tube, the ether spectrum, the broadcasting band, the various rays—cosmic, gamma, X-ray, ultra-violet, visible infra-red and the various waves including the present radio waves. He also explained in detail the functioning of the photo-electric cell, and the intricate processes and equipment involved in the manufacture of electronic tubes. An eager audience then heard television explained, Mr. Bossard carefully outlining the underlying theory and then giving a resumé of the various equipment developed by Dr. Alexanderson of the General Electric Company, the Bell Telephone Laboratories, Baird of England and Jenkins of America.

The assortment of one hundred slides which Mr. Bossard used in making these explanations of the great miracles of the electronic age are probably the most valuable set of slides in existence dealing with these particular subjects. Many of them were made from the sketches in Mr. Bossard's own scrapbook and were made purposely for this lecture.

Even after seeing the remarkable film and the equally remarkable slides that followed, our guests were hardly prepared for the breath-taking demonstrations which followed.

First came the burglar alarm. The robbing of a safe was expertly dramatized. As the burglar stealthily approached the vault, he was unknowingly stepping through a beam of *invisible* light which set off the alarm. The principle upon which such a device is accomplished is the use of black light, that part of the spectrum that is called infra-red rays. Because these could not be produced under such impromptu conditions, Mr. Bossard used an ordinary flashlight, focusing it on the photo-electric cell, the *electric eye*. When the burglar intercepts the light beam the alarm is sounded. Mr. Bossard also explained during the demonstration — Nocturnal Vision — another miracle of the electrical eye and asked his audience to imagine an enemy hiding in the dark several miles away and being plainly seen by nocturnal vision—the invisible infra-red light.

Another very interesting demonstration consisted of Kontrolar electric sign flashers operating a railroad grade crossing signal model and the rotating wheel used in electric advertising by means of the photo electric cell. As long as a light beam was concentrated on a cell,

(Continued on Page Seven)

Lobby Notes

Colonel and Mrs. E. L. Markey of Evanston, Illinois, arrived recently to spend their vacation with us. The Sanitarium is somewhat like home to the Markeys for several years ago they were residents of Battle Creek. Colonel and Mrs. Markey are the parents of Eugene Markey, well-known novelist and playwright.

* * *

Mr. Stanwood A. Morrill of Toledo, Ohio, is spending a little time with us. Mr. Morrill is president of the Sun Advertising Company.

* * *

Mr. and Mrs. Theo. A. Foque of Minneapolis, Minnesota, arrived a few days ago. Mr. Foque is general mechanical superintendent of the Soo Line.

* * *

John Winter, well-known Detroiter, is making us his twenty-fifth visit. Mr. Winter visits us semi-annually and we are always happy when he returns here for this periodical health-building vacation.

* * *

Among our most distinguished visitors are Mr. and Mrs. Jesse R. Lovejoy of Schenectady, New York. Mr. Lovejoy is a prominent official of the General Electric Company.

* * *

Mr. Edgar T. Welch, whose name has long been associated with the best that is obtainable in grape juice, is enjoying his twenty-third vacation spent here. Various members of the Welch family have been our honored guests on frequent occasions.

* * *

Many of our guests have been taking advantage of these lovely sunshiny days by spending every available moment out of doors. The Adirondack chairs on the North Lawn are very popular for those who do not wish to drive or walk or engage in active exercise. Several of our Southern guests have expressed a little disappointment in not seeing snow flurries before this but apparently we are going to be blessed with a continuous Indian summer.

* * *

An increasing number of guests are busy in the occupational department these days. It must be the first stages of the Christmas spirit for a number of very interesting Christmas gifts are in the making. And if you don't believe that some of our men are doing some unusually lovely weaving, just stop in there some afternoon and see for yourself.

* * *

Our good friend, S. H. Golding, is with us again. Mr. Golding is a prominent attorney of New York City.

* * *

Mr. and Mrs. S. T. Budd are among an interesting group of visitors to arrive last week from New York state. Mr. and Mrs. Budd have a lovely little hotel, "Hotel Budd," located in Peekskill.

* * *

Mr. and Mrs. Edward K. Junghans, who have been with us for several weeks, have returned to their home in Porto Rico. Two other interesting visitors, Mr. and Mrs. Ricardo Narganes left us last Friday for their home in Havana.

* * *

A recent and interesting arrival here is Dr. W. M. Lynch, well-known psychiatrist, who is superintendent of Fairview State Hospital in Waymouth, Pennsylvania.

* * *

Mr. Edward H. Crump, a prominent banker of Memphis, Tennessee, is taking a little time off from his busy routine for a health inventory. Mr. Crump is one of our successful business men who appreciate the value of a health inventory now and then as a guard of good health. Recently this distinguished citizen of Tennessee was elected to Congress.

A Group of Outstanding Engineers Here

We do not believe there has ever been an occasion when we have had more distinguished engineers among our guests, representing various types of engineering work than we have at the present time. With us right now are Mr. and Mrs. Pope Yeatman of Philadelphia. Mr. Yeatman is one of the country's best-known mining engineers. His career has been a most interesting one for his work has taken him all over the world. He spent several years in the gold mining industry of South Africa, later becoming consulting engineer for the Guggenheim Exploration Company. For ten years, 1906-16, he was engaged in copper mining in Chile, South America, and since 1916 has been in independent consulting practice in the Uniter States, except during the great war when Mr. Yeatman became chief of the non-ferrous metals division of the War Industries Board. Mr. and Mrs. Yeatman are now residing in Philadelphia.

Two other interesting mining engineers to arrive recently are Patrick C. Graney

(Continued on Page Six)

PROGRAM FOR THE WEEK

(November 19th to 25th, Inclusive)

WEDNESDAY MORNING, 9.30. Diabetic Cooking School.
WEDNESDAY AFTERNOON, 1.30. Concert—Sanitarium Ensemble.
WEDNESDAY AFTERNOON, 2.00. Lecture on Diet in Digestive Disorders; Cooking Class.
WEDNESDAY EVENING, 8.00. Lecture—Dr. W. H. Riley.
THURSDAY MORNING, 9.30. Diabetic Cooking School.
THURSDAY AFTERNOON, 2.00. Lecture on one of the following subjects: "Feeding the Family," "Our Menu," "Food Values," "Question Box."
THURSDAY EVENING, 8.00. Lecture—Dr. M. J. Capron.
FRIDAY MORNING, 9.30. Diabetic Cooking School.
FRIDAY AFTERNOON, 1.30. Concert—Sanitarium Ensemble.
FRIDAY AFTERNOON, 2.00. "Reducing and Fattening Diets" and Cooking Class.
FRIDAY EVENING, 6.00. Candle-Light Supper.
FRIDAY EVENING, 7.30. Song Service.
SATURDAY EVENING, 7.45. Concert—Sanitarium Ensemble.
SUNDAY EVENING, 7.40. Song Service.
SUNDAY EVENING, 8.00. Lecture, "America Since the War," by Prof. Emil Leffler of Battle Creek College.
MONDAY MORNING, 9.30. Diabetic Cooking School.
MONDAY AFTERNOON, 1.30. Concert—Sanitarium Ensemble.
MONDAY AFTERNOON, 2.00. Lecture on Blood Building Diet and Cooking Class.
MONDAY EVENING, 8.00. Question Box Lecture — Dr. W. F. Martin.
TUESDAY MORNING, 9.30. Diabetic Cooking School.
TUESDAY AFTERNOON, 2.00. Lecture on Basic Diet (Hypertension, Nephritis and Arthritis), Cooking Class.
TUESDAY AFTERNOON, 5.00. Lecture—Dr. Estella Norman.
TUESDAY EVENING, 8.00. Concert on Mezzanine—Sanitarium Ensemble.

(See Bulletin Board for further information)

Noted Diplomat Here

Henry Morgenthau Visits Us for Health Audit

"I am not ill, in fact, I am feeling very fine, but I am here for a health check-up simply as a protection against becoming ill," explained Mr. Morgenthau on the morning of his arrival here for a two weeks' sojourn—a combination of a health inventory and a rest vacation.

The former Ambassador to Turkey is looking much younger than he did on his previous visit here in 1925 and it is difficult to believe that the great financier has passed the three score and ten milestone of his intensely interesting life. His is a personality that radiates physical and mental strength, and the keen enjoyment of living.

"Whenever I am sked," said Mr. Morgenthau, " if I wish to live to be very old, I always answer that I wish to live only as long as I retain my health—and no longer. Whenever I see my septuagenarian friends suffering and bed-ridden and overgrateful for a little visit, I certainly hope to avoid ever being similarly placed. A healthy evening of life is a most joyous experience, while the life of an invalid is such a tragic contrast to his former periods of activity that he misses the beautiful calm that should be the climax to his varied experiences while on this earthly voyage."

Good health should be guarded while we still have it, but unfortunately it is entirely disregarded by most of us. We take out all kinds of insurance for protection against death and disaster and old age, but we never think of taking out insurance or putting forth an effort to protect our health-margin so as to enable us to thoroughly enjoy our life to its very end.

Good health is never more valuable or more appreciated than during a period of depression such as we are passing through at the present time. We are not tested nearly as much during periods of prosperity as during periods of adversity. The present economic distress and depression are like a great storm attacking a forest and we are like unto trees. The weak trees and the old trees will be stricken down, but those of us who have strength and endurance cannot be up-rooted. We may temporarily lose some of our leaves and our lustre, but a good clean bill of health is our power of resistance against the fearful depressing pessimism that is so destructive during a deflation period. It will enable us to weather the storm, to withstand the natural reaction and come back without any permanent injury. People generally are as careless about their health as they are about their investments. Just as they think recklessly and disregard soundness and safety in investing their earnings, so do they neglect and shamefully abuse the fundamentals of health only to discover with the first let down that some irreparable damage has been done to their important organs. It is only through constant watchfulness that the first symptoms can be observed and the development of some serious organic disease arrested.

Scores of our great industrial, political and professional leaders are meeting with an untimely end, because they have adopted the habits and customs of the present day that are so contrary to the natural biologic way of living.

There is no time more opportune than the present for investigating one's health margin. During the present business let-up it would not be out of order to take

Sir Henry Morgenthau—Noted Diplomat, Arrived Last Saturday to Enjoy a Health-Building Vacation with Us

time for the formation of a health program—a health investment so to speak from which may be reaped dividends of mental and physical strength.

Mr. Morgenthau is a mental and physical dynamo. Aside from the important part he plays in political, financial and industrial America, he is also a world-known authority on business and political conditions all over Europe. His latest book, "I Was Sent to Athens" published and released last year by Doubleday, Doran and Company, is the work of a literary genius.

When asked to what he attributes his splendid health reserve, Mr. Morgenthau replied, "Moderation in all things."

What a splendid example for us all!

Lobby Notes

(Continued from Page Five)

of Mount Hope, West Virginia, and Gomer H. Thomas of Helen, West Va.

The field of construction engineering has no one more noted than Edward A. Johnston, who has been for many years head of the engineering department of the International Harvester Company of Chicago. Mr. Johnston arrived three weeks ago for a rest vacation, which he richly deserves.

Over the week end we had the pleasure of meeting several well-known electrical and research engineers, who came here to attend the unusually fine lecture given by Gisbert L. Bossard, one of America's best-known leaders in his field.

* * *

A very lovely luncheon was given last Thursday by Mrs. H. D. Hamilton of Paris, France, honoring Mrs. Gisbert Bossard of Dayton, Ohio. A color scheme of pastel shades was carried out in flowers, tapers, place cards and menu. Twenty ladies, most of whom are guests in the Sanitarium, enjoyed this delightful little social affair.

* * *

A very lovely compliment was recently paid the Sanitarium by Mr. Charles A. Mangold, well-known hotel man of Dallas, Texas, who with Mrs. Mangold, is a frequent visitor here. A world-wide traveler and an authority on hotel and hotel furnishings, Mr. Mangold describes our new main building as having no equal in either Europe or America with regard to furnishings, decorations and maintenance. He has recently inspected two new famous hotels and he tells us that their most pretentious rooms do not exceed ours for artistic and general effect.

Mr. Mangold, who is an enthusiastic Texas booster, predicts that Texas will soon be producing more oil than any of the other oil states and says that natural gas is already a large contributor to the wealth of the Lone Star State.

Mr. and Mrs. Mangold have been visiting us almost annually ever since the World War. They believe in periodic health inventories and rest vacations. Their visits are always looked forward to with pleasure by the many friends they have made here both among the guests and staff.

* * *

Another unusual talk was given in the North Lobby last Sunday evening by Mrs. Motte Martin of the Belgian Congo. Mrs. Martin described in a very graphic manner the many changes that have occurred in Africa in the past few years and gave a most interesting account of the living habits of that far away people.

Mrs. Martin, who possesses a most charming personality, is a delightful speaker, and on this as on previous occasions when she has spoken here, had a large and most enthusiastic audience.

One Hundred Thousand Deaths from Accidents

Unless deaths from accidents are much reduced in the remaining months of 1930, they will number about 100,000 for the whole year. In 1929, they numbered 97,000 in the United States. For many years, the trend in the number of these fatalities has been steadily upward and there is no indication that the peak has been reached. Their number now exceeds that from tuberculosis. In fact, among males, accidents are second in importance to heart disease as a cause of death, while tuberculosis is seventh. Under present conditions, the United States leads all the countries of the world in its accident deathrate, which is about twice that prevailing in England and Wales.

The chief item in this disturbing situation is the ever growing number of automobile fatalities. Last year they reached a total of 31,000, and there is every indication that, in 1930, the number will exceed this figure. This is the ever darkening spot on the American accident record. Reductions which have been made in fatal accidents in industry and in the home have been heavily offset by the rising tide of fatalities from automobile accidents. In addition, over 1,000,000 persons are more or less seriously injured each year in these same accidents. The public mind has not yet become sufficiently impressed with the magnitude of these figures and with the calamitous losses of life, working time and property value.

There are only two encouraging items in the picture for last year. The more important is a decrease in the number of deaths among children. Protection of children through school safety work probably has had much to do with bringing this about. Grade crossing fatalities also showed a slight decrease in 1929 which may reflect the vigorous efforts which have been made by the railroads to protect motorists by eliminating grade crossings and by installing protective appliances.

What has been done and what is to be done to check this rising toll of motor vehicle accidents? While much progress has been made in perfecting the control mechanism of the automobile, the safety movement has been overwhelmed by the tremendous increase in the number of cars on the highways, the increased mileage per car, and the increase in power and speed. There may come a time when the number, width and condition of our highways, and regulatory practices, will catch up with the number of automobiles. But automobiles and drivers will first have to become adapted to the existing facilities and conditions. One great difficulty seems to be the mania for speed. In fatal and non-fatal accidents involving 107,000 drivers, it was found that 16 per cent were exceeding the speed limit, and that another 16 per cent were on the wrong side of the road when the accident occurred. Thirty-two per cent did not have the right of way. The pedestrian is also often at fault. About 20 per cent of the pedestrians involved in 100,027 automobile accidents were injured while crossing streets between inter-sections and another 27 per cent while crossing inter-sections having no signal. Children struck at play in the street comprised 17 per cent. In 1929, 55 per cent of the motor fatalities arose from collisions between automobiles and pedestrians. Obviously still greater efforts are needed to impress both motorists and pedestrians with the dangers inherent in failure to comply with traffic regulations.

The twenty-three thousand deaths and the three million five hundred thousand disabling injuries annually in the home call for inquiry and for action, which so far has not been applied to this problem.

Good results have followed safety work in industry. Without the work of the industrial safety engineer, the increasing mechanization of industry would have resulted in even greater loss of life than the 23,000 deaths which arose out of employment last year.—*Statistical Bulletin of the Metropolitan Life Ins. Co.*

Noted Electrical Scientist and Inventor Lectures Here

(Continued from Page Four)

the wheel and the signal were dark but as soon as the light beam disappeared these devices began operating. This illustrated effectively how big electric signs will be operated in the future by means of the photo electric cell with the approach of night without any kind of clock mechanism, or manual operation.

The "Telechime" was demonstrated by Mr. Bossard, who is its inventor. This is a door bell "de luxe" though it is not a door bell at all. If you should approach the door of a lovely mansion, press the little electric button at the door and suddenly hear some very beautifully tuned Westminster chimes, then you may know you are entering a home in which the "telechime" has been installed in all its lovely dignity and beauty. The soft velvety musical tone of the "Telechime" is exceptionally beautiful, and in spite of its delicacy is capable of penetrating throughout a great mansion, or can be tuned to meet the needs of a small residence. Although primarily invented by Mr. Bossard to beautify the home, the telechime is also used in banks for notifying the watchman or officers on the floor that they are wanted at a particular window without arousing the suspicion of any of the outsiders in the bank. The "Telechime" is being put out by the General Kontrolar Company of which Mr. Bossard is president.

In still another demonstration an antennae wire was stretched across the platform and with a small electric bulb in his hand, Mr. Bossard measured the radio wave by passing the lamp bulb along the wire. About every four feet the bulb would glow brightly showing the length of the wave crest.

Mr. Bossard presented a number of other uncanny demonstrations of electronic energy and told what will probably be accomplished within the next few years.

Mr. Bossard explained "Television" in progressively illustrated slides. He showed the apparatus of Dr. Alexanderson of the General Electric, the apparatus recently used in the remarkable public television performance in Schenectady last May, during which a flesh and blood actor played with a shadow actor on the screen. Mr. Bossard also explained the line of Jenkins televisors and emphasized the desirability of amateurs interesting themselves in this fascinating subject. The equipment for amateurs is very inexpensive and can be obtained from the Jenkins Laboratories in Washington D. C. Mr. Bossard is eager for public interest to be aroused in television although he has no commercial interest whatever in the above mentioned laboratories. He believes that the greatest development of television will come when it has reached the home.

The great electrical wizard wished to disabuse our minds of the idea that electricity will replace men in industry and contribute to the non-employment problem, for he believes that the great development of electricity which is upon us is a miracle age and that these hundreds of new devices are contributors to industrial prosperity.

Mr. Bossard has to his credit over one hundred successful patented inventions with probably as many more in the making. He is the creative genius of the large company which he directs and we consider it a privilege indeed to have heard him lecture, and to have seen his marvelous demonstrations.

His lecture was to a certain extent technical—it had to be, but it was delivered in such an explanatory and fascinating manner that seven hundred people sat for almost three hours in rapt attention.

Mr. and Mrs. Bossard have been with us for several weeks and expect to remain over Thanksgiving.

We are enjoying these delightful people immensely.

American Plan: A scheme for shortening human life by overeating.—*Roycroft Dictionary.*

DIRECTORY

Indoor Swimming Pool—Women's Bath

Length 55 by 30, depth 3½ to 7½ ft. Temperature of water, 78° F. Only filtered water used. Open daily except Saturday, 9 to 12:30 and 2 to 5:30. Swimming instructor in charge at all times. Private lessons by appointment. Telephone 259.

Indoor Swimming Pool—Men's Bath

Length 55 by 30, depth 3½ to 7½ ft. Temperature of water, 78° F. Only filtered water used. Open daily except Saturday 9 to 12:30 and 3 to 5:30. Swimming instructor in charge at all times. Private lessons by appointment. Telephone Mr. Spark's office.

News Stand

Off North Lobby

Open daily (except Saturday) 7 A.M. to 7 P.M. Newspapers, magazines, stationery, greeting cards and post cards—postage stamps and parcel post department—toilet articles. Telephone 731.

Western Union Office

Main Lobby

Hours 7 A.M. to Midnight daily

Women's Diathermy Department

Third Floor—Women's Bath

Hours (daily except Saturday): Mornings 9 to 12; afternoons 3 to 5.

Men's Diathermy Department

Third floor—Men's Bath

Hours (daily except Saturday): Mornings 9 to 12:30; afternoons 3 to 5:30.

Phone 153

Women's Strength Test

Third Floor—Bath Dept.—Room 26

Hours 8 to 11 and 2 to 3:30

Phone 123

Men's Strength Test

Second floor—Bath Dept.—Room 1

Hours 8 to 11 and 2 to 3:30

Phone 585

Women's Shadowgraph

Third Floor—Women's Bath

Hours 2 to 4 P.M. daily except Saturday

Telephone 121

Men's Shadowgraph

Third floor—Men's Bath

Hours 3 P.M. to 6 P.M. daily except Saturday.

Telephone 152

Main Gymnasium

Near Palm Garden.—7 A.M., Chest Gymnastics for Men and Women; 8:30 to 9 A.M., Special Class for Women; 9 to 9:30, Drill and March for Men and Women; 9:30 to 10, Games, Baseball, etc., for Men; 3 to 4:30, Games, Volley Ball, etc.; 7 P.M., Grand March with Music for Men and Women.

Women's Bath Department

A separate wing of four floors. In order to reach the departments in this wing it is necessary to take the special elevator in the women's bath. Access to these floors may be made only from the first and second corridors of the Main Building. Open daily except Saturday. Hours: mornings 9 to 1; afternoons 3 to 4:30; evenings, 7 to 9. Telephone 259.

First Floor—Nurses Department, Hydrotherapy Department, Swimming Pool, Sunlight Baths.

Basement Floor — Mechanical Swedish, Enema Department.

Second Floor — Colon Massage, General Massage, Electric Tub Bath, Bubble Bath.

Third Floor—Electrical Department, Medical Gymnasium, Strength Test, Shadowgraph, Beauty Parlor.

Men's Bath Department

A separate wing of four floors. In order to reach the departments in this wing it is necessary to take the special elevator in the men's bath. Access to these floors may be made only from the first floor corridor of the Main Building. Open daily except Saturday. Hours: mornings, 9 to 1; afternoons, 3 to 5:30; evenings, 7 to 9. Telephone 135.

First Floor — Hydrotherapy Department, Swimming Pool, Sunlight Baths.

Basement Floor—Mechanical Swedish.

Second Floor—Nurses Department, Phone 585; Strength Test; Medical Gymnasium, Phone 139; General Massage, Phone 151; Electric Tub Bath; Bubble Bath.

Third Floor—Electrical Department; Shadowgraph; Colon Massage. Phone 152; Enema Department.

Sunlight Baths

First floor—Bath Departments

Hours 9 to 12—3 to 6

Transportation and Taxi Department

Off Main Lobby

Information regarding travel by train, plane, boat or motor.

Recreation Room

Off Main Lobby

Opportunities for billiards, chess, pool, checkers, bridge and miniature golf. Open daily 8 A.M. to 10 P.M.

Occupational Therapy Dept.

Take central elevator in North Lobby to sixth floor. Department is in room formerly used as banquet hall. Open daily. Instruction in the making of all types of rugs, weaving, bead work, crochet, basketry, art needlework, simple knitting and other phases of occupational work. Now is the time to make Christmas gifts. Class hours every day except Saturday, 10 to 12 and 2 to 4. Private lessons for bed patients by appointment and by prescription.

Beauty Parlor

Take elevator in Women's Bath to third floor. Hours 8:30 A.M. to 6:00 P.M. daily (except Saturday). Shampooing, finger, marcel and water waving, permanent waving, manicuring, hair tinting, scalp treatment and facial work of all kinds. Telephone 119.

Barber Shop

Men's Bath

Open daily (except Saturday)

7 A.M. to 6 P.M.

Food Booth

Off North Lobby near Palm Garden

Hours 8:30 to 12:30—1:30 to 5:30 (daily except Saturday). Foods, fruit, books, nuts, candy, milk. Telephone 339.

Pharmacy

Basement Floor

Open daily (except Saturday) from 7 A.M. to 8 P.M.

Hostess

Office—Women's Lounge—Main Lobby

Office hours 4 to 6 P.M. (daily except Saturday). Telephone 387.

Regular Mail

Collections A.M.—5:20, 6:50, 8:55, 10:30. P.M.—1:35, 3:30, 4:25, 7:05. Sundays and Holidays—4:00 P.M.

Air Mail

Going East, collected from here at 8:40 A.M. Going West, at 3:30 P.M.

Public Stenographer

Office off North Lobby

Hours 9 A.M. to 12:30 P.M.—1:00 to 5:30 daily except Sunday.

Telephone 791

Cooking School

Basement Floor

Open daily except Saturday and Sunday. Please see Program on Page 3 for further information.

The Sanitarium News Bulletin

Issued Weekly
Leta B. Browning, Editor

BATTLE CREEK, MICHIGAN

Nov. 19, 1930
Vol. 3, No. 47

MOTTO: A good memory test — try to recall the things you were worrying about last week.

Colitis, a Common and Increasing American Disease

An Infectious Disease of the Colon Which May be Cured by Changing the Intestinal Flora

By Dr. John Harvey Kellogg

A century ago, colitis was almost unknown. In certain parts of the world the disease is still rare. But, in the United States, colitis is becoming so common that it threatens to soon become almost universal if it is not checked.

Colitis is a chronic infection of the colon. It begins in the mucous membrane lining the colon and may involve merely a small area or may extend to the entire colon. At the beginning it is superficial, but in severe and chronic cases the infection may extend to the deeper structures of the colon, involving the entire thickness of the intestinal wall and even its peritoneal covering. In the most aggravated cases ulceration and hemorrhages may occur.

The symptoms of colitis, when well pronounced, are unmistakable, the disease revealing its presence by frequent or infrequent discharges of mucus which may appear in the form of strings, flakes, shreds or even tubular casts of the bowel, which give the erroneous impression that the mucous membrane is sloughing. Masses which resemble membrane consist simply of coagulated mucus. In many cases of colitis mucus is rarely seen, being so well mixed with food residues and other wastes that it cannot be discovered without an expert examination.

Persons who suffer from colitis may have either frequent or infrequent stools. In many cases there is an alternation of constipation and diarrhea. In advanced cases the bowel movements may be very frequent. In a case recently under the writer's observation the bowels moved nearly every hour, yet the colon was never empty. The frequent discharge is often simply an overflow from a paralyzed and over-distended right colon.

Other conditions associated with colitis are emaciation, due to malnutrition, a sallow skin, a coated tongue, a foul breath, and the numerous symptoms of indigestion, especially the condition commonly called "nervous dyspepsia."

While there is no doubt that colitis is caused by bacterial infection, it is not known that there is a specific organism to which the infection is due. Observations made by the ablest investigators indicate that it may be produced by a number of different bacteria, especially those which give rise to putrefaction and which are always present. These germs, together with various pus-forming microorganisms, abound in house dust and of course in street dust, which is in a considerable part made up of the dried dejecta of animals. These germs are, of course, found in sewage, and are always present in stale eggs and even fresh meats of all kinds as sold in the meat shops, for the reason that meat is always allowed to hang for a few days to become tender before being offered for sale. This process of ripening is nothing less than putrefaction, which is due to the infection of meat with manure germs which always occurs in the process of slaughtering. An ounce of beefsteak usually contains 25 to 50 millions of colon germs, while such meats as liver, hamburger steak and sausage are likely to contain a hundred times as many. Salted and dried meats are infected as well as fresh meats. Shell fish, game and cold storage meats are richest of all in pernicious bacteria.

Combe regarded the use of flesh foods as one of the common causes of colitis, having noted that the disease was very rare among Swiss peasants, who eat almost no meat at all, but very common in city dwellers, among whom meat-eating is almost universal.

According to Fuld, colitis is rare in Russia, a fact which he attributes to the vegetarian diet of the Russian peasant.

Colitis may follow an attack of typhoid fever, dysentery, influenza or poi-

The Foyer of the Dining Room as It Appeared on Hallowe'en Evening

soning by the use of decayed or infected food. Von Noorden, the eminent German physician, years ago called attention to the fact that colitis is a common result of the habitual use of mineral waters, cathartics or laxative drugs of any sort.

Colitis is sometimes the result of parasitic infection, or at least is associated with this condition. Cases of this sort are most frequent in tropical countries.

In the so-called "mucous colitis," large quantities of mucus are discharged at irregular intervals. The very pronounced nervous symptoms often associated with this form of colitis gave rise to the old belief that it is of nervous origin, but this theory is no longer tenable. Mucous colitis is essentially the same as regards its character, origin and causes as other forms of the disease.

The real cause of the disease is infection, and in the majority of cases the cause of the infection is to be found in constipation or stasis; that is, a stagnation of the colon contents, which affords an opportunity for the development of advanced putrefaction, so that the bacteria present attain such a high degree of virulence that they are able to attack the mucous membrane and to invade the tissues. The condition is somewhat similar to that present in eczema of the skin, a disease often associated with colitis.

The mucous membrane of the colon is a filter. When the mucous membrane is in a healthy state the poisonous matters in the colon are absorbed so slowly and to so slight an extent that the liver and kidneys are able to destroy and eliminate them and thus keep the blood free from contamination; but when colitis exists, the mucous membrane is damaged and its filtering power is thus destroyed, so that the poisonous matters produced by the putrefactive and other pernicious bacteria in the colon are freely absorbed, giving rise to headaches, nausea, loss of appetite, so-called "biliousness," dullness, nervousness, anemia and a great variety of symptoms which are often attributed to other causes than the real one. There is reason for believing that high blood pressure, cirrhosis of the liver, neuritis, certain forms of rheumatism and the painful sensations of various sorts commonly termed "neuralgia," are due to systemic poisoning resulting from the damage to the colon filter caused by colitis. That this chronic poisoning may cause the symptoms referred to has been clearly demonstrated in thousands of cases by the disappearance or improvement of the symptoms when the colitis has been cured.

Although formerly regarded by many, and perhaps still by some, as an incurable disease, it is now known that colitis may yield to the application of the efficient methods which modern scientific research has supplied. Discoveries made in the Pasteur Institute, of Paris, first called attention to the highly dangerous character of the bacteria commonly found in the colon and to the insidious mischiefs to which these micro-organisms may give rise. Dr. Tissier, of the Pasteur Institute, and later, numerous other bacteriologists, have shown that in the colon there is a great battle constantly being fought between two classes of bacteria, the so-called *acidophile,* or protective germs, which produce harmless acids, and the *putrefactive,* or poison-forming germs, which Professor Herter called "wild bacteria," for the reason that the acidophile or acid-forming germs are normal inhabitants of the intestine, their function being to protect the body by preventing the growth of pernicious bacteria and by producing acids to stimulate the colon to action, and so prevent the accumulation of food residues and body wastes.

THANKSGIVING

To Thee, O God, we render thanks,
For all Thy mercies sure;
Thy tender love environs us
And will thru life endure.

Teach us to know Thy perfect will
And truly humble be;
May we in gladness praise Thy name
Throughout eternity.

Thou art our refuge and our strength,
There is no other power;
When sudden danger threatens us
We find in Thee a tower.

To Thee, O God, we render thanks
And call upon Thy name;
A psalm of praise to Thee we sing,
Thy wondrous love proclaim.

—GRENVILLE KLEISER.

In colitis, these friendly, protective "acidophiles" have largely disappeared and their place has been taken by the pernicious, putrefactive, poison-forming and disease-producing bacteria which are always present in cases of chronic constipation and when the stools are foul-smelling or contain mucus.

There is only one way in which colitis can be cured, and that is by restoring the normal acidophile bacteria and getting rid of the disease-producing bacteria to which the disease is due. This is accomplished by changing the flora. By the flora is meant the germs growing in the colon and other parts of the intestinal canal.

The need of a change of flora has been recognized for thirty years or more, but it is only during the last ten or twelve years that practical methods have been perfected by which the flora can be readily and certainly changed.

To change the flora, that is, to get rid of the pernicious germs which cause colitis, it is necessary to keep the colon as clean as possible, that is, free from putrefactive residues. The diet must be carefully regulated, and special food, the result of years of scientific study, must be supplied to encourage the growth of the acid-forming bacteria. The colon must be thoroughly cleansed at least once, and better twice, a day by a warm enema. The temperature should be 110-112 degrees. The quantity should be three or four pints and not more.

It is absolutely impossible to cure colitis without keeping the colon free from putrefying residues, which always harbor the germs which produce and perpetuate the disease. Laxative drugs, salts, mineral waters and all sorts of aperients, only aggravate the disease by irritating the mucous membrane and thus making it more vulnerable to the attacks of bacteria and greatly lessening the filtering properties so that poisons are more freely absorbed. "Soothing" remedies applied locally, have no curative value because they do not destroy the pernicious bacteria. The various antiseptic drugs which have been recommended, either when applied locally or administered internally, are worse than useless because while they do not eradicate the germs which cause the colitis, they do hinder the growth of the protective or acid-forming bacteria which are endowed by Nature with the ability to drive out and keep out of the colon the pernicious bacteria which cause colitis, appendicitis and numerous other bowel disorders, provided conditions are made favorable.

The problem of curing colitis is theoretically very simple. First, it is only necessary to keep the colon clean — to starve out the pernicious bacteria by depriving them of putrefactive foods, and to encourage the growth of the protective acid-forming germs by furnishing them with the right sort of nutriment which is accomplished by proper feeding. The carrying out of this program is not always an easy or a simple matter, but it can be successfully accomplished by intelligent and persevering effort, and thousands of persons have found relief from lifelong miseries by this means.

Cases of colitis in which ulceration exists, with discharges of pus and blood, require the attention of an experienced specialist. In such cases surgical treatment is often necessary in addition to changing the flora in order to expedite a cure. When the efficient measures now available for the treatment of colitis are applied in a thoroughgoing manner a cure may be confidently expected as the result of a persevering effort in practically every case.

PPF.
9-R.

December 8, 1934.

My dear Dennie:

Your friendly letter has been received and the President has asked me to thank you heartily for writing. He is glad to have the drawing to which you refer and wants you to know how much he appreciates your thoughtfulness in presenting it to him. He sends you his very best wishes.

Very sincerely yours,

M. A. LeHand,
PRIVATE SECRETARY

Dennie Renfro,
Bagdad,
Kentucky.

es

ack'd
12/8

Bagdad Ky
Dec 3 1934

P.P.7.
9-R.

Dear President -
I am a little boy
eight years old
and I like to draw
and so I have drawed
a picture of a childs
Christmas under
Hoover administrat-
ion and one under
yours Hope you will
like it and let me
here from you

Dennie Renfro
Bagdad
Ky

dj

BJR:HS

P.P.F. 9-R.

December 10, 1934.

My dear Mr. Rosenthal:

The President has asked me to thank you for writing him as you did under date of December fifth. Also, for your kindness in sending him the copy of your book entitled "Reconstructing America".

The question of your publishing another book, to be written in retrospect, is something which we must leave to your own good judgment. I feel sure you will understand the necessity for adhering to the long established White House rule which prevents this office from commenting, in any way, on such projects.

Assuring you that your courtesy in this connection is very much appreciated, I am

Very sincerely yours,

Sent to House

STEPHEN EARLY
Assistant Secretary to the
President

Mr. Benjamin J. Rosenthal,
1410 North American Building,
Chicago, Illinois.

dj

BJR:HS

Benjamin J. Rosenthal

BENJAMIN J. ROSENTHAL
1410 NORTH AMERICAN BUILDING
STATE AND MONROE STS., N. W.
CHICAGO

TELEPHONE RANDOLPH 6163

December Fifth
1 9 3 4

The President
Washington, D. C.

acked 12-10

Dear Mr. President:

I am taking the liberty of sending you a copy of a book which I wrote about sixteen years ago. The reason I am sending this to you is that you will find, I believe, if you will be kind enough to read it, that the views I expressed in this book on the sociological and economical problems of that time are in full accord with your views and purposes as being carried out now under your efficient and humane administration.

You will find in this book a chapter on housing, minimum wage, collective bargaining, national child labor law, compulsory old age and unemployment insurance, subsistence homesteads for our returning soldiers, survey throughout the United States with the view of undertaking a vast construction (private, public and quasi-public) as well as other subjects which I think will interest you.

I am writing to ask whether you would be willing to permit me to write in retrospect,now that you are carrying into effect many of these proposals that I have been working on for years, bringing the subjects outlined in this book down to date emphasizing such part of your administration which particularly refers to these subjects,then I would like to have it published at my expense and distribute it, as the original book was distributed without cost, to the larger industries, colleges, libraries, etc.

You probably do not remember me. I was quite active in the Wilson administration, working at that time on the Merchant Marine when you were Assistant Secretary of the Navy. We have mutual friends like Senators Lewis and McAdoo, Joseph E. Davies and I think Secretaries Hull and Roper remember me during the Wilson administration as I was Western Treasurer of the National Democratic Committee.

Please do not misunderstand my motive in writing to you. There is nothing that the administration can do for me. It has already done enough not only for me but for the country at large and you will always have my profound gratitude for the intelligent and humane manner in which you have handled the administration of your high office since you entered upon its duties as President and for the magnificent progress that has already shown itself since your administration began.

Yours faithfully,

Benjamin J. Rosenthal

BJR:HS

P.P.F.
9-R.

December 11, 1934

My dear Miss Ross:

Your letter of December third has been received and I want to assure you of the President's appreciation of your kindness in sending a copy of your book to him.

Very sincerely yours,

Sent to House

M. A. LeHAND
Private Secretary

Miss Eleanore Farrand Ross,
1925 Leavenworth Street,
San Francisco,
California.

mgs

ackid
12/11/34

1925 Leavenworth Street
San Francisco - Calif.
December 3, 1934

To Franklin Delano Roosevelt,
President United States
Washington, D. C.

Dear Mr. President:

When you were elected, I wrote congratulating you, and was delighted to receive your kind reply, which will always be treasured.

I said in my letter at the time, that I felt you would prove the savior of your country. I think I voiced a great truth.

By parcel post, I am sending my little book on San Francisco - "Beloved City," hoping you will honor me by accepting it as a gift for your approaching birthday.

Trusting you will find time to read it,

Admiringly and respectfully

Eleanore Farrand Ross.

December 11, 1934.

P.P.F. 9-R

My dear Mr. Reagan:

The President has asked me to express to you his sincere thanks for the copy of "Lee, the Soul of Honor", which you sent to him.

He is delighted to have this book, and deeply appreciates your thought of him.

Sincerely yours,

M. H. McIntyre,
Assistant Secretary
to the President.

Frank Reagan, Esq.,
Post Office Box 805,
Macon, Ga.

x Lee, Robert E.
x P.P.F. 9-B

Frank Reagan,
Post Office Box 805,
Macon, Georgia.

FRANK REAGAN
ATTORNEY AT LAW
SUCCESSOR TO
BARRON & REAGAN
TAX SPECIALISTS AND ADVISERS
POST OFFICE BOX 805
TELEPHONE 2562-J

MACON, GEORGIA

SPECIALIZING IN INCOME AND ESTATE
TAXES, COLLECTIONS AND ESTATES

INCOME TAX RETURNS PREPARED. TAX PRACTICE
BEFORE INTERNAL REVENUE BUREAU, U. S.
BOARD OF TAX APPEALS, AND ALL
THE COURTS

December 1, 1934.

Hon. Franklin D. Roosevelt,
President of the United States,
Warm Springs, Georgia.

Dear Mr. President:

A short time ago many of us students of Southern history were thrilled by your expression of your love for the Confederacy. Therefore, I am sure that you would enjoy very much reading one of the latest biographies of the Confederacy's greatest leader and finest character, General Lee.

Therefore, under separate cover I am mailing to you with my compliments a copy of "Lee, the Soul of Honor," by Hobeika.

This book has been pronounced by all the leaders of all the Confederate organizations as without a superior among the many books on Lee, and it does contain many facts not found in any of the other biographies of him.

The work is unique in its authorship, for Hobeika is still only about thirty and is a Syrian who was driven from his Smyrna home by the "terrible Turk" when he was eleven and came to North Carolina, where he secured his education.

I revised the manuscript of the work, documented it, prepared the index and the bibliography, etc.

I trust that you have received both rest and enjoyment from you stay in your Georgia home this time and we always feel better just to have you live with us when you do come.

I rejoice always to be one of the many millions who can subscribe myself humbly as

Yours gratefully,
Frank Reagan,

Frank Reagan,
Post Office Box 805,
Macon, Georgia.

PPF.
R

Reeder, Colonel C. S.,
Reeder Motor Co.,
Knoxville, Tenn.
Dec. 18,1934.

Sends the President a Christmas card and a grain of rice pasted on it, which has the President's name and Christmas greetings on it.

SEE P.P.F. 1000-R

PPF.
9-R.

PPF. 9-R

December 19, 1934.

My dear Mrs. Rashid:

Your friendly letter of December eleventh has been received and the President has asked me to tell you that he is very glad to have the beautiful flag to which you refer. He is indeed grateful for your kind thought in presenting it to him.

He thanks you warmly for your holiday greetings, which he heartily reciprocates.

Very sincerely yours,

M. A. LeHand,
PRIVATE SECRETARY

Mrs. Peter Rashid,
13575 Manor Avenue,
Detroit,
Michigan.

es

Rec'd sent to Navy

13575 Manor ave.
Detroit, Michigan
December 11, 1934

acknd 12/19/34

Dear Mr. President,

At the outset of your wonderful administration, which has done so much for the citizens of this country, I had the desire to show my appreciation for your work. I had the inspiration to make the accompanying flag as a fitting tribute. It is all made by my own hands of imported French material.

I would appreciate, Mr. President, if you extend me the honor of accepting this humble token, and I sincerely trust that it may help to make your Christmas just a little more happy.

Yours very respectfully,
Mrs. Peter Kashlak

December 19, 1934.

P.P.7.
9-π

My dear Mr. Reich:

The President has asked me to say that it was very fine of you to send him the plum pudding which he received recently and he wants you to know that he deeply appreciates your kind thought. He wishes me also to convey his thanks.

Very sincerely yours,

Sent to Rome

M. A. LeHand
PRIVATE SECRETARY

Emil Reich, Esq.,
35 Pearl Street,
New York, N.Y.

es

ackd
12/19
28

EMIL REICH

Rec'd A Plum Pudding

DOMES OF SILENCE, INC.
ROBERT E. MILLER, INC.
THE SWEDISH OPTIMUS CO., INC.

35 PEARL STREET
NEW YORK

December 19, 1934.

My dear Robert:

Your friendly note has been received by the President and he asks me to thank you heartily for the fine evergreen and holly which you were so kind as to send him. He is delighted to have it and wants you to know how much he appreciates your thoughtfulness.

He sends you his very best wishes for a happy Christmas.

Very sincerely yours,

M. A. LeHand,
PRIVATE SECRETARY

Robert Richardson,
Beersheba Springs,
Tennessee.

es

PPF.
9-R

December 19, 1934.

My dear Robert:

Your friendly note has been received by the President and he asks me to thank you heartily for the fine evergreen and holly which you were so kind as to send him. He is delighted to have it and wants you to know how much he appreciates your thoughtfulness.

He sends you his very best wishes for a happy Christmas.

Very sincerely yours,

M. A. LeHand,
PRIVATE SECRETARY

Robert Richardson,
Beersheba Springs,
Tennessee.

es

Read sent to mr. Barnes

Beersheba Springs Tenn
12/14/8

Dear Mr. Roosevelt

I am sending you a
Box of evergreen to
decrate your home for
Christmas I am sending
you some holly and
Spruce Pine Mistetoe
So I hope you like
it

Yours truly
from Robert Richardson

George E. Rumage, Esq.,
25 Hope Avenue,
Rosebank, Station Island,
New York.

es

P.P.F.

P.P.F.
9-K.

December 19, 1934.

My dear Mr. Rumage:

The President asks me to thank you most heartily for your courtesy in sending him the beautifully framed picture which he received recently. He is glad to have it and wants you to know how much he appreciates your kind thought.

Please let me assure you that he is indeed grateful for your expression of approval of his recent address at the Attorney General's Crime Conference on December tenth.

Very sincerely yours,

M. A. LeHand
PRIVATE SECRETARY

George E. Rumage, Esq.,
25 Hope Avenue,
Rosebank, Station Island,
New York.

es

P.P.7.
9-R.

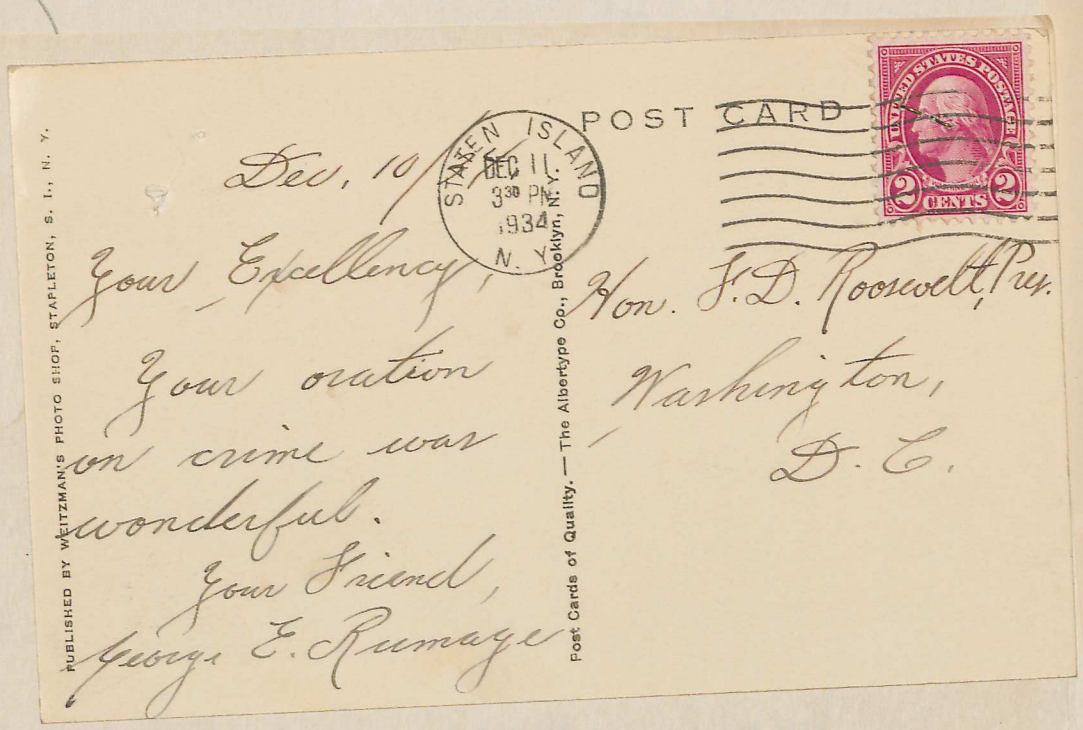
to thank you in the President's behalf [illegible] nt
r
kindness in writing and sending the calendar to
him. He sends you and your brother his very
best wishes for a Merry Christmas and a Happy
New Year.

Very sincerely yours,

M. A. Le Hand
PRIVATE SECRETARY

Ida May Robinson,
738 North Lavergne Avenue,
Chicago,
Illinois.

hm


POST CARD
STAPLETON ISLAND
DEC 11
3:30 PM
1934
N. Y.
PUBLISHED BY WEITZMAN'S PHOTO SHOP, STAPLETON, S. I., N. Y.
Post Cards of Quality. — The Albertype Co., Brooklyn, N.Y.
UNITED STATES POSTAGE
2 CENTS
Dec. 10/34
Your Excellency,
Your oration
on crime was
wonderful.
Your Friend,
George E. Rumage
Hon. F.D. Roosevelt, Pres.
Washington,
D. C.

December 20, 1934

My dear Ida:

Your note has been received and I want to thank you in the President's behalf for your kindness in writing and sending the calendar to him. He sends you and your brother his very best wishes for a Merry Christmas and a Happy New Year.

Very sincerely yours,

M. A. Le Hand
PRIVATE SECRETARY

Ida May Robinson,
738 North Lavergne Avenue,
Chicago,
Illinois.

hm

Reed

Calendars

Dear President;

This is just a little gift from me to you for Christmas.

It is all so ment to show how grateful I am, for what you have done. My father was a world-war veteren, and he had been out of work for 3 years, but when you were elected our luck changed, and he's been working ever since. Thanks to You.

I know my gift isn't much but there's a lot of appreciation behind it from my brother,

George Dewey Robinson Jr.
and I, Ida May Robinson.
738 N. Lavergne Ave
Chicago Ill.

P.S. I'm also sending Mrs. Roosevelt one too.

P. P. F.
9-R

December 22, 1934.

My dear Mr. Robert:

The President has asked me to thank you very much for sending him the quail. He appreciates your thought of him and sends you his best wishes for the holidays.

Very sincerely yours,

M. A. LeHand
PRIVATE SECRETARY

X21

Honorable L. W. Robert,
Assistant Secretary of the Treasury,
Washington, D. C.

avv

D.34

THE WHITE HOUSE
WASHINGTON

Prep thanks
M.L.

December 18

Dear Missy:

Chip Robert just send a dozen quail in my care for Father. I have thanked him for them but suppose that a "thank you" is due from your quarter! They come from Georgia.

Anna

gm

19 D .34

P.P.F.
9-R.

December 24, 1934

My dear William:

The President has received your nice little letter with the enclosed handkerchief and card of greetings. He appreciates your friendly thought of him, and sends you his very best wishes for a happy New Year.

Very sincerely yours,

Ernest to Wayne

M. A. LeHand
PRIVATE SECRETARY

William Newton Ray,
Route No. 1,
Deatsville,
Alabama.

ngm

19 D.34

Dec 11-34
12 - 34
11:30 A.M.

F. D. R.

Franklin D. Roosevelt Pres. U.S.A.
Washington D. C.

Dear Mr. Roosevelt.

You wont expect to hear from me because you dont know that I am.

I am William Newton Bill Ray. I live near Dealsville on R. F. D. 1. I am 10 years old. I attend Pine Level school and am in the 5th grade. I like Arith. and History best of all my subject.

I am Franklin D. Roosevelt. I have three brother. J. W. who is in the Marbury High School, is 13 years old. He is Bob Graves. Amos Harris 6 years old, is in the 1st grade in the Pine Level school. He is Mr. Robt. Nixons mail carrier. And Frank Everettes

es

19 D .34

4 years old - is Mr. Allen Stewart, Sheriff of Autauga county.

We all have dark eyes and most people think we look a great deal alike.

If you would not too busy please write to me some time.

I just want to tell you who I am and that I admire you.

I am wishing for a Merry Christmas and a new year full of peace and happiness -

your boy friend,
"Franklin D. Roosevelt"
Bill Ray

X.
R.

es

19 D .34

THE WHITE HOUSE
WASHINGTON

December 24, 1934

My dear William:

The President has received your nice little letter with the enclosed handkerchief and card of greetings. He appreciates your friendly thought of him, and sends you his very best wishes for a happy New Year.

Very sincerely yours,

M. A. LeHand

M. A. LeHand
PRIVATE SECRETARY

William Newton Ray,
Route No. 1,
Deatsville,
Alabama.

es

19 D.34

P.P.F.
9-R

December 26, 1934.

My dear Mr. Rutherford:

Your letter of December seventeenth has been received and the President asks me to tell you how glad he is to have the fine ripe olives you were so kind as to send him. He thanks you sincerely for your thoughtful courtesy.

He wishes me to convey to you his very best wishes for the New Year.

Very sincerely yours,

sent to Home

M. A. LeHand
PRIVATE SECRETARY

J. E. Rutherford, Esq.,
Orville,
California.

es

Rec'd

Oroville Calif Dec 17th 1934

Mr. Franklin D. Roosevelt
Washington D.C.

Dear Mr. President.

I am sending you today by express a one gallon kit of Ripe Olives for your Christmas dinner.

These olives were grown and cured by me from trees I planted in 1894.

My home is in the foothills of the Sacramento valley 80 miles from the city of Sacramento in the northern part of the state — I hope you will enjoy the olives.

With my best wishes for a Merry Christmas I remain

Yours Sincerely
J. E. Rutherford

19 D.34

pff.
9-R

December 26, 1934

My dear Mr. Rahr:

Your letter of December eighth has been received.

While your kindness in sending the painting to the President is very much appreciated, he does not feel that he can accept it. I am very sorry that this office cannot be of assistance to you in the matter of having the painting reproduced for sale. It is therefore being returned to you.

Very sincerely yours,

M. A. LeHand
PRIVATE SECRETARY

CWS

Gus Rahr, Esq.,
1916 Denley Drive,
Dallas,
Texas.

$50.00

Picture returned by express Dec 28-1934

Nationally.
It would help our Democratic Party in a very substantial w

12. 8. 34.

Reed
ack 12-26
ews

1

The President
Washington, D.C.

Dear Mr. President:-

I am sending you by express the Original Painting illustrating "The Saviors of our Nation." I have painted this Canvas to show and express myself for the good you and Mrs. Roosevelt have done for our Nation. I really cannot express myself in words and for that reason I have put it on Canvas.

The painting illustrates your honor as the Savior in a pose; Come unto me with your troubles. Mrs. Roosevelt as well always ready to give a helping hand to the Nation, The Child represents the Nation pleading for help. The map of the U. S. A. below. The Sunrays in the Background represents hope and form the Colors of the Nation. The surrounding Ocean represents the blue of the Flag.

I have copyrighted this painting in the Library of Congress and if your honor would get me in connection with some National Publishing Company so I may sell my copyright for reproduction Purposes I would greatly appreciate it.

The Public really looks upon you as a great Leader and that is why I would like to have this Illustration go over Nationally.

It would help our Democratic Party in a very substantial way.

Trusting that this picture may represent
as much pleasure to you as it has
to me in your behalf.

With my very best regards,

Sam

Gus Rahr

Dallas Artist.

1916 Denley Drive

Dallas, Texas.

12. 8. 34

The President.
Washington, D.C.

Dear Mr. President:-

I am sending you by express the Original Painting illustrating "The Saviors of our Nation"

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The Public really looks upon you as a great Leader and that is why I would like to have this Illustration go over Nationally.

It would help our Democratic Party in a very substantial way.

Trusting that this picture may represent as much pleasure to you as it has to me in your behalf.

With my very best regards I am

Gus Rahn
Dallas artist

1916 Denley Drive.
Dallas, Texas.

December 26, 1934

My dear Mr. Reval:

Your letter of December twelfth has been received and I want to assure you of the President's appreciation of your thoughtfulness in sending the picture to him, and of the kind message which your letter conveys.

He sends you his best wishes for the Holiday Season and the New Year.

Very sincerely yours,

Sent to Home

M. A. LeHand
PRIVATE SECRETARY

CWS

Victor Reval, Esq.,
Algona,
Washington.

Rec'd
ack 12-26
CWS

Dec 12, 1934

Dear Mr Roosevelt: Algona, Wash.

I am sending you a picture and frame for an Xmas present. I used to make my living by making frames like this, but I have no way to get around now and have been laid up with a broken leg for about three years now.

Wishing you a merry Christmas and a happy new year I am,

yours very truly

Victor Reval

em

December 28, 1934

P.P.7.
a-R

December 27, 1934.

P.P.7.
9-R.

My dear Mrs. Redmond:

It was very thoughtful of you to send me that fine plum pudding and I do want you to know how much I appreciate your kindness.

My best wishes to you for a very happy New Year.

Very sincerely yours,

em

Mrs. Coshie D. Redmond,
Argonne Apartments,
Washington, D. C.

December 28, 1934

My dear Mr. Randolph:

Your letter has been received by the President. He thanks you ever so much for the delicious apples and is more than grateful for your kind thought of him.

He asks me to convey to you his very best wishes for the New Year.

Very sincerely yours,

M. A. LeHand,
PRIVATE SECRETARY

Honorable Jennings Randolph,
House of Representatives,
Washington, D. C.

es

ASSISTANT WHIP

COMMITTEES:
LABOR
DISTRICT OF COLUMBIA
CIVIL SERVICE

Congress of the United States
House of Representatives
Washington, D.C.

THE WHITE HOUSE
DEC 22 1934
RECEIVED

December 21, 1934

My dear Mr. President:

I am having sent to you from Martinsburg, West Virginia, a carton of specially selected apples grown in the famous Shenandoah Valley. I do hope you will enjoy them and will be able to include them in your Christmas Day menu.

With personal good wishes for Christmas and the New Year, I am

Sincerely yours,

Jennings Randolph

JENNINGS RANDOLPH

Honorable Franklin D. Roosevelt
The White House
Washington, D. C.

December 28, 1934

My dear Mr. Ristine:

The President is in receipt of your letter of December twenty-second and requests me to thank you cordially for the box of delicious apples. He is glad to have them and greatly appreciates your kind thought.

He is most grateful for your holiday greetings and asks me to convey to you and Mrs. Ristine his very best wishes for the New Year.

Very sincerely yours,

M. A. LeHand
PRIVATE SECRETARY

Carl L. Ristine, Esq.,
Office of the Attorney General,
Department of Justice,
Washington, D. C.

es

ADDRESS REPLY TO
"THE ATTORNEY GENERAL"
AND REFER TO
INITIALS AND NUMBER

12/28/34

DEPARTMENT OF JUSTICE

WASHINGTON, D.C.

December 22nd, 1934

THE WHITE HOUSE
DEC 23 1934
RECEIVED

My dear Mr. President:

I have taken the liberty of sending you a box of apples which were grown on my orchard in Lafayette County, Missouri. Owing to the severe drought which we had in Missouri this past year, they are not at all up to standard but since they are from my own orchard and representative of what we raised in Missouri this year, I still feel proud of them and I hope you and Mrs. Roosevelt may enjoy them.

With these apples go the sincere wishes of Mrs. Ristine and myself for a most pleasant and joyful holiday season.

Sincerely,

Carl L. Ristine

CARL L. RISTINE,
Special Assistant to the Attorney General

The President,

The White House,

Washington, D. C.

highly cherished letter in reference

P. P. F.

December 28, 1934

P.P.F. 9-R

My dear Dr. and Mrs. Retan:

The President has asked me to thank you for sending him the copy of the book "Half Mile Down". He greatly appreciates your kind thought and sends you his very best wishes for the New Year.

Very sincerely yours,

M. A. LeHand
PRIVATE SECRETARY

The White House

Dr. and Mrs. George Retan,
459 James Street,
Syracuse,
New York.

es

highly cherished letter in return

P. P. F.
9-12

December 28, 1934

Dear Friends:

Thank you very much for that nice Christmas letter and the little donkey. ×P.P.F. 9-10

Best wishes to all of you for the New Year.

Very sincerely yours,

CWS

The Boys of the Toy Department, ×
E. R. A. Toy Project No. 18250D7-53, ×
Reading,
Massachusetts.

×P.P.F. 9-13

highly cherished letter in return

E. R. A. Toy Project
Number 18250D7-53
Reading, Mass.
December 21, 1934.

ack 12-28 ews

Hon. Franklin D. Roosevelt
President of the United States
The Whitehouse, Washington, D. C.

Dear Mr. President,

We the members of the E. R. A. project #18250D7-53 in appreciation and faith in the leader of our country present this little mascot from the toy department of Reading, Massachusetts. Most donkeys balk but this one hasn't yet.

It may be of interest to you to know that we have reconditioned 1500.toys besides games and books to be distributed to the kiddies this Christmas. We have been glad to have made the children happy and to have them know that there is still a Santa Claus.

May God bless and strengthen you and the administration to continue to carry on the good work you have started.

May the coming year bring success and happiness to the people of our country as well as throughout the world.

Respectfully

The Boys of the Toy Department

December 28, 1934

My dear Mr. Reed:

Your letter of December twenty-first has been received and I want to thank you in the President's behalf for writing him.

Very sincerely yours,

M. A. LeHand
PRIVATE SECRETARY

CWS

J. T. Reed, Esq.,
Blossom Farm,
Monroeville,
Alabama.

ack 12-28
CW5

Monrovia 10/21
1953

Dear President;
The big nice Gobler
I owe to send you
got sick or Fat a
Ruptured Crop- when I
got ready to send him
found it- it was too late
to get one else where- so
I am begging forgiveness for
not fulfilling the promis- made
in our previous correspondence
we wish for you a
merry + most
Happy N Year

Respectfull
J T & E Reed
Blossom Farm

highly cherished letter in reason

Virginia

The man promised
to send
turkey
but
it "flew the coop"

My dear Mr. Jerome:

The President has received your letter and thanks you ever so much for your holiday greetings. He is most appreciative of your courtesy in sending him the enclosed drawing.

Very sincerely yours,

M. A. LeHand
PRIVATE SECRETARY

Jerome Rupolo, Esq.,
1319 - 60th Street,
Brooklyn,
New York.

es

It was I who sent the political poem
Raleigh when your campaign special
came through and for which I received a
highly cherished letter in return

Signing filed.

PPF. 9-R.

December 29, 1934

My dear Mr. Jerome:

The President has received your letter and thanks you ever so much for your holiday greetings. He is most appreciative of your courtesy in sending him the enclosed drawing.

Very sincerely yours,

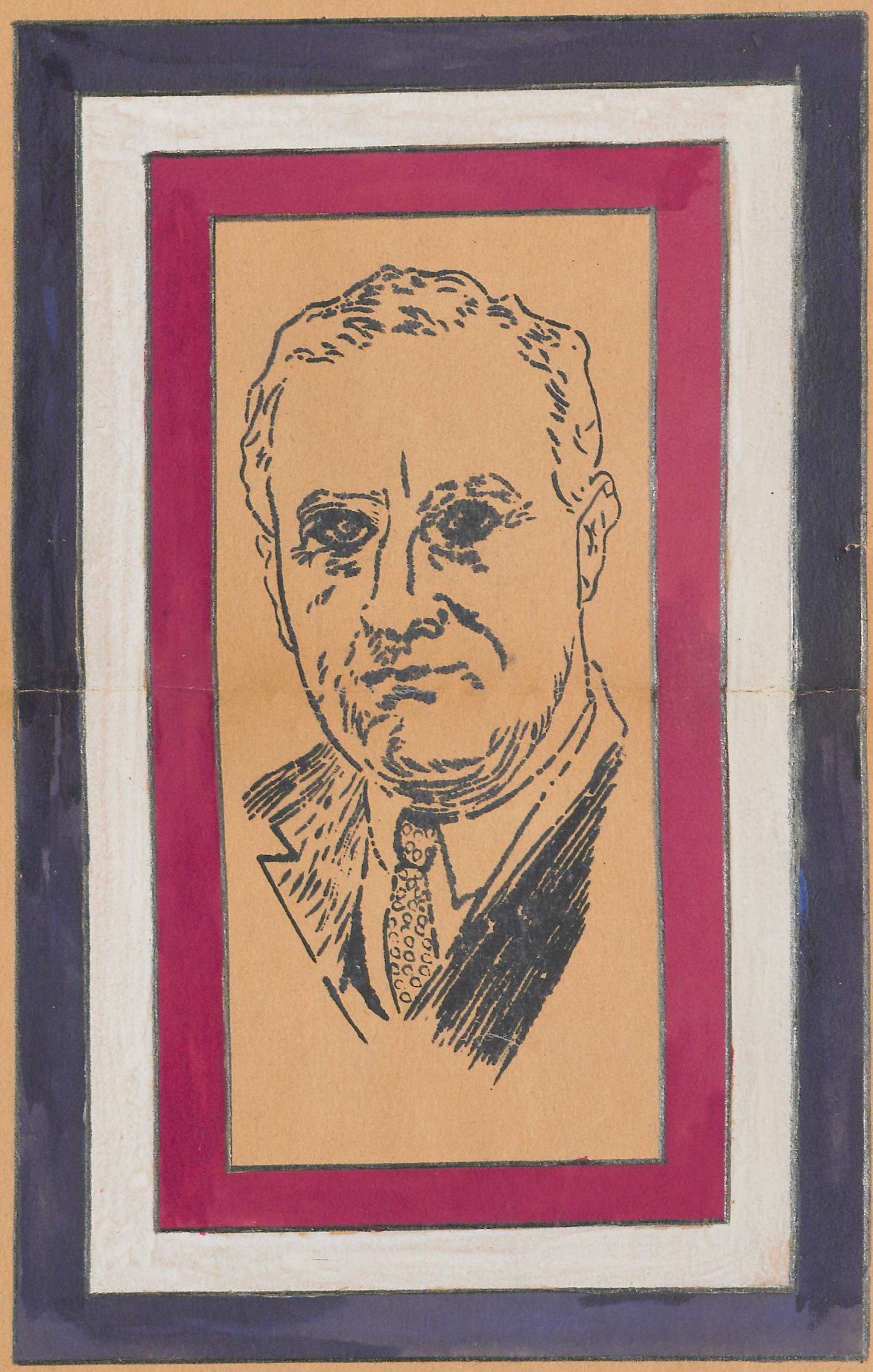
M. A. LeHand
PRIVATE SECRETARY

Jerome Rupolo, Esq.,
1319 - 60th Street,
Brooklyn,
New York.

es

4

I was I who sent the political poem
Raleigh when your campaign special
came through and for which I received a
highly cherished letter in return



FROM.
JEROME RUPOLO
1319-60 TH ST.
B'KLYN. N. Y.

PPF.
9-R.

ahd
12/29

1319-60th Street
Brooklyn N.Y.
Dec 26, 1934

Dear President Roosevelt:

I wish you a very happy New Year. and not only this year but many more years to come. Dear President Roosevelt I will like to become a Screen Actor will you tell me How I can be one I am twenty three years old and always wanted to be a Actor.

Respectfully yours
Jerome Rupolo

Reidsville N.C.

P.S.
It was I who sent the political poem to Raleigh when your campaign special came through and for which I received a highly cherished letter in return

PPF.
9-R.

December 29, 1934

My dear Mr. Rice:

The President thanks you ever so much for your kind thought in sending him the cane and wants you to know how grateful he is for your holiday greetings.

He asks me to convey to you his very best wishes for the New Year.

Very sincerely yours,

State Room

M. A. LeHand
PRIVATE SECRETARY

Roger Mills Rice, Esq.,
Reidsville,
North Carolina.

es

P.S. Reidsville N. C.
It was I who sent the political poem to Raleigh when your campaign special came through and for which I received a highly cherished letter in return

Reidsville N.C.
Dec. 21st 1934

Received
adkgd 12/29/34

President Franklin D. Roosevelt.
Washington, D.C.

Dear Mr. President.

I'm mailing you under separate cover a walking stick carved from a dogwood shrub which when dug up bore a striking resemblance of the "N.R.A." famous blue eagle. Trusting you will receive this humble christmas gift, not for its value but for the spirit in which it is sent.

There's much cheer in the south this christmas, thanks to your leadership, and I trust I may hear from you again soon.

Yours Very Truly
Roger Mills Rice
Reidsville N.C.

P.S.
It was I who sent the political poem to Raleigh when your campaign special came through and for which I received a highly cherished letter in return

pp7.
9-R

December 29, 1934

My dear Mr. Rankin:

Your letter of December twenty-third has been received and the President asks if you will not be good enough to convey to Sister Blonco his appreciation of her kind thought in presenting the picture to him, and to tell her that he sends his very best wishes for the New Year.

He is indeed grateful for your courtesy in the matter.

Framed Prayer

Very sincerely yours,

M. A. LeHand
PRIVATE SECRETARY

es

A. G. Rankin, Esq.,
St. Francis Hospital,
Queen City Avenue,
Cincinnati,
Ohio.

Recd
Framed Prayer

St. Francis Hospital
Queen City Ave.
Cincinnati O.
Dec 23 - 34

To our Beloved President!

One of the Sisters of this Hospital (Sister Blonco) arranged and decorated the endosed picture. as a Christmas gift to you.

It typifies the opinion of all our Sisters, patients and employes, and we shall pray, and vote for you.

We are very proud and enthusiastic about our New Deal President.

Sincerely.

A. G. Rankin.
Queen City Ave.,
Cincinnati O.

PPF
9-R

December 31, 1934

My dear Mr. Roe:

The President is in receipt of your friendly letter and is more than grateful for you kind thought in presenting that fine turkey to him. He wants you to know how much he appreciates this evidence of your good will.

PPF 9-T

He asks me to convey to you his very best wishes for the New Year.

Very sincerely yours,

M. A. LeHand
PRIVATE SECRETARY

Buster R. Roe, Esq.,
Route 4,
Saluda,
South Carolina.

es

Rec'd
sent to Hon. F. D. Roosevelt
Live Zuni Washington
asked 12/31

Dear Sir

I am sending you
a Turkey for a Xmas
hope you will enjoy
it

I am sending this
Turkey as appreciation
as I am a Democrate
and think of you as
a good Pres
and you have stood
By the South
given help as to get
a Red loan this year
if it had not been for
the red loan I could
not have farmed

P.7.
9-R.

Form 2

This year
the first of the year
I lost My Crib of Corn
about 200 Bus of Corn
on it and then later
on I lost the best
Mule I had

But Still our have
stood by the Bankhead
Bill which I think
is good for the southern
people
I could say more but
I just close by saying
this is from a farmer
in the cotton state

Form 2
shipper
PRESS
HARGES
ORTABLE
Company

and am of the best
in my county
ask my county agent

yours Truned
Buster B Rol
Rolinda
R#4 KC

Form 2

S.C.R.
8-1-5

In lieu of signing each page of this book shipper has signed the agreement on the inside front cover.

Form 2

SOUTHEASTERN EXPRESS COMPANY
(INCORPORATED)

Date 12/20 19 30

at 23229 Saluda, S. C. 1644 #

NOT NEGOTIABLE

Received from BRRee

the shipments, hereinafter listed, which the Company agrees to carry subject to the Classifications and Tariffs in effect on date hereof, and to the terms and conditions and agreements on the inside front cover of this book.

DESCRIPTION AND CONTENTS	WEIGHT	Value Herein Declared by Shipper to Be	CONSIGNED TO	DESTINATION	EXPRESS CHARGES
1 Turkey Hd	53	$10.00	Pres. F.D. Roosevelt	White House Washington D.C.	

December 31, 1934

P.P.F. 9-R.

My dear Mrs. Roberts:

The President asks me to thank you ever so much for your kind thought in sending the nice wreath to him and to tell you how grateful he is for this evidence of your good will.

I would suggest that you communicate with the Secretary of Commerce with reference to the matter you mention.

Very sincerely yours,

Wm Reeves.

M. A. LeHand
PRIVATE SECRETARY

Mrs. Evelyn Roberts,
278 Jefferson Avenue,
Buffalo,
New York.

ackd 12/31 38

R

278 Jefferson Ave.
Buffalo, New York
Dec. 13, 1934

Dear Mr. Roosevelt,

I'm sending this christmas wreath as a present. This is a pattern of my own make. And if you think it is worth while to be made or put in the patent office I wish you would help me. I would appreciate it very much. I'm a poor one-legged women and if you need any more wreath please let me know. I'm trying to make a honest living.

Mrs. Evelyn Roberts
278 Jefferson Avenue
Buffalo, New York.

P.P.F.
9-R.

My dear Mr. Rokke:

Your letter of December seventeenth has been received and the President has noted it with interest. He is pleased to have the charm to which you refer, and wants you to know how much he appreciates your kind thought in presenting it to him.

He is indeed grateful for the loyalty and support which your letter evidences.

Very sincerely yours,

M. A. LeHand
PRIVATE SECRETARY

Charles Rokke, Esq.,
1218 S. W. Front Avenue,
Portland,
Oregon.

es

It has no value only as a rarity and a
memento of your visit to the west

Sending charm
made of petrified
fir —

Portland Ore Dec 17-34

elt

dust

Please pardon me for taking
time but I feel that that
is hard you must have worked
you have earned a back period
to read this and enjoy a
that I am sending by mail
ate cover: Just a little token
of appreciation for the avonderfull work that
they are carring out at Bonneville on the
Columbia River:

No one but we from this north western
partion of our Country can understand
how much it means to us:

The charm that I am sending is made
from petrified Fir. (the light accost is
petrified pitch) taken from under surface of
about 45 feet: and about 1500 yards East from
where you spoke on Bradford Islet in the
Columbia River at Bonneville Ore

It has no value only as a rarity and a
memo of your visit to the west

Portland Ore Dec 17-34

Pres F.D. Roosevelt
Dear Presdnt

you will Please pardon me for taking up your busy time but I feal that that as busy and as hard you must have worked as our leader you have earned a back period long enough to read this and enjoy a little token that I am sending by mail under seperate cover: Just a little token of Appreciation for the avonderfull work that they are carring out at Bonneville on the Columbia River:

No one but we from this north western partion of our Country can understand how much it means to us:

The Charm that I am sending is made from petrified Fir. (the light accrost in petrified pitch) taken from under surfac of about 45 feet: and about 1500 yards East from where you spoke on Bradford Islet in the Columbia River at Bonneville Ore

It has no Value only as a rarity and a memo of your Visit to the west

I am going to at this time take the Privilige to ask (if I may) a favor of you:

I Sincearly Hope that you Except another Nomanation for Re-Election next Presedential Election you shal have my support 100%

A Unknown Friend

Chas Rokke
1218 S.W. Front ave
Portland
Ore

THE

PPF
9-R

December 31, 1934

Not carded

My dear Mr Reinhardt:

The President is most grateful for your kind thought in presenting the fine cane to him and asks me to tell you how much he appreciates this evidence of your good will.

He sends you his very best wishes for the New Year.

Very sincerely yours,

Jas Rowland

M. A. LeHand
PRIVATE SECRETARY

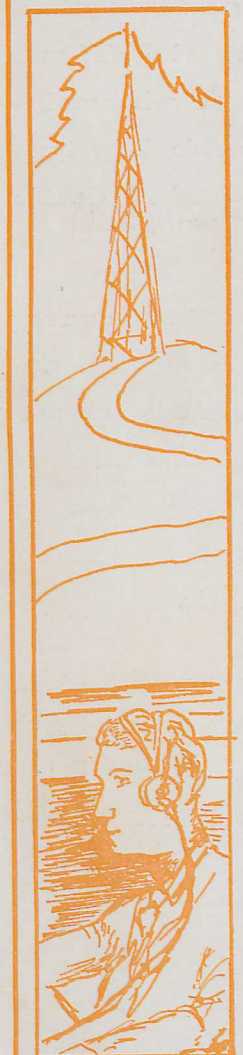
H. J. Reinhardt, Esq.,
106 Fairlamb Avenue,
Upper Darby,
Pennsylvania.

x PPF
9-C

es

THE AMERICAN ECONOMIST MAGAZINE

RETURN PRIVATE CAPITAL TO INDUSTRY



DOCTOR GISBERT L. BOSSARD

World Electrical Wizard, who worked with Edison and Steinmetz; Inventor and Creator of New Industries; whose latest development is Telechime.
(RESEARCH, Six)

SEPTEMBER 29, 1934 KANSAS CITY, MO.

SPEED..... true ease of operation . . . and QUIET . . . make the New Royal the perfect typewriter!

The SX Model Royal Typewriter has exclusive refinements found only on Royal. New accelerating keybar action! Permanent type alignment. "Shift Freedom" reaching greater heights of perfection. And QUIET such as was never before believed possible in a typewriter of standard, durable construction.

Make a systematic survey of your typewriter equipment — eliminate all machines which do not show an operating profit—apply these against the purchase of new Royals.

Invite a demonstration by calling your nearest Royal office. Try this new Royal Typewriter and . . . Compare the Work!

ROYAL TYPEWRITER COMPANY, INC., NEW YORK CITY

ROYAL
TRADE MARK
TYPEWRITERS

SPEED..... true ease
operation . . . and QUIET
. make the New Royal the
rfect typewriter!

The SX Model Royal Type-
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Work!

Y YORK CITY

STEPHEN TOLLAND, Editor

THE AMERICAN ECONOMIST MAGAZINE

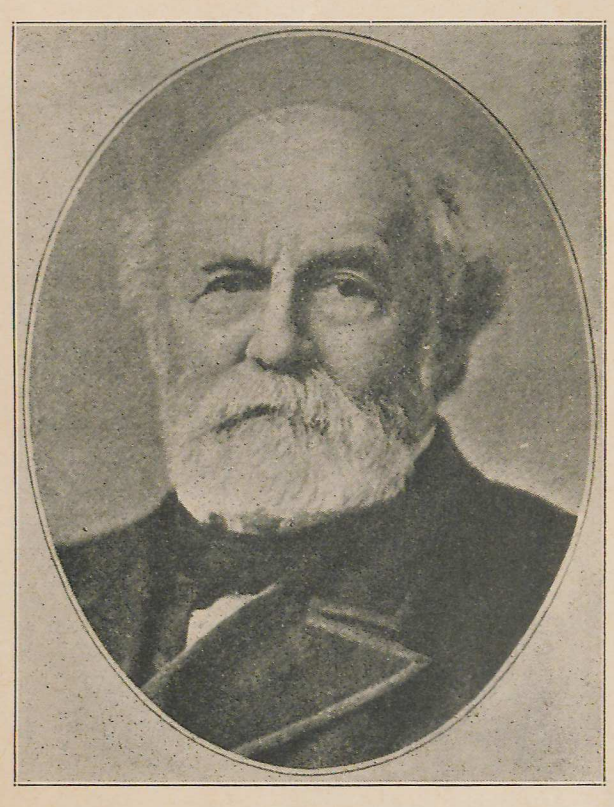
A UNIT of JAS. H. ANDERSON PUBLICATIONS

SPECIAL EDITION | KANSAS CITY, MISSOURI | SEPTEMBER 29, 1934

THE FIRST THIN LINES OF STEEL

By L. S. Griggs

These gentlemen are not the Smith Brothers. They were vastly bigger men in their day, but Wall Street will tell you now that their day has disappeared. They are Gould and Huntington. In Gould's day Gould could amend state legislation before his men allowed it to pass. "I return his bill as amended by me," was one of the famous letters. Huntington built a fair Connecticut fortune into a California railroad empire by 50-50 swap. He sent a shipload of shovels to the gold rush; told his captain to sell them to the '49ers in exchange for gold dust, ounce for ounce! C. P. Huntington—they called him "Central Pacific Huntington"—became one of the "Big Three." The others were Harriman, now a sinister transportation tradition, and Leland Stanford. What was the impress of these characters on our railroads, our laws, our education? The following article, "The First Thin Lines of Steel," treats of that day, before Insull, before Ivar Krueger, when there were no Securities Acts in business or transportation, and very little Ten Commandments.



(Photos International News)

For Him: A Chapel

For Him: A Legislature

Don't Write; Send Word

Phillip Dormer Stanhope, Fourth Earl of Chesterfield, (1694-1773) has four claims to an enduring name. As Lord Chesterfield, we associate his career with "manners", forgetting that manners are something gracious, without the desire for show. As a man, we are apt to consider him dandified. As a father, we know him solely for his letters to his son. "His character" says Noah Webster, was "politic and thoroughly worldly." Rather a poor basis for writings to a son! Besides milord's title, his surname denotes a buggy with a certain pillar at the seat; his middle name outlines a window vertical in a roof, and his Christian name (politic and worldly Christian!) was taken from that more kingly Philip of Macedon against whom Demosthenes has spoken; so that, when a supreme speaker thunders against unendurable outrage, it is, even to today, a philippic. Such was the oration of Cicero against Mark Antony; such that of Mark Twain against the pitiless cruelty of mankind.

Unlucky Chesterfield, to bear a name thrice famous and to contribute to it nothing save a treatise upon politic and worldly manners! In this treatise, then, in his "Letters", Chesterfield's supreme advice, as father-to-son, as man-to-man, is summed up in four syllables:

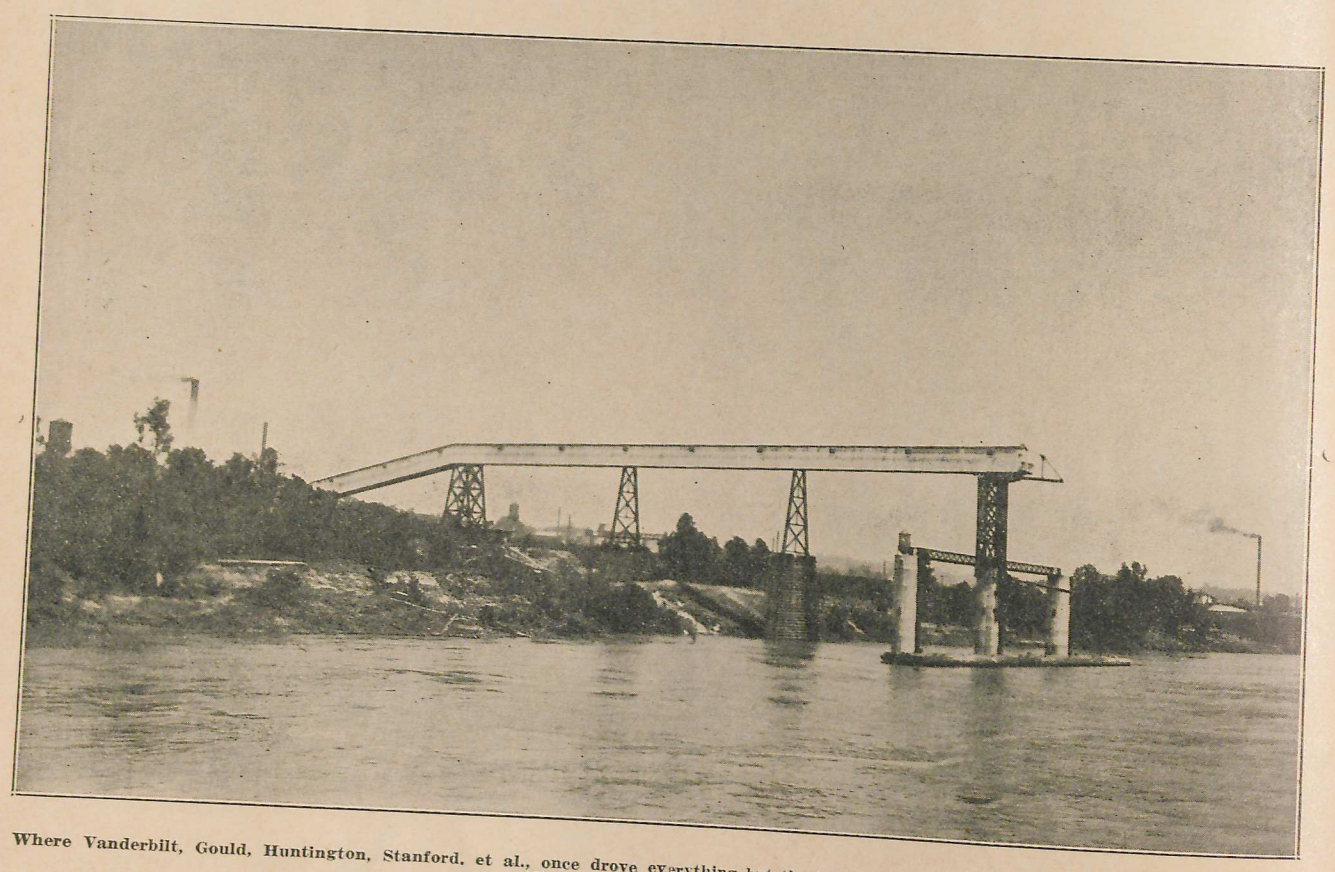
"Don't write; send word." There have been in England, as in America, others after Chesterfield, whose power was such that they little needed such advice. Lord Nelson, confronted with a beribboned bundle of perfumed letters in the hands of a lady who threatened publication wrote the famous "Publish and be damned." Several, too, in America, wrote boldly; wrote brazenly, in their own round longhand, of legislators who had been "convinced."

But for Chesterfield's son, the son of a mannerism, the unknown scion of a weakling stem, the terse advice was good enough. "Don't write," that is, because your letters come one day into a court of law. Send word, unless you own the courts themselves. For the common man of the common world, who faces his signature in his dreams and fears for the sanctity of his personal honor, such politic and worldly advice was truly good enough. Only giants can afford to disregard it.

Over The First Thin Lines of Steel, who were these giants in America? As Shakespeare hurled invective against the law's delays, as Demosthenes thundered at the Macedonian Philip, as Mark Twain reared the stature of the Son of Sin and the Child of Calamity eleven feet tall, only to tread that stature in the dust in a belly-laugh of contemptuous and infectious ridicule, there was an orator of our day who penned a classic against the Philips of our time.

Arthur Twining Hadley, stammering and ineffective speaker, president of Yale, world authority on economics, tower of integrity throughout America, has left us a classic in which these giants are depicted, who could scorn

(Continued on Page 18)



Where Vanderbilt, Gould, Huntington, Stanford, et al., once drove everything but the birds from the river. Grain-handling facilities on the Mississippi at Helena, Arkansas.

SENATOR P

By Robert J. Feeney

We have been going through the most serious business upheaval known to the histories of man. While many mechanical thinkers have made speeches about the crisis being "one of a series," it may be safely observed that this crisis is the most **serious** of the **series!**

A man, a political machine and a retrogressive economic doctrine have come to oblivion in the depression election of 1932. The man is a retired professor in a pleasant California village, the political party is advertising in the help wanted columns for some workers born since Cromwell, and the doctrines, between acts, are seeking to dress themselves in the cast-off Bull Moose hide and antlers of Teddy Roosevelt.

Such was the indignation of the not-to-be-forgotten man a year ago last November. He sought, he demanded, voted for and secured a regime calculated—and calculating—to bring about a different economic scene through the application of new doctrines. One of these doctrines grouped under the Roosevelt Recovery Plan is that of limitation of production and reduction of surplus stocks.

Certain writers have seen a bright vision in the comparison of Roosevelt's reduction of crop surpluses with Roosevelt's espousal of irrigation and reclamation plans. They forget that a reclamation project, once under way, must be carried to completion. They forget that even if we were to relinquish vast acreages to the wilderness, those sections to be given up might not advantageously be taken from reclamation territory. In fact, it would be better to take them from land capable of forestation.

This apparent inconsistency is therefore a mirage. To continue reclamation already under way, to return to forests the marginal lands capable of sustaining such life, to foster flood control, reduce the dust storm hazard through tree belts—all these, while coming from various angles, are still parts—consistent parts—of the same plan.

Not contented with the direct criticism of pretended inconsistency, other enemies of the Roosevelt Recovery Plan (imagining, perhaps, that they have a better recovery plan themselves), attack certain angles of the scheme obliquely.

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Senator J

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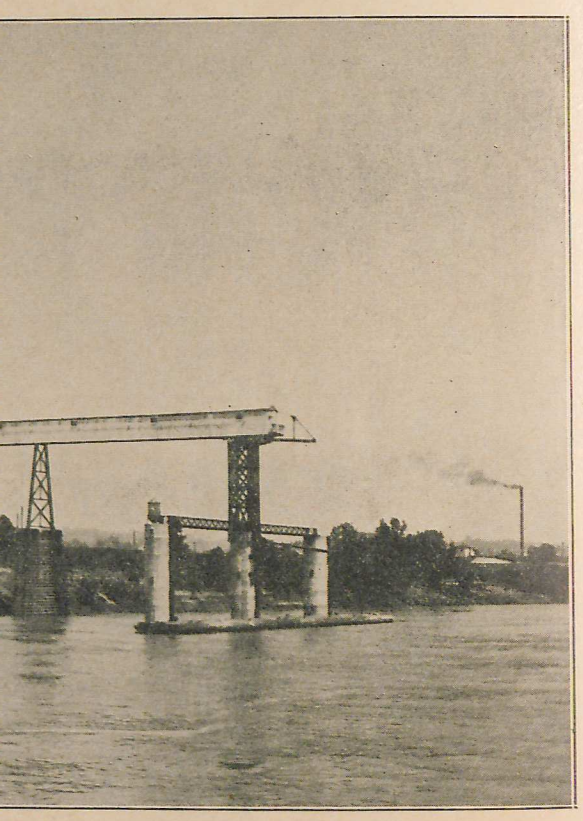

but the birds from the river. Grain-handling facilities on the rkansas.

SENATOR POPE REPLIES

By Robert J. Feeney

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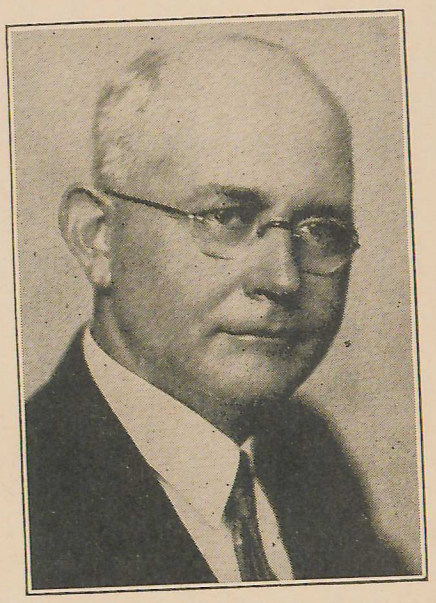
Not contented with the direct criticism of pretended inconsistency, other enemies of the Roosevelt Recovery Plan (imagining, perhaps, that they have a better recovery plan themselves), attack certain angles of the scheme obliquely.

With this purely negative motive in his gigantic mind, one Owen P. White recently succeeded in selling an article entitled, "Spare That Desert," to a magazine with somewhat of an American circulation among docile readers. He admitted in an interview that the article was "well and forcibly written" and he embroidered his ambitious plot with all the highly-colored rhetoric which "invective writers" who throng



Senator James P. Pope

the cafeterias of Greenwich Village can lay borrowed pens to.

He drags the government over the coals for its reclamation projects, inferring, in the first place, that they are useless, and claiming, in the second, that they are the source of ruin to investors. As a matter of fact they actually have caused the ruin of a number of investors. But he forgets a few other facts:

The projects are of the greatest usefulness.

They are paying for themselves.

In 1924 and 1926 the government enacted laws to prevent any repetition of past abuses, by empowering the Secretary of the Interior to appraise lands under irrigation projects, fix their prices, enforce observance by refusal or cancellation of water rights, and supervise the cultivation of crops.

Senator James P. Pope, Democrat of Idaho, in refuting the criticism of the government's reclamation policy, said:

"The customary remark of the eastern financier is that the West should confine itself to mining and lumbering. A much larger portion of eastern capital is invested in these two industries than in reclamation, and investors always demand the entire benefit of every development. As a matter of fact, the very existence of mining or lumbering is dependent upon the close proximity of the food supply furnished by irrigated farms.

"Much unsound criticism has had its inception in the feeling throughout the country that reclamation funds are an outright expenditure of tax money. Even a cursory examination of the records will show that all money invested by the government in reclaiming waste lands is repayable by water-users. Moreover, these reclamation funds are being repaid.

"On all projects undertaken by the Bureau of Reclamation, farmers originally owed $197,000,000. About $46,000,000 (of this) has become due and about $45,000,000 of it has been paid in full. The account of the Bureau of Reclamation with farmers on irrigated lands of the West is 97.6% paid.*

"Any national undertaking that will produce $100,000,000 of new wealth annually and support the operators of 44,000 farms and the inhabitants of 227 towns and come within 2% of paying for itself (as reclamation has done) is unequivocally a success. We will take the quips of contemporary wags with good grace, but we decline to be subjected to gross misrepresentation.

"The critics of reclamation give little recognition to the fact that the total expenditures to date of $216,000,000 in construction costs of irrigation projects has created over 1 billion dollars of taxable property, furnishing a livelihood to about 700,000 persons on the projects. These inhabitants of reclaimed deserts purchased each year from the factories

(Continued on Page 14)

*It is interesting to note that the financial standing of reclamation is showing constant improvement. Figures have been brought up to June 30, 1934, and now show that money owing to the government on reclamation projects is 98.5% paid as contrasted with 97.6% at the beginning of the year.

INVENTION THE ORGAN OF RECOVERY

Telechime, Dr. Bossard's Newest, Adds Unique Note in House.

See Portrait of Dr. Bossard, Front Cover of This Issue.

For dramatic contrast between the days of the horse and buggy, Edison's drum-type phonograph and the bustles featured in those bye-gone fashion-plates, the striking new invention of Dr. Gisbert L. Bossard, President and Director of Engineering Research of the General Kontrolar Company of Dayton, Ohio, is an excellent case in point. Dr. Bossard has the rare distinction of having been associated with the greatest two electrical geniuses in the world, namely Thomas A. Edison and Dr. Charles P. Steinmetz. The latter was a close friend and college chum of Dr. Bossard's uncle.

Credited with hundreds of important patents, all in successful production, Dr. Bossard has just been granted two other valuable patents: 1,960,079 and 1,924,393. These form a part of a series of patents covering his latest invention, a melodious signal system for residences, offices, churches and other public institutions. This invention is already known in America and foreign countries as "Telechime," a name recently trade marked at Washington.

A Melody After the Modern Manner

Telechime is as soothing to the senses as a grandfather's clock, and relegates into history the startling effects of the infinite variety of alarms, buzzers, signals, gongs, whistles and screeches with which aristocratic homes of the gay nineties and department stores of the raucous variety affronted the esthetic susceptibilities of one's ears.

Without question there has been demand for relief from this bedlam and for the substitution of a modern, melodious signal system adaptable to residences*, offices, churches and institutions. Telechime combines in one master signal system a melodious call service of restrained cathedral dignity, under "discerning and discriminating" electrical control.

*The **Electric Home** endorses this advance.

A Robot With Tact and a Sweet Voice.

The "discrimination" so successfully practiced by Telechime lies in this: that an ingenious electric interlock prevents signal interference and gives the right-of-way to any primary service. Thus the front-door chime takes precedence over the call to luncheon, the general manager's summons outranks the striking hours, and the burglar or fire alarm strides through in preference to routine signal traffic.

Various Multiples of Chimes

Standard Telechimes range from a single chime to four or more chimes in combination. This range provides flexibility in signalling not possible with general "alarm" or ordinary bells, because the different chime tones, and the different sequences in which they can be struck tell specifically where the call originates and who is wanted.

In larger models, Telechime becomes a carillon, played by remote control from a miniature musical keyboard. Besides affording dinner* chimes and other pleasant announcements, the carillon keyboard provides distinct entertainment values. In either series, Telechime is demanded as a home and business adjunct from its time-saving advantages alone, as it eliminates lost motion, saves lost steps and avoids the lost tempers incidental to any antiquated method of conveying intelligence.

In addition to its usefulness and charm, Dr. Bossard's latest contribution serves as a decorative motif. The chimes themselves are encased in handsome recessed panels or wall cabinets, which beautify the dining room, living room, study, office or other locale.

*Pictorial Review commends this esthetic home feature.

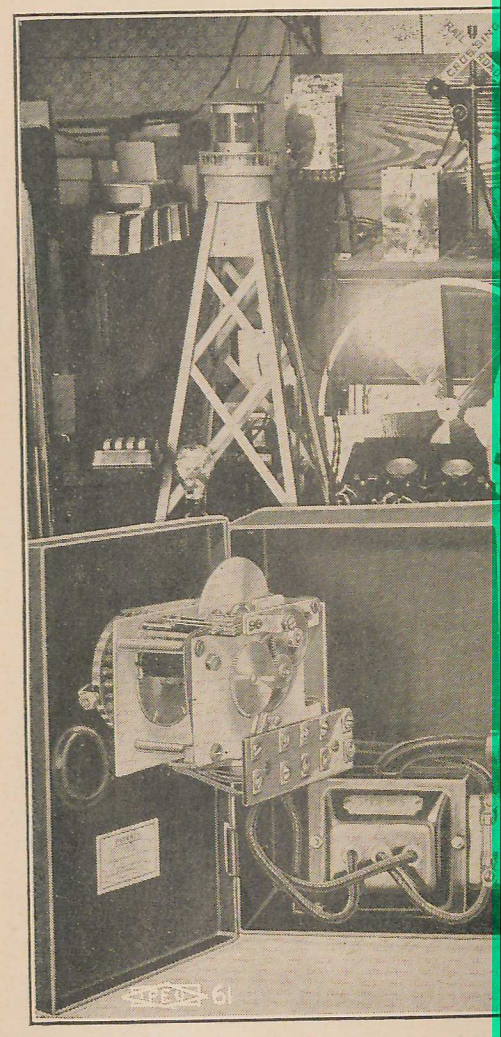
Plays Important Part in Present Recovery

In this day of planned recovery, an integral part of the great movement to rejuvenate business is the present huge government program for the construction of millions of new homes and the modernization of added millions of residences, apartments and institutions. This measure "primes the pump" so that private capital will resume the initiative in financing construction, and will thereby re-establish the building industry.

Dr. Bossard's Telechime has created a new era in home beautification because it creates new interest in the home and satisfies the esthetic as well as the utilitarian urge. It is the last word in ingenuity and in the conservation of human effort. This is its supreme worth: that it brings the demanded note of refinement and artistry into home and community life.

Practical Accomplishments of a Man of Vision

The great financial importance of Dr. Bossard's inventions is best illustrated by the cash payment of over $250,000 for license under the patent just preceding Telechime, namely the mercury switch and flasher controls. Telechime, manufactured by one of his own corporations, is already in service, with thousands of units installed in America and throughout the world. Radio amplification is already a part of Telechime in adapting it to church carillons. Here Telechime replaces heavy installations which are now archaic, cumbersome and relatively untuneful, with light, modern and harmonious chimes running into octave after octave of electrically controlled equipment.



Dr. Gisbert L. Bossard in his research laboratory at work. In background center is the original model of his flashing railroad crossing signal now standard on all American railways.

Telechime Control Mechanism. From this case emanate the control impulses. It is the heart of the Telechime System recently patented.

Don't Warn the Burglar! See Him Silently!

Where a burglar alarm is required in today's architecture, Telechime is effective and unobtrusive. Instead of starting a raucous alarm which serves to warn the wakeful burglar before it rouses the slumbering guards,

rch" Section

ECOVERY

, Adds

his Issue.

bution serves as a decorative motif. The chimes themselves are encased in handsome recessed panels or wall cabinets, which beautify the dining room, living room, study, office or other locale.

Plays Important Part in Present Recovery

In this day of planned recovery, an integral part of the great movement to rejuvenate business is the present huge government program for the construction of millions of new homes and the modernization of added millions of residences, apartments and institutions. This measure "primes the pump" so that private capital will resume the initiative in financing construction, and will thereby re-establish the building industry.

Dr. Bossard's Telechime has created a new era in home beautification because it creates new interest in the home and satisfies the esthetic as well as the utilitarian urge. It is the last word in ingenuity and in the conservation of human effort. This is its supreme worth: that it brings the demanded note of refinement and artistry into home and community life.

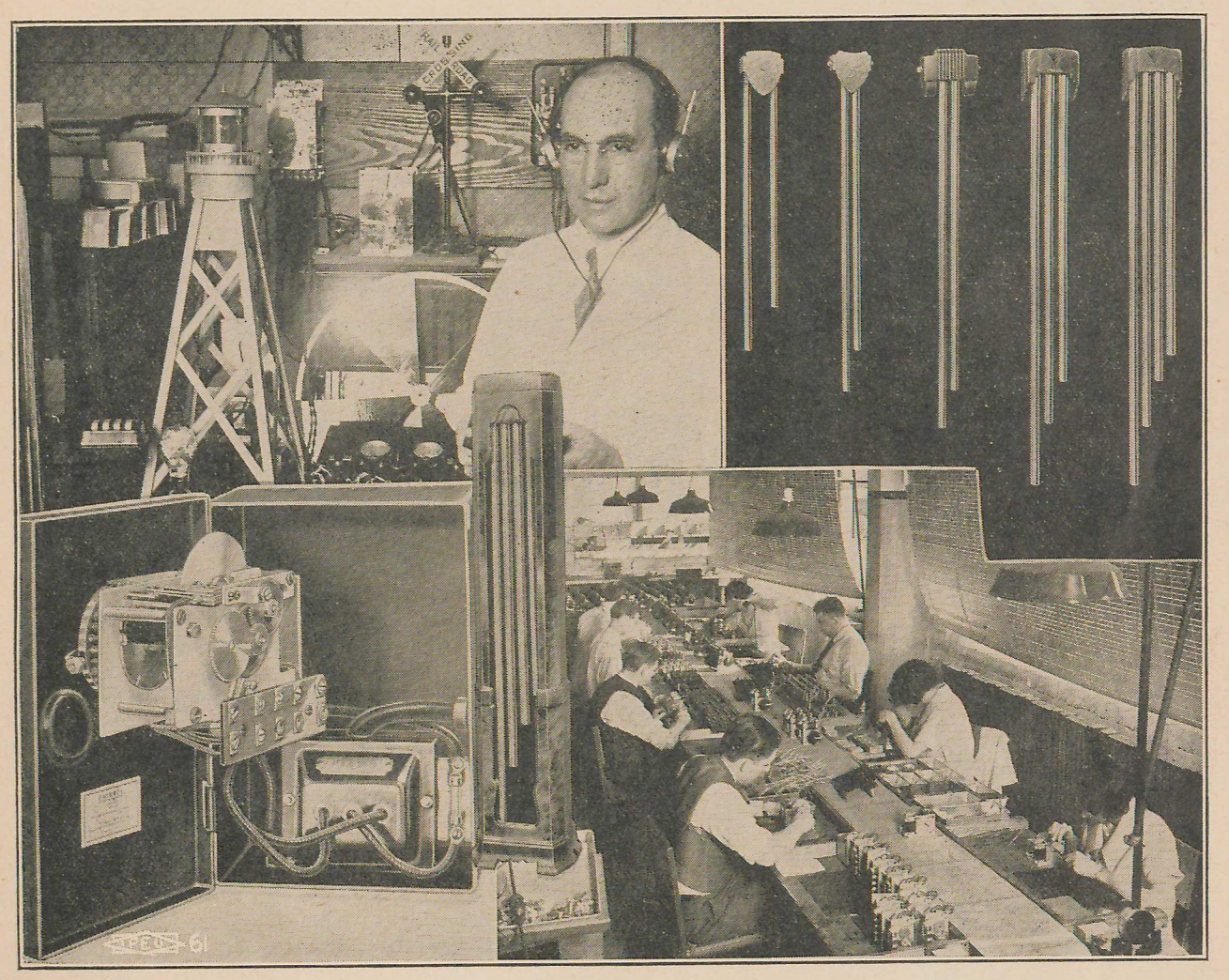
Practical Accomplishments of a Man of Vision

The great financial importance of Dr. Bossard's inventions is best illustrated by the cash payment of over $250,000 for license under the patent just preceding Telechime, namely the mercury switch and flasher controls. Telechime, manufactured by one of his own corporations, is already in service, with thousands of units installed in America and throughout the world. Radio amplification is already a part of Telechime in adapting it to church carillons. Here Telechime replaces heavy installations which are now ar-

chaic, cumbersome and relatively untuneful, with light, modern and harmonious chimes running into octave after octave of electrically

Telechime calls in an "electric eye" cell by the aid of which it strikes, at any remote point, its harmonious but penetrating call.*

struments, synchronous motors and many other electrical successes relating to control devices, television, photo-electric cells, ra-



Dr. Gisbert L. Bossard in his research laboratory at work. In background center is the original model of his flashing railroad crossing signal now standard on all American railways.

Telechime Control Mechanism. From this case emanate the control impulses. It is the heart of the Telechime System recently patented.

THE ARISTOCRAT MODEL TELECHIME ENCASED IN WALNUT CABINET

Telechimes in a variety of assemblies. They range in variety from one up and are pendant from modern-design mountings. Various sequences of tones may be played on the multiple chimes.

Factory view, one of a number of conveyor tables for Telechime assemblies.

ccntrolled equipment.

Don't Warn the Burglar! See Him Silently!

Where a burglar alarm is required in today's architecture, Telechime is effective and unobtrusive. Instead of starting a raucous alarm which serves to warn the wakeful burglar before it rouses the slumbering guards,

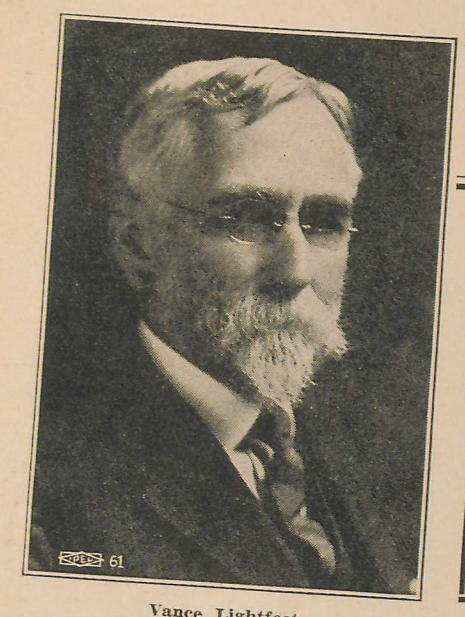
Bossard an Electrical Pioneer

Dr. Bossard is internationally known as one of the foremost inventors and electrical engineering authorities. A pioneer in the originating and perfecting of mercury switches, sign flashers, railway block signals, crossing warnings, time switches, process control in-

dio beacons and electronic apparatus, Dr. Bossard has erected entirely new industries, originated their methods and processes, initiated their research and established their thousands of formulae, all leading to the employment of thousands of wage earners in entirely new lines of industrial activity.

*Described in **Radio Craft**, leading radio periodical for June, 1934.

(Continued on Page 13)



Vance Lightfoot

THE IMPACT OF PERSON

We can usually locate the Roving Correspondent for The American Economist where his nose for news tells him he will find what he likes to call "human interest stuff." More specifically, Lightfoot's constant concern is with these phases of the American scene which most directly involve the daily interest of John Citizen: business progress of more than routine character and economic progress of significance; and behind these things, that minority of thinking human beings on whom all progress, of whatever kind, depends.

His keen observations and sage reflections have made his regular contributions eagerly awaited. His humor gives him a breadth of viewpoint that is rare. This magazine gains by Lightfoot's tendency to work by himself and to trust his own journalistic judgment.

GARVAN LEADS FIGHT TO SAVE AMERICA'S PAPER PULP INDUSTRY

Head of Chemical Foundation Is the Country's Staunchest Advocate of Self-Contained Business Activities.

When I was a boy and studied American history, I learned that one of the most vital factors that brought about the split between the young colonies and England was Thomas Paine. He wrote pamphlets which aroused a populace not less lethargic than ours of today to the possibilities of liberty. He had a gift of stating incisively the kind of political and economic truths which can easily be misinterpreted for the benefit of a docile electorate.

I have been watching with keen interest a campaign which I think is in many ways similar to that of Tom Paine's. It is a campaign of modern pamphleteering led by a man who seems to have a number of Paine's gifts, and who uses them with a fine effectiveness.

I refer to the series of small red-white-and-blue publications called "The Deserted Village." They are the work of Francis P. Garvan, president of the Chemical Foundation and accepted champion of chemical development in America. "The Deserted Village" is the fruition of Garvan's earnest conviction that American industry vitally needs protection from foreign importation. To emphasize that conviction he quotes from the famous classic which gives the series its name, Goldsmith's "The Deserted Village", the following lines:

"Aid slighted truth, with thy persuasive strain,
Teach erring man to spurn the rage of gain;
Teach him that states of native strength possest,
Tho' very poor, may still be very blest;
That trade's proud empire hastes to swift decay,
As ocean sweeps the labour'd mole away;
While self dependent power can time defy,
As rocks resist the billows and the sky."

The last two lines express precisely Garvan's economic philosophy; and it is the philosophy of many an industrial leader.

The purpose of the Chemical Foundation, which Garvan was instrumental in instituting, is the advancement of research and development in chemistry and industries allied with it. To that end it has worked for more than a decade, sponsoring researches and investigations and publicising the results. One of its achievements was the compilation and publishing of "Chemistry in Medicine", an important anthology on the indispensible role chemistry plays in the war of man against disease.

Throughout its work, the Foundation has constantly emphasized the importance of protection for American industries, especially those industries which are young in the United States but old in European countries. No group is so vitally conscious of the government's responsibility in fostering new industrial and scientific effort, and no group is so thoroughly aware that progress in the laboratory must be paralleled by progress in the factory.

Of particular interest to me and, I think, to industrial leaders, has been the most recent campaign in which Garvan has been engaged. That campaign concerns whether or not our growing paper pulp industry, whose center is in the South, shall be allowed to live and prosper or shall be stifled by foreign competition. Two of the "Deserted Village" pamphlets are devoted specifically to this subject.

Garvan points out, first of all, the remarkable success with which southern pine, grown on wastelands, has been adapted to the manufacture of news-

(Continued on Page 15)

ALITIES ON EVEN

CANADA'S "WHEAT PREMIER" THAT DROUGHT IS ONLY TE ANSWER TO SURPLUS PR

McFarland, Wheat Pool's He Has Faced a Difficult Task

"Nature may have saved us from our damn foolishness this year, but Nature won't save us if we continue to be damn fools."

That statement comes from one who probably knows more about wheat and the world problems it creates than any other living man. John I. McFarland, general manager of the Central Selling Agency of the Canadian Wheat Pools at Winnipeg, gained much experience in the grain trade world long before he took over his present difficult job in 1930.

In an interview given out before McFarland left for London, early in August, to attend the meetings of the world wheat advisory committee, he expressed a distinctly optimistic opinion of the condition of Canadian wheat markets. He said, among other acute things, "It seems that what appeared to be an unwanted surplus in Canada will become a reservoir from which to draw some sorely needed supplies in the most disastrous crop year of modern times." But he went on to emphasize—and this is the important point, as I see it—that unless wheat-producing countries co-operate to limit growing, the same terrific surplus problem may develop next year or in the years to come. "That is a very good reason," McFarland said, "why the wheat advisory committee must continue to function."

I first became interested in John McFarland when he was called to his present position, and came with pardonable reluctance, in 1930. At that time the international grain trade was at its poorest in history. Prices were unprecedentedly low. Tariffs had become virtually prohibitive. Something had to be done to keep the world's grain business from retiring behind the high walls of ea tion.

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ALITIES ON EVENTS --- By Vance Lightfoot

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In Canada conditions were as bad as anywhere else. The problem which John McFarland faced when he took over the job was to **stabilize**. And that also describes his task since that day. It has been one long fight to equalize the forces which had been throwing not only Canada's but the world's wheat market completely out of balance. He must, simultaneously, keep prices high enough to warrant farmers remaining on their farms, provide buyers for their crops, keep a restraining hand on futures and reduce the existent surplus.

It is not, I think, difficult to see that so complex an assignment required an economic juggler who could keep half a dozen balls in the air with nonchalant ease. McFarland has proved to be, fortunately, precisely the man for the job. He has had the backing of the Canadian government behind the Central Selling Agency, but the workings of the plan—the touch of genius which spells the difference between success and failure in large operations—depend on McFarland alone. The task has demanded the services of a man who is a combination diplomatist, humorist and "cracker-down" (to borrow the title earned by the States' "Doctor" Johnson). McFarland seems to combine the char-

(Continued on Page 14)

PRESENT SOCIAL INSTABILITY MEANS INCREASED OPPORTUNITIES FOR SOCIAL PLANNING—RUBINOW

The Sociologist Discusses Meaning of Relief Legislation in Address Before Kentucky Social Workers

"Society has changed more in the last 100 years than in thousands of years preceding," said Dr. I. M. Rubinow, national secretary of B'nai B'rith and internationally distinguished sociologist and economist, speaking last month to the state institution of social workers at the University of Kentucky in Lexington.

"Society is today therefore in a state of instability. Because of this, the task of scientific production is growing more difficult, while opportunities for influencing the process of change are increasing. We may discuss theoretically whether economic planning is possible or not, but surely the flood of legislation means a rapid extension of this process of planning if it means anything."

I regard Dr. Rubinow's utterance as one of the most important statements from a practicing sociologist since the

(Continued on Page 15)

Dr. I. M. Rubinow

Vance Lightfoot's Section

R. N. A. REPORTS 119% INCREASE IN NEW LIFE INSURANCE DURING YEAR'S FIRST HALF

Royal Neighbors of America Is World's Largest Fraternal Order Governed by Women

One of the most remarkable financial reports of the summer has been that of the Royal Neighbors of America, widely known fraternal society. In a period when business has barely maintained its small recovery of last year, it is decidedly startling to learn that this organization has enjoyed an increase in new life insurance written during the first six months of 1934 of no less than 119% over the same period last year!

This reporter decided to find what lies behind so unprecedented a record. He knew that the Royal Neighbors is one of the stablest insurance fraternities in the United States. He knew that the organization has members in every community. But he could not quite understand this sudden increase in new business of such magnitude.

Mrs. Mary E. Arnholt, Supreme Oracle

The Royal Neighbors of America has its Supreme Office in Rock Island, Illinois, although the Society has representatives in every city of importance. In 1935 it will complete 40 years of honorable history, and last January it was able to report assets of $49,045,645. At that time the Society had more than $478,000,000 of insurance in force. The Society is governed by women. Its Supreme Oracle is Mrs. Mary E. Arnholt and the Supreme Recorder is Miss Erna M. Barthel of Rock Island, Illinois.

One can therefore readily see from these figures that the Society is a group which must be taken into any consideration of fraternal benefit societies in America. Investigation also makes clear the reasons for the excellent business and repute which the Society enjoys. For the Royal Neighbors is not merely a disguised insurance company, as are some so-called fraternal organizations, but is a non-profit mutual benefit group with a definite plan of operation and with unique features not to be found in any other organization.

Beside offering standard life insurance plans, the Society also maintains 7,500 adult Camps and 2,500 juvenile Camps. In these the Society offers social and cultural contacts, as well as wholesome entertainment, to the members. In addition to these things are these unusual features: a Home for aged members without relatives; a Fraternal Fund to provide for members in extreme financial straits; a ritual which teaches high ideals and good citizenship not only to the adult members but also to juvenile members. The Royal Neighbors of America is therefore no mere commercial agency but a very real force for community good.

It is not difficult to understand why this Society can report excellent increases in membership. It is a trade truism that Americans patronize that which gives them the finest value for the fees they pay. And that truism is proved once again in the 1934 record of the Royal Neighbors of America. The officers of the Society and their colleagues deserve sincere congratulation.

Miss Erna M. Barthel, Supreme Recorder

The American

STEEL TO PLAY IMPO

Increased Use of Me Safety, Streng

Perhaps no part of the national recovery effort is likely to have so wide and far-reaching an effect as the housing program which is now getting underway. Its ramifications extend all the way from the repair and modernization of existing homes at a cost of a few hundred dollars to slum-clearing and low-cost housing projects involving the expediture of millions. The health and comfort of a large section prefab the ho

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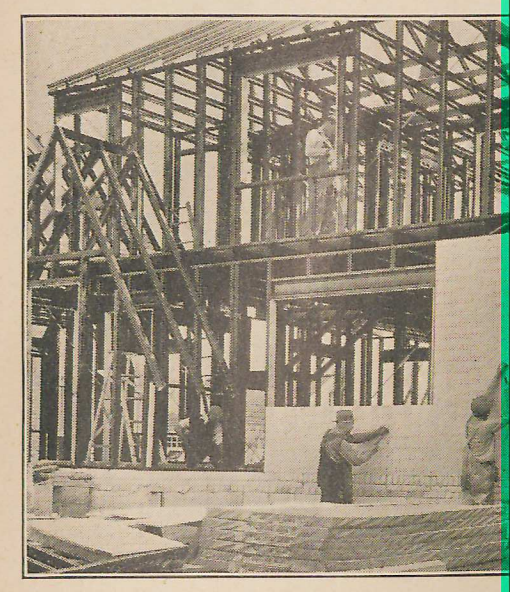

WORKMEN NAILING TO A STRA

of the country's population is concerned in the drive to eliminate unsafe and unsanitary conditions and provide modern and comfortable homes for those compelled by economic necessity to live in the lower rent districts and in quarters which have left much to be desired as satisfactory places of residence.

In any future construction activities steel is certain to have a large place. Whether it is in the improvement and modernization of a home already built, the erection of a new home or small apartment building, or the extensive project housing hundreds of families, steel in some form will be used, whether in framing or as the complete house, low co the us which manufa courag

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Miss Erna M. Barthel, Supreme Recorder

STEEL TO PLAY IMPORTANT PART IN FUTURE HOUSING

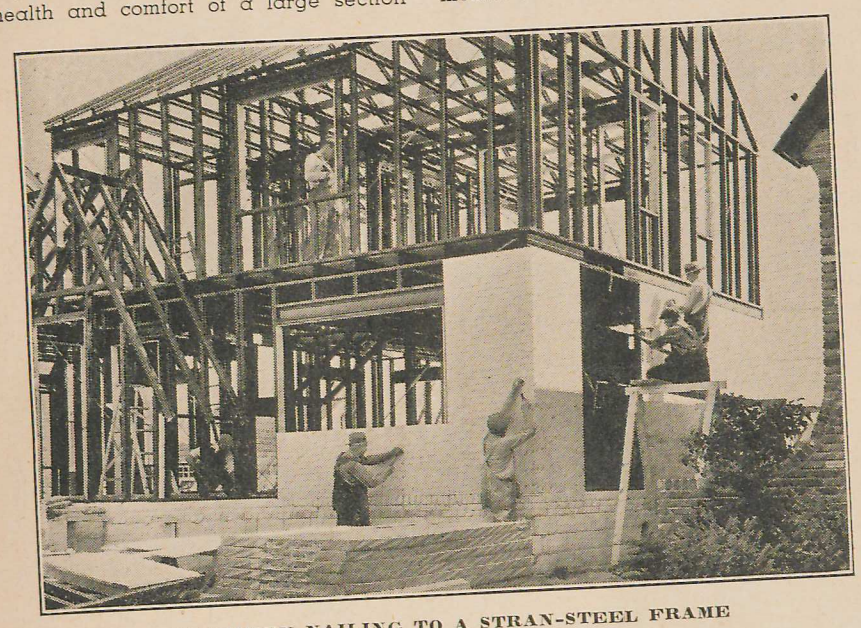
Increased Use of Metal in Home Construction Will Add to Safety, Strength and Permanence of Structures

By Henry Vess

Perhaps no part of the national recovery effort is likely to have so wide and far-reaching an effect as the housing program which is now getting underway. Its ramifications extend all the way from the repair and modernization of existing homes at a cost of a few hundred dollars to slum-clearing and low-cost housing projects involving the expediture of millions. The health and comfort of a large section of the country's population is concerned in the drive to eliminate unsafe and unsanitary conditions and provide modern and comfortable homes for those compelled by economic necessity to live in the lower rent districts and in quarters which have left much to be desired as satisfactory places of residence.

In any future construction activities steel is certain to have a large place. Whether it is in the improvement and modernization of a home already built, the erection of a new home or small apartment building, or the extensive project housing hundreds of families, steel in some form will be used, whether in framing or as the complete house, prefabricated and ready to set up on the home site.

The attention of the public mind has been captured by the steel house. The intense desire of the average man for security and permanency, the natural reaction to the uncertainties of recent years, and the feeling that the steel house will follow the way of the automobile in standardized production and low costs, has aroused an interest in the use of steel in home building which is kindling the enthusiasm of manufacturers and attracting encouragement from the steel industry.



WORKMEN NAILING TO A STRAN-STEEL FRAME

The use of steel in housing in the United States is following along two lines: the fabrication of the complete house, and the gradual introduction of steel into all houses. Because of the difficulty of introducing sufficient variety into the mass production of the complete houses to suit the varying needs and please the varying tastes, the present efforts are being spent chiefly in the design and production of steel parts and members which are taking the place of wood for a growing number of uses.

The steel framed house is adaptable to architectural requirements and is likely to prove more popular with the home builder than is the pre-fabricated house of standardized design. The man building his own home wants that home to express his own aesthetic tastes and to suit the peculiar needs of his own family as no house of standard design can possibly do.

Interesting is the story of the first steel framed house of record in the United States. This house, demolished in 1930 to make room for another building, had stood for forty years in a relatively humid climate not far from the sea. Yet it was found that rust had not penetrated any of the members to any serious extent, and in some instances it was possible to unscrew the bolts with which the framework had been originally assembled. It was the opinion of experts who examined the building while it was being pulled down that the steel framing warranted them in classifying the home as a permanent structure.

In spite of the opinions sometimes expressed that steel is cold to the touch, and warm houses cannot be built with it; that it is subject to corrosion and liable to fall apart; that it is noisy, and that it is heavy and difficult to handle, the reverse is true in each case. Warm houses can be built of steel; it can easily be protected from rust; it is no noisier than wood, and as designed for use in framing it is not heavy and is easy to handle. It can be nailed to, and is as adaptable as wood in the uses for which it is designed.

Public Analyzes Costs

As the public becomes more familiar with the advantages of using steel in home construction, and its use becomes more general, its cost will naturally tend to come down. In the past the apparent cost of steel framing has

(Continued on Page 12)

had a retarding effect, but in the last two or three years the thorough analyses to which these costs have been subjected have led manufacturers to recommend its use only in those parts of the house where it will do the most good, as only in this way could an increase in cost be justified.

Yet within the past four years a number of steel framed dwellings have been erected in which the steel cost twice as much as the lumber which it replaced, but in the total cost of the house the increase amounted to between 5 and 10 per cent—certainly not an excessive price to pay for steel framing which provides security from vermin, eliminates plaster cracks, and the many other ills which attend the so-called "settling" in houses framed with lumber.

There is, too, the possibility of lower fire insurance rates on houses built with steel framing. Fire-safety is easy to obtain with steel framing, and when the volume of constructing employing light steel frames is sufficient to warrant a special classification it is probable substantial reductions in insurance premiums will be made. Such reductions will tend to offset the small increase in the initial building cost.

The adoption of steel in house construction has been slower than it otherwise might have been because of the difficulties encountered in manufacturing and merchandising it. It has taken time and patience to reconcile the desires of steel men to make and sell steel in tonnage quantities, and the problems of the salesman faced with the necessity of holding costs and therefore weight down.

The importance in which these factors are held by one company may be seen in the methods followed by the Stran-Steel Corporation, which has been a leader in developing a steel framing which would prove adaptable to home construction.

Carl A. Strand, president of the Stran-Steel Corporation, was brought up in the lumber industry. His first work was in a saw mill, and for thirty years he was closely identified with building. As lumber dealer, house builder and distributor of building materials his whole interest for fifteen years has been in the merchandising of houses and the commodities that go into house construction.

Formed an Affiliate

During the process of perfecting Stran-Steel, Mr. Strand was constantly looking about for a manufacturing concern which was thoroughly experienced in stamping and cold-rolling sheet and strip steel in volume. He selected the Kelsey-Hayes Wheel Company, whose broad experience suited them to the manufacture of steel framed members. After nearly three years of preliminary work in manufacturing studies, market analysis and cost research, the Stran-Steel Corporation was organized as an affiliate of the Kelsey-Hayes Wheel Company.

The manufacturers of nailable steel framing are convinced that they are taking a practical step toward providing the public with a type of improved housing which it can afford to buy. It is their expectation that housing will be better built, of better materials, and that sheet steel will have an ever increasing use in the permanent, fire-safe, low-cost housing of the future.

HEAT WAVE PROVES SALT ESSENTIAL TO HEALTH

The pronounced drought and heat wave of the summer of 1934 proved once more the importance of salt in the human anatomy. In the face of hundreds of heat prostrations in every important metropolis of the nation, health departments warned the citizenry that their bodies were suffering from lack of salt. This lack, they emphasized, could have results immediately fatal if an ample supply of salt was not added to the diet during hot weather, to make up for the quantities carried out of the system by perspiration.

To write about the depression, prosperity or recovery, is to write on a subject hackneyed and trite; but to write about the "salt of the earth," is to write on a subject well seasoned. Recovery we have with us today, depression we had with us yesterday, prosperity we will have with us tomorrow. These subjects are transient. They have nothing of an enduring quality. But the "salt of the earth"! This we have todays, as we had yesterday and the day before, as we will have tomorrow. It is not transient. It is enduring.

Salt has provided the world with one of its greatest industries. Everybody needs and uses salt, and salt is almost everywhere. But salt in a usable form must be produced from salt in the natural form. Even in the days of the ancients, when salt was procured by evaporating sea water, there were men whose special work was to prepare the salt. Industry has provided it. Today industry, large and organized, seasons the soup of society.

Among those who earn their bread

The Hexagon Box

by seasoning the meat of their fellow men, we find the Jefferson Island Salt Company of Louisville, Kentucky, which mines salt at Jefferson Island, Louisiana, and markets it to the entire country. The standing trademark of this company is well known, but in the last few years they have put salt on the market under two additional trademarks: HEXAGON, and JEFFERSON ISLAND HEXAGON, as illustrated on this page. The former has been in use since 1929, the latter since 1932, and both have gained considerable recognition among the housewives who flavor the stew for exacting families.

One can only hint at the absorbing drama enacted by the salt industries in the great epic of human existence—space is too limited to depict it even cursorily. But it is not difficult to ink out a sketch of this company's part in the act. This company started from scratch fourteen years ago as the result of the discovery of the rich salt deposits at Jefferson Island. As every

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DeWEES OF DALLAS C ADVERTISING M

New Door Pull Provide Space For Ad C

By Wilfred Perry

One of the first important things a salesman learns is that it is easier to sell things when the potential customer can see and touch them. A baby's first impulse is to take hold of things. That is a familiar fact indeed. Advertising people, however, have been slow to realize the value of this in their own industry.

One of the smartest of the people in this country who earn an excellent living by thinking up new and effective ways of attracting buyers' eyes is R. J. DeWees of Dallas. DeWees has felt the need for an advertising medium which would be, so to speak, required reading for the customers. He knew, evidently, that a sign which has no other calling in life is seldom effective because it is so easily hidden and because, unless it is especially startling or one has nothing else to do, there is no incentive to look at it. He therefore originated, and recently patented, a medium for advertising which combines the story a sign tells with the necessi-

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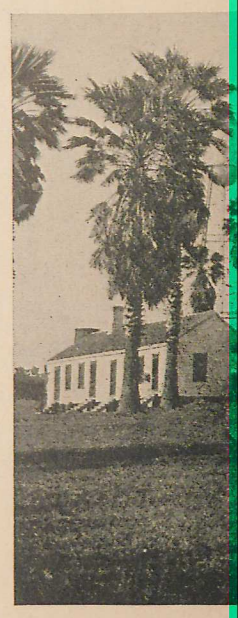
Joe Jefferson's Home (Rip Van Winkle) Jefferson Island, Louisiana

See Inside Back Cover.



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the citizenry that their bodies were suffering from lack of salt. This lack, they emphasized, could have results immediately fatal if an ample supply of salt was not added to the diet during hot weather, to make up for the quantities carried out of the system by perspiration.

ancients, when salt was procured by evaporating sea water, there were men whose special work was to prepare the salt. Industry has provided it. Today industry, large and organized, seasons the soup of society.

Among those who earn their bread

The Hexagon Box

by seasoning the meat of their fellow men, we find the Jefferson Island Salt Company of Louisville, Kentucky, which mines salt at Jefferson Island, Louisiana, and markets it to the entire country. The standing trademark of this company is well known, but in the last few years they have put salt on the market under two additional trademarks: HEXAGON, and JEFFERSON ISLAND HEXAGON, as illustrated on this page. The former has been in use since 1929, the latter since 1932, and both have gained considerable recognition among the housewives who flavor the stew for exacting families.

One can only hint at the absorbing drama enacted by the salt industries in the great epic of human existence—space is too limited to depict it even cursorily. But it is not difficult to ink out a sketch of this company's part in the act. This company started from scratch fourteen years ago as the result of the discovery of the rich salt deposits at Jefferson Island. As every

(Continued on Page 13)

DeWEES OF DALLAS CREATES NEW ADVERTISING MEDIUM

New Door Pull Provides Unique Space For Ad Copy.

By Wilfred Perry

One of the first important things a salesman learns is that it is easier to sell things when the potential customer can see and touch them. A baby's first impulse is to take hold of things. That is a familiar fact indeed. Advertising people, however, have been slow to realize the value of this in their own industry.

One of the smartest of the people in this country who earn an excellent living by thinking up new and effective ways of attracting buyers' eyes is R. J. DeWees of Dallas. DeWees has felt the need for an advertising medium which would be, so to speak, required reading for the customers. He knew, evidently, that a sign which has no other calling in life is seldom effective because it is so easily hidden and because, unless it is especially startling or one has nothing else to do, there is no incentive to look at it. He therefore originated, and recently patented, a medium for advertising which combines the story a sign tells with the necessity of actually touching the sign.

Such is the DeWees screen door pull, which is being supplied to stores throughout the country and especially in the South, where screen doors in use the year around are quite common.

This pull consists of specially flanged and cut out advertising plate with the handle so constructed that it goes under the plate and is offset so that it does not obscure the advertisement which is embossed on the plate. This ingenious arrangement provides advertising copy which the entering or departing customer is required to read every time he or she grasps the handle to open the door. Instead of being an inanimate, lifeless sign, the ad message is transformed into something which the buyer actually touches.

It is significant that the DeWees screen door pull is constructed of substantial material, rust-proof, unlike most doorplates of inferior manufacture in the past. DeWees gives material evidence of his sagacity in carrying out the idea to a logical conclusion. This is the second practical utility originated and adapted to the advertising field by DeWees during the depression. The first was the DeWees Adjustable Push Bar which is intended for use on both glass and panel doors and screen doors. This bar protects the glass or screen, strengthens the door, and at the same time provides excellent advertising space. Thousands of these bars are now in use throughout the United States and Canada.

DeWees is marketing both products through the A. T. Walraven Book Cover Company of Dallas.

Bossard-Telechime

(Continued From Page 7)

The Biographical volume of the Encyclopedia Americana ranks him as one of the leading electrical geniuses of the age. His railway devices are standard on leading American and European railroads, while the "White Ways" of our cities with their myriad electrical effects are eloquent testimony to the commercial success of his many inventions.

Joe Jefferson's Home (Rip Van Winkle) Jefferson Island, Louisiana

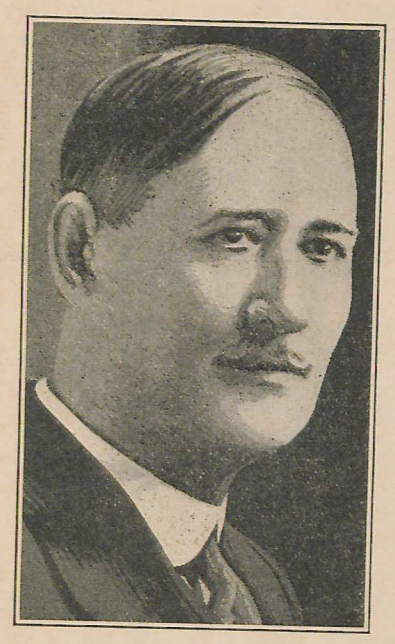
See Inside Back Cover.

new company must face the competition of older, and larger and more firmly established industries, the Jefferson Island Salt Company was put to hard work to gain recognition. But perseverance and sound business tactics finally won it a place among the first three salt companies of the country. Today its influence is tremendous, and its market is expanding beyond the borders of the nation, into Canada, Cuba and Mexico.

(Continued From Page 9)

acteristics of all three, with a dash of canniness which may or may not be due to his Scotch-Irish background.

Born in Halton County, Ontario, in 1873, McFarland prepared well before he became what some have called Canada's "wheat premier." He was one of the grain world's big men before the Bennett government called him to the payless glory of his present job. He started his career in Toronto, then



John I. McFarland

came to Winnipeg, and eventually took over the little group of elevators in Alberta which he was destined to turn into one of Canada's two biggest grain companies. This company was incorporated at Calgary in 1912. John McFarland was chosen as president. In that year it owned 113 outlying elevators. McFarland continued as head man. In 1926, the company's property had increased to 400 country elevators and terminal storage capacity of 250,000 bushels. McFarland stepped but in 1926, his restless energies having been claimed by growing oil interests in Alberta. Four years later, under persuasion, he succeeded E. B. Ramsey as head of the Central Selling Agency.

The courage and the energy with which McFarland has stuck to his job have meant the salvation of Canada's grain market and have strongly influenced the world market's increased stabilization, through McFarland's membership in the World Wheat Conference and in the advisory committees which have been its result. If any one man in the world wheat picture can be credited with the achievement of waking the world to the absolute necessity for economic internationalism rather than economic nationalism in the grain trade, it is John McFarland.

I think that perhaps one of the prinpal reasons for McFarland's success is his passionate conviction that the world's basic industry is grain; and that, until the world will pay a price for grain which is fair to those who grow it, there can be no return to what we like to call "prosperity."

BETTER SOVIET-AMERICAN RELATIONS TO MEAN RICH TRADE INCREASES

America's belated recognition of Soviet Russia came as a result of the exceptional world-mindedness of President Roosevelt. Seeking about for every possible means of speeding recovery, the President remembered his own previous interest in ending the absurd Soviet-American impasse and realized also the immense possibilities of export trade which such recognition would bring about. It was but a step, for Roosevelt, from the dream to the reality.

The problem now before American manufacturers and exporters is the arrangement of suitable trade relations and the financing of exports and imports with the Soviet giant. The business was not so simple that mere recognition was required to set the trade ball rolling. There were—and still are—a number of delicate diplomatic and economic points to be arranged jointly by the two nations, in the interests of financial security and economic effectiveness.

No Soviet representative in America is more cognizant of these points than M. G. Galkovitch, the Soviet Consul General. Galkovitch has repeatedly emphasized that our two countries must lay a careful groundwork to the great structure of mutual trade by careful study of questions and objections involved in the matter. The immediate interests of Galkovitch have been in improving and preparing better trade and cultural relations between our Pacific coast ports and U. S. S. R. But he has in mind also the ultimate relations with the whole of our country and his. He is aware that there are hundreds of needs common to both nations, that the closest possible relationship, both commercially and culturally, is possible and inevitable between the people of the Soviet union and of the American union. For it happens that the mind of the American people is more open to the methods and philosophy of Soviet Russia than it has ever been. We are more ready to accept the conclusions of the great Russian experiment than ever before. To such an increasingly liberal state of mind, billions in exports to U. S. S. R. must be the next logical step. And beyond that lies a vista of billions in exports to America by Soviet Russia.

SENATOR POPE

(Continued From Page 5)

of their eastern critics over $120,000,000 of automobiles, furniture, gas, coal, clothing, farm implements, and other manufactured articles. A proverb warns of the danger in biting the hand that feeds you, but Mr. White apparently has little belief in proverbs.

"Thus the case is established beyond doubt and above criticism when the facts are reviewed."

Besides refuting this juvenile criticism, Pope emphasizes the fact that the irrigation projects will convert the useless desert lands into productive fields, increasing our resources and adding to the national wealth. This is a most desirable aim. The expense of the projects is of course high, but the results they will bring about will repay over and over the original investment.

This government work is destined to make out of the deserts such an expanse of fertile, productive land, as this nation has never before acquired except by the annexation of four or five new states.

Pope, in a series of addresses, is endeavoring to offset the vicious effects of Wall Street propaganda, such as White's line of perforated reasoning. For reclamation is to the benefit of some of this generation and to all posterity.

GARVAN

(Continued From Page 8)

print. Even Canada's pulp and paper experts, to whom the growth of a large paper pulp industry in the United States is naturally disturbing, were obliged to admit that Canada and the other nations now supplying us with 70 per cent of our newsprint would find a formidable competitor in the South if its baby industry were allowed to develop. I quote from a paper presented at a meeting of the Canadian Pulp and Paper Association, written by A. A. MacDiarmid, Canadian paper engineer, discussing exhaustively the potentialities of a paper pulp industry in the South. " . . . there would be a total difference in cost of paper delivered in large consuming centers along the Atlantic coast of about $8.00 to $9.00 a ton in favor of a Southern mill over a typical up-to-date Canadian mill located in Ontario or Quebec."

This establishes clearly the advantages to large newsprint consumers in this country of using domestic materials. It is a coldly financial consideration and for the moment ignores the patriotic obligation of American publishers to patronize home industries. As to the efficacy of southern pine in the manufacture of newsprint, experiments conducted by Dr. Charles H. Herty, prominent consulting chemist, prove that this wood is admirably adapted to use in newspaper stock. Actual manufacture produced a grade of newsprint equal or superior to imported grades.

Having established thoroughly the practicability of using southern pine to supply the whole of the American paper pulp market, Garvan says: "During the last four years the imports of wood paper and paper base stocks into the United States have amounted to an average of over $170,000,000 a year.

"This amount goes abroad and is lost to our national economy each year, and what we get for it is used and goes down the sewer. This amount is roughly, 70 per cent of our yearly consumption.

"This $170,000,000 a year, if spent here, would revolve and again be spent ten times, so $1,700,000,000 worth of business each year is lost to the economy of our country."

Garvan makes plain the urgent need for legislation to protect this latent industrial development in the South. In

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Garvan makes plain the urgent need for legislation to protect this latent industrial development in the South. In carrying on his campaign for recognition of the development he conducted a correspondence with New Deal officials in the Department of Agriculture, in which that department in effect declined to make recommendations favoring legislation to protect domestic paper manufacturers. Mordecai Ezekiel, economist, declined to consider Garvan's proposals for an economically self-contained America.

Garvan makes an ominous prediction—one all the more ominous because it is backed by cold fact. Unless the federal government takes definite steps to encourage such young industries, he says, "Tomorrow 100% of our consumption will be necessarily imported from Canada, Sweden, Norway and Germany. Day after tomorrow these four countries will form a cartel and dictate to us, to our school book publishers, to all users, our price of white paper, and will thus control their margin of profit. What will then become of our boasted freedom of the press, on which all our liberties depended?"

There is much here worth pondering. Decidedly no country can hope for supremacy for its own products within its own borders if its government persists in the economic policy which Francis Garvan has aptly called "Birth Control of New American Industries."

RUBINOW

(Continued From Page 9)

inception of what our politicians call the New Deal. I draw this conclusion because I am thoroughly aware that he has the right to speak authoritatively. I believe that everyone who professes an interest in the outcome of the present social program should know, if he does not already, of Dr. Rubinow's distinguished qualifications, though I do not believe that Dr. Rubinow has any desire to be the subject of such an article as would be appropriate for those national magazines which feature the "success stories" of Americans. I do not wish to speak of Dr. Rubinow as "the Russian boy who made good in the New World," or anything so obviously theatrical as that. I do wish to speak of him as a social scientist who merits citation for distinguished service in the arts of peace.

Rubinow was born in Grodno, Russia, in 1875. Grodno is in the territory since ceded to Poland. He came to America when he was eighteen and two years after his arrival he graduated from Columbia University. He later received his Ph. D. from Columbia.

After his graduation from the university, Dr. Rubinow worked with both the New York City and State governments. Later, at Washington, he had important connections with the United States Civil Service Commission and the Departments of Agriculture, Labor and Commerce. During the World War, Dr. Rubinow was called to the Federal Trade Commission. From 1919 to 1922 he was in charge of the Hadassah Medical Organization in Palestine. He was executive director of the Philadelphia Jewish Welfare Society from 1924 to 1928.

In 1929 Dr. Rubinow was called to his present post as executive secretary of the international Jewish fraternity, B'nai B'rith, with headquarters in Cincinnati. Part of his work is the managing editorship of the B'nai B'rith Magazine, the monthly publication of the society.

This then is the bare outline of Dr. Rubinow's career, the factual bones of his work. It tells nothing of the human elements in his career, the humanitarianism whose richness marks him as one of the great Americans of our time.

Dr. Rubinow has always been, in the first place, the biggest single factor behind social insurance propaganda and legislation in this country. His belief in the imperative necessity for social insurance is based on many years of practical insurance experience as an actuary. For six years he was actuary and chief statistician for one of the country's largest casualty companies. He was chairman of the rate-making committee which was responsible for workmen's compensation rates since adopted by almost every state in the Union. He served as a consulting actuary in California, Nevada, Kentucky and Utah. In 1931 he was appointed to the Ohio Commission on Unemployment Insurance.

It is therefore evident that Dr. Rubinow is thoroughly conversant with every phase of modern industrial insurance and old age pensions. He is esteemed throughout the English-speaking world as that rare figure, **a practicing** sociologist, with rates and actuarial tables to back up his advocacy of these social measures. He has expressed his ideas on the subject in

(Continued on Page 16)

FEDERAL LAW-ENFORCEMENT A DEPRESSION NEED

The operation of federal prosecution of crime is strictly a depression-caused excrescence. Need for it is politically unsound and socially sound. It came either from the depression itself or from common causes with the depression, and it is likely to increase rather than disappear.

"Leave It to Uncle Sam"

Al Capone stayed mostly out of jail until federal income tax activities locked him up. Dillinger broke out or whittled out and did not reach the end of his trail until a federal officer caught up with him under Uncle Sam's auspices. This may be a distorted and exaggerated interpretation of Uncle Sam's function. If so, it is "politically unsound." But the aroused citizenry wanted Dillinger and Capone laid low, and justly so. It is therefore "socially sound."

The "shades of Washington and Jefferson" (than which no shades have been oftener drawn down) might object to this relinquishment of states' rights. Or they might not. Washington and Jefferson are not visibly here to say. But people generally are not so sensitive about states' rights as they are about kidnapings and extortions, as "big business."

The political speaker of today cannot frighten his hearers as they were frightened half a century ago, by prophesying the weakening of states' rights. They are interested in the relative abilities of state and nation to catch the culprit, to convict him speedily and to lock him up where he will stay. If federal men can catch him; if federal legal staffs can convict him; if federal prisons can hold him, then today's citizen favors the federal activity.

Uncle Sam's Own Institutions

There are seventeen federal penal institutions in continental United States. Their management and records have made them models for state and municipal establishments throughout the country. No wonder we are looking more and more to Washington to solve the problem of crime.

These institutions are regularly under the critical eye of federal inspectors. These inspectors rate them in the following system of classifications: building and equipment, employment and industry, personal hygiene, personnel, administration and discipline, medical service, hospital facilities, rehabilitation of prisoners and religious instruction. On this basis the individual institution is given a percentage rating, and many of these prisons receive ratings of 95 and 100 per cent.

One of the most efficiently conducted of these institutions is the Federal Prison Camp at Dupont, Washington. The camp is under the direction of the United States Department of Justice, as are all of these institutions. Here are held prisoners who have been sentenced for breaking federal statutes. The camp is ably directed by Eugene B. Heister, Acting Superintendent. Heister's work in improving the standing and conditions of his institution is well-known among penal experts. To Washington many a local prison may well look as a model of operation free from graft and political influence.

That, indeed, is perhaps the most outstanding superiority of federal penal establishments: their freedom from political or other pressure, their feeling of responsibility to the nation.

(Continued From Page 15)

books which have become standard college texts. His latest book, published in June, "The Quest for Security," deals with government responsibility for industrial hazards.

Dr. Rubinow has brought his 1934-style social ideals to the attention of students and social workers in his terms of teaching at the New York School of Social Work, and the School of Social Service Administration of the University of Chicago. He has pushed his advocacy of practical social legislation in many articles on the subject in national magazines. He is an active social journalist: from 1911 to 1916 he was contributing editor of the Survey, and he edited the Jewish Social Service Quarterly between 1925 and 1928.

So it is not at all without good reason that I have seen social workers' faces light up when I have mentioned Dr. Rubinow's name. He has earned a Name indeed, both as a sociologist and as a technical insurance authority. And the unusual characteristic of his contribution is that it will not bear full fruit until the time of our grandchildren.

I think I have thoroughly justified my contention that Dr. Rubinow's utterances are well worth a hearing.

EXCELLENT RELIEF PROGRAM IN MORGAN COUNTY, OHIO

In a recent issue The American Economist published the story of the exceptional emergency relief work which Director Henry Corradini has been conducting in Meigs County, Ohio. Publication of that article has brought us communications concerning the work which other counties in the state are doing.

Splendid work is under way also in Morgan County, whose seat is McConnelsville, in the southeastern part of the state. Under the able leadership of Director C. B. Lindimore, Morgan County is carrying on the fight against poverty and unemployment through several relief projects which might well serve as models for other localities. Describing this work, Director Lindimore says: "By the close co-operation of the county surveyor, the ERA project engineer and the county commissioners, the project for "Quarrying, Crushing and Spreading Limestone on County Roads" has become our most successful project. We have quarried, crushed and spread limestone on the county roads at a total cost of $1.67 per cubic yard. Mr. N. B. Wittman, assistant district engineer for this district, informs us that this is a record for this district and that he believes this to be a state record.

"Our other projects are for a "Survey of Rivers and Collection of Stream-flow Records" under the direction of the Department of the Interior and a "Sanitation Project" under state supervision. . . . In budgeting the families consideration is given to the standards of living during normal times. Also almost all of the families on relief have gardens and this is a great help."

Director Lindimore and his colleagues are doing splendid work when one considers the magnitude of their problems and the comparatively limited resources available to them financially. They deserve congratulation.

LUTZ OF INDIANA
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Crime, both organized and unorganized, has increased so rapidly in this country in the space of a few short years as to assume, almost overnight, the proportions of a major national problem. Conflicting theories have been advanced to account for the mushroom-like growth of this parasite which has fastened itself so tenaciously to the body of the Americal social order. In final analysis, no doubt, blame might properly be traced to a complication of causes. However, disregarding the question of causation, we are brought face to face with the shocking truth that our legal, judicial and penal systems are grossly inadequate to cope with this new national menace. Realization of this fact slowly but surely is penetrating to our state and national consciousness.

The social order and the commission of crimes against society have always been co-existent; neither antedates the other. It follows that crime and the necessity for a criminal code of law have existed in America and in the several states from the dates of their respective origins. Likewise does it follow that the criminal code represents probably the earliest branch of statutory law enacted by our Federal and state governments. Unfortunately, in too many instances, this
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LUTZ OF INDIANA IS TODAY'S AGGRESSIVE CRIMINOLOGIST

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Philip Lutz, Jr.

An exemplary leader in the movement for a renovation and modernization of criminal law and procedure is Philip Lutz, Jr., Attorney General of Indiana. Personal experiences gained through his participation in the hunt for the Dillinger gang, the return from Arizona of the Dillinger henchmen, Clark, Makley and Pierpont, and their subsequent conviction in Ohio for the slaying of Sheriff Jess Sarber, as well as the difficulties encountered by his office in meeting technical allegations of error presented in all criminal appeals taken in his state, have convinced him of the necessity of an immediate and sweeping reform in criminal law and procedure if the forces of law and order are to cope successfully with the menacing tide of lawlessness.

In launching an aggressive campaign for improvements in the criminal code of his own State, General Lutz has joined step with other criminologists who are leaders of thought in their profession, all of whom realize that the problem is of national scope, and one which requires the closest of co-operation between the respective states and the Federal government. The fearless leadership of these men merits the active support of American business men and the public in general. It is only by forming a united front that we can obtain the legislation necessary to restore the supremacy of law and order, and to restore our self respect as American citizens.

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According to State Bank Commissioner W. J. Barnett of Oklahoma, it cannot be said that Oklahoma bankers have not kept faith.

In a recent address before the Oklahoma Bankers Association's 18th annual convention at Tulsa, Commissioner Barnett made it very plain that he was more than satisfied with the present sound condition of the banks in his state.

He remarked that the state banks had passed through the financial crisis under unusual circumstances. Due to existing laws it was and is impossible for state banks to apply for federal aid. The present statutes provide that it shall be unlawful for domestic corporations to issue preferred stock or to execute capital notes. This leaves the state banks in about the same shape as Robinson Crusoe. They must resort to their individual resources, and that is exactly what they have done. The result is even more enviable than for banks of other states which had not received government aid.

When the banking holiday was declared March 1, 1933, under executive order of Governor Murray of Oklahoma, there were 225 state banks operating in Oklahoma without restrictions. In addition there were 15 trust companies and 19 state banks operating under a moratorium.

After the banking holiday ended on March 15, 1933, the following conditions prevailed regarding these institutions: There were 163 state banks and trust companies operating unrestricted and 96 under restrictions.

(Continued on Page 24)

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We believe that business men as a class are severely handicapped by their habits of thought. They think in a rut. They see trade practices only under certain labels: "orthodox" or "unorthodox", "radical" or "reactionary", "far-sighted" or "visionary."

We believe that business would progress more easily if freed from traditional habits of thought.

In considering trade principles and practices, the object of this publication is to uphold with vigor what it considers good and to condemn persistently what it considers bad, having no regard to the labels attached to them. Its policy is to ignore conventions and labels and to present plain facts and frank opinions.

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THE FIRST THIN LINES OF STEEL

(Continued From Page 4)

the courts and who dared write when sending word would have as well sufficed. He pictures (writing in 1885) the scene in which Collis P. Huntington wrote his famous "convinced" letters: "This one must be convinced," "That one has been convinced." "Another one will not long stay convinced unless Tom Scott gets to him with another wad of money," and finally the tragic: "The enemy has convinced him better than we could convince him."

Hadley referred to the times around 1880 when the final doom of our inland navigation was being sealed and laid away in mothballs for the advent of the World War. What had led up to this? Where did the new giants of the steel gain the strength with which they blasted river craft out of existence in the most important watershed on the face of the globe? Chiefly from land grants and federal cash.

The Illinois Central was the first land grant railroad. In 1850 from Uncle Sam, through individual states, that road received an endowment such as Yale itself would be proud to foster. When the Civil War presented further railroad construction, land grants did not stop, but rapidly increased, as both armies sought the easy transportation which rails afforded, and urged contractors to greater efforts in providing avenues for troops and supplies.

In the North, all lines were consolidated for the duration of the war to bring fodder and equipment to the fighting arms. The Union Pacific, under this pressure, received the equivalent of $25,000 a mile in cash, plus 30 million acres of land. No sooner was its line completed than a southern route crossed Texas for the Pacific. The close of the war saw North and South validating wartime subsidies, increasing them, proposing and financing with federal money a third, fourth and fifth transcontinental. In the fifteen years 1865-1879, fifty thousand miles of new rails were laid in the United States. The next three years doubled that average, with nearly ten thousand miles a year.

Building Railroads for Blackmail

Hadley says: "Not more than a third of these were justified by existing business. Some were built to increase the power of existing systems; some to put money into the hands of builders (not owners); some to sell as blackmail schemes, to other railroads."

Hadley hardly needs mention "owners" in his history. The railroad owner is as negligible as the dummy fourth at bridge. He has a transient interest in an engaging stock certificate, pending the recurrent bankruptcy.

"To make money," says Hadley, "out of the building of a railroad, it was only necessary to subscribe the small sum required for obtaining a charter with the right to issue first mortgage bonds. The original subscribers would then have at their disposal whatever funds the bondholders might furnish. They could then organize as a construction company and contract to **pay themselves** a high price for building the road."

Hadley comments on the fate of the railroad stockholder in such a deal. In 1876-1880, nearly a quarter, he says, of the total United States railroad mileage was foreclosed or reorganized.

It is interesting, in 1934, to note the various sources from which the money came to build the railroad empire. For in 1934 we have passed through a depression in which many assets have mysteriously disappeared; in which Uncle Sam has been once more called in as the emergency country doctor; in which an autopsy was contemplated on the defunct body of our national wealth and in which rugged individualism went riding in autumnal colors to a Fall. From what source did the railroads gain their assets that they should today plead for their widows and their orphans, their insurance policyholders, their passengers and their tax receipts; that they should point at the history of river subsidies and should compute interest upon an investment in navigation since the birth of man, as if they themselves were something commercially clean and integrally sound?

First, from cash and land voted by Washington as a gift to give them being. These gifts started in 1850, 84 years ago.

Second, from stock subscriptions by the public. Hadley testifies that one-fourth of this wealth was wiped out in a single period of five years through foreclosure and reorganization.

Third, through sale of bonds to the public, based upon "property" which many times the "corporations" had not yet acquired or which was acquired through gift.

Fourth, through profits in the construction of their own lines. Hadley has sketched this in part. History gives another angle, wherein the railroad which carried on new construction **charged itself** high freights on the supplies and equipment with which it did the construction work, and thus showed high "revenue" from freights, and a bloated "cost of new construction."

A Nuisance Value Sale

Fifth, through sales of new lines, sales of new charters, sales of land grants, in the "blackmail schemes" which Hadley truly labels, whereby new roads were mapped out simply to be sold to other railroads with which they were intended to conflict. These sales, of course, were paid for by the stockholders of the blackmailed lines, and came back to the public for absorption.

Sixth, through bonus, subscription and subsidy from the communities through which they were to pass.

The two railroads of Canada (for she has but two, and her government has created both by gift) are examples of this form of bonus:

Portage La Prairie is today a Manitoba town of 6,500 souls. It was once so unlucky as to be the residence of a Dominion figure; the leader of His Majesty's Loyal Opposition at Ottawa. Therefore, when the Canadian Pacific Railroad was being rushed through to hold the Pacific to Great Britain, its line carefully passed miles to the north of the opposition leader's habitat. But there was a change of government in the Dominion, the opposition came into power before the rails were laid, a quick detour was planned and today's tourists are swerved from their westbound course and swung southward into Portage La Prairie in deference to that hasty change in survey. So much for the Canadian Pacific, which the government gave, but does not own.

There is another vast system across Canada: the Canadian National. It embraces several skeletons which capitalists erected, and from which they carefully ate away the meat before they turned the leavings to the Dominion. Chief of these skeletons is the one-time Canadian Northern. The Canadian Northern was built by "the boys," Bill and Dan, better and less favorably known as McKenzie and Mann, of North America, London and way stations.

From London, with their stock books well inscribed, came McKenzie and Mann to build the Canadian Northern. At Ottawa they received gifts, loans, grants and guarantees from the Dominion government of Canada. This on top of stock subscriptions from the credulous of England. But Canada has nine provinces, just as our Union has 48 states. So to the capital of each went Bill and Dan, sweeping in further gifts, loans, grants and guarantees. When steel finally was laid, ten governments of Canada had subscribed, had guaranteed bonds, had made gifts, had lent vast sums, for the building of that railway for which London had originally paid its pounds sterling. And in the end, when there was no more territory to exploit, the whole topheavy system came back to the taxpayers to maintain. If it eventually proved or will prove solvent, it is because the people still pay for the pleasant boyish pastimes of Bill and Dan. Such are the bonus, the subscription and the subsidy from communities hungry for steel.

Seventh, through their own distress, and the plea that "national emergencies" exist.

Less Than 3/1000

Every war, every major flood or pestilence, is an example of this. Our

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(Continued From Page 4)

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Seventh, through their own distress, and the plea that "national emergencies" exist.

Less Than 3/1000

Every war, every major flood or pestilence, is an example of this. Our national press some time ago, was alive with the news that the railroads of America had donated forty million dollars to the Red Cross. What were the facts behind this release? Of course, with a face value of fifteen billion dollars, forty million is less than three one-thousandths of their capital, and might be deemed "trifling" as a national donation to a national crisis, but what were the circumstances?

Uncle Sam, it seemed, had donated pork, cotton, wheat and other necessities, to the stricken of our nation. The Red Cross was to fabricate and distribute these enormous stocks of merchandise. The freight, alone, on this bulk, would come, in a long period of years, to eighty million dollars.

As the railroads were to transport these supplies at half rates, that transportation would some time constitute a "donation" of forty million dollars to the national cause! Of course the railroads fight as hard for government freight which goes always at half rates, as they do for any item in their tariffs. Though there are some roads that can be compelled to give half rates because of land grant history, and some which cannot be so compelled, all of them are willing and eager for half-rate traffic, as much of it as may be had, in a purely business transaction. But their boasted forty million dollar donation overlooked the fact that railroads were themselves "poor", were themselves "unemployed", were themselves "bankrupt" or "improvident" or "unthrifty", were themselves both "cyclical unemployed" and "technological unemployed" as much as the "social cases" whom the Red Cross sought to benefit. Through the national distress, through the plea of an emergency, the railroads at one stroke increased their own revenues, and made a newspaper donation of forty million dollars of charity.

When war conditions bear heavily upon rail profits, upon inefficient rail methods, their presidents go to Washington and lay the basket of eggs upon the White House steps. As the emergency ends, they reclaim the hatched chicks and instill in them the worthy principles of rugged individualism, politely asking Uncle Sam to leave them alone in peace; since government should not interfere with business!

With these seven sources of revenue, can railroad corporations claim any capital which they have not derived from the people of America? Can they claim any origin other than that of national gift and national need? Can they show any independence from the streams of national existence, ask any indulgence from the needs, the commands of that people and that nation?

A century ago there were not, in all America, one thousand miles of track. In 1835, to be exact, the longest line, the B. & O. had 135 miles. The whole state of Pennsylvania had 200 miles, the whole nation less than eight hundred. Fifty years later all, or almost all, of the expansion work was finished. The railroads felt they should control the arteries of the nation, should throttle America where its pulse was strongest, should own legislatures, barter in votes, handle governments in bundles, by the dozen like bananas. The salaries of railroad officers had reached a total of four times that of all federal and state officials combined.

Ready for Corruption

"In New York, the Hepburn Committee brought to light abuses enough*."

At Washington, January 27, 1880, President McGowan of the Reading, testified before the Committee on Commerce, of the House:

"I have heard counsel of the Pennsylvania Railroad stand at the bar of the Supreme Court of the United States **and threaten that Court with the displeasures of his clients if it decided against them,** and all the blood in my body tingled with shame."

Hadley, of Yale, writing in October, 1885, said:

"When passes are given as a matter of favoritism it is bad enough. When they are given as a means of influencing legislation it is far worse. Yet this last form of corruption has become so universal that people cease to regard it as corrupt."

The New York Times, March 25, 1882, reported bribery in Ohio, to secure state legislation giving canal properties over to railways for their use.

Jay Gould testified freely, even proudly, before an investigating committee, that he went down into the constituencies of state legislators:

"When I am in a Republican constituency I am a Republican. When I am in Democratic territory, I am a Democrat. When I am on doubtful soil, I am doubtful. But I never forget that I am an Erie man."

C. P. Huntington wrote: "I enclose Tom Scott's bill as **amended by me.**" He it was who made famous the verb "convince." Convincing was done with money, and resulted in votes on the floors of state legislatures.

In New Jersey a member was approached with a "mathematical problem" which the lobbyist wanted solved:

"Your vote is to 72 as $500 is to your answer." The member held out for $1,000, secured a compromise offer: $500 was to be left in his room, and the other $500 was to be paid after the bill passed. The $500 was delivered and the member exposed the whole plot. Though the bill fell through, prosecution was never successful.

The Treasurer of the New York Central testified to the expenditure of $205,000 in two years for bribery.

"How was this handled?" he was asked. He replied that the money was turned over to the President and no account was rendered.

Q. "To what was the money charged?"

A. "To the Treasurer's Office. The charge still stands to the Treasurer's

*THE ARENA, January, 1904.

Office. But the transfer by the Treasurer's Office to the President was approved by vote of the Board of Directors."

He added as an afterthought that for another year the amount was only $60,000!

A legislative committee in New York in 1873 reported:

"Managers of the Erie spent large sums to control elections and influence legislation." They needn't have minced matters. Jay Gould of the Erie boasted of the fact. He was not of the breed of frightened underlings, of the stamp of common man that needs to fear "writing," that must instead "send word." He testified; he wrote; he admitted; he boasted, "always an Erie man," of what the legislative committee ponderously hedged about.

Campaign Contributions

Besides passes, besides open bribes, there were the quasi-legal means of campaign contributions. An honest candidate seeks office. Being honest, he has, perforce remained poor. His campaign must be financed by his friends. To that campaign other honest men contribute. This is the ostensible reason for campaign contributions. The railroads seized upon it avidly, turned it to their uses, employed it to swing legislative projects where open bribery was not indicated.

Once elected, the candidate was the servant of his sponsors. His words upon the floor of the house were as carefully dictated, as openly subsidized, as the words of the tooth paste announcer upon the radio.

Beyond campaign contributions, the rails had other means. They named as their counsel in important litigation, attorneys who had been or who were scheduled to be important figures in governmental affairs. Yesterday's judge and tomorrow's judge pleaded cases before today's judge who was their brother under the robe.

Also there were special rates; the "pass" system of the passenger lines, transferred to the freight department. Express and freight shipments went free or at gross reductions for the favored legislator and for his favored friends.

Finally there were market tips. Frequent and wide manipulations of rail securities gave a multitude of chances to make money. A tip is an easy thing to pass. One does not write. One sends word. More recently, one telephones.

"Buy Trans-Rocky at ¾. It is going to 74¾ in six months." When the recipient of such a tip has closed out with his broker, nobody has his signature but Trans-Rocky has his soul, his vote. Such was the source of the "Tom Scott's Bill, as amended by me" of which Huntington wrote.

Jess Hardesty wrote, in 1899, "The Mother of Trusts." He placed the face value of the railroads at the turn of this century. at twelve billion, consisting of seven billion dollars of water and a true value between four billion reproduction value and 5,185 million cost. Already the expense for executive salaries had quadrupled that of state and federal officialdom. Already the rails had received 197 million acres of land grants, much of which they had sold between $4 and $30 an acre to the public from whom it was a gift.

Taking these figures as fairly conservative, omitting the duplications which would make the "face value" of twelve billion dollars only a small part of the actual cash poured into stock and bond purchases by citizens or poured out by governments in gifts, twelve billion was a fraction of the cost which the "owners" of the rails had paid, and on which the passenger and the shipper must show a profit if the banks and insurance companies of the nation were to collect dividends.

What were these dividends to be? One per cent on twelve billion would have been $120,000,000 a year. In what year have all the railroads of the nation paid a total dividend of that size? And over half of even this one per cent must be paid upon admitted "water."

Other means of profits must be discovered. Not only must the weaker roads be wiped out through bankruptcy, but competing forms of transportation must be driven from the face of the earth. The answer was tariff war.

That war began in 1869, because in 1869 the New York Central and the Pennsylvania had finally penetrated to Chicago and were hungry for blood. In that year Chicago-New York freight rates declined over half. In the next year or two the B. & O. and the Grand Trunk also reached Chicago and started sympathetic rate-cutting. The Erie, being bankrupt, had little to lose, and joined in, even led, the fight. By 1876 the canals had completely lost all traffic worth fighting for, which was an immediate blow to New York City, then dependent upon its canal traffic for much of its prestige.

With New York City in, the fight became a battle between cities, Philadelphia and other Atlantic ports entering against New York in a struggle for ocean tonnage. By '77 these cities realized that some form of combination was necessary. Though they did not regret the fate of the canals and of the Mississippi navigation, they felt keenly the loss on ocean freights which ruinous competition had caused. "Pools" were formed, and a semblance of order came into the rate structure. Roads ceased the destruction of each other, not out of consideration for the public which owned them all, or for the governments whose gifts had created them all, but in deference to the Atlantic ports which coerced them into fair behavior to salvage the European freight haul.

In these pools the coal roads first became prominent. Rails then dared to operate coal mines, an abuse which stank to the skies and which has long since died of its own putrefaction. As such miners the roads combined in "pools." They laid down terms to mine owners which promptly strangled hundreds of independent mines, under conditions which even the writers of that day described as "rigorous" and "drastic." By 1881 the Mississippi River had felt the benefits of pool rates; had been able, given half a chance, again to live and function. The barge lines boomed. The rails, in other words, had returned to a fair charge, or nearly a fair charge, for their services, and of course river navigation flourished under these fair conditions.

The Hepburn Committee

But the public was awakened to the abuses which had surrounded railroad practice in the recent past. The famed "Hepburn Committee" in New York State started a sweeping investigation of "abuses" and found "enough." The report of that committee is a classic document of railroad history, and contains more sworn allegations of corruption than even the most libelously inclined could conceive out of his most brittle imaginings.

Its taste for investigation satiated, the public sank into the old stupor, the railroads were allowed to resume, and a rate war started in 1884 which returned the Mississippi River to its primeval function as a carrier of silt and a denominator of the boundary lines of land, the silent recipient of the confidences of gulls and the voiceless grave of the hopes of river navigators, vast numbers of whom found literal burial in its waters.

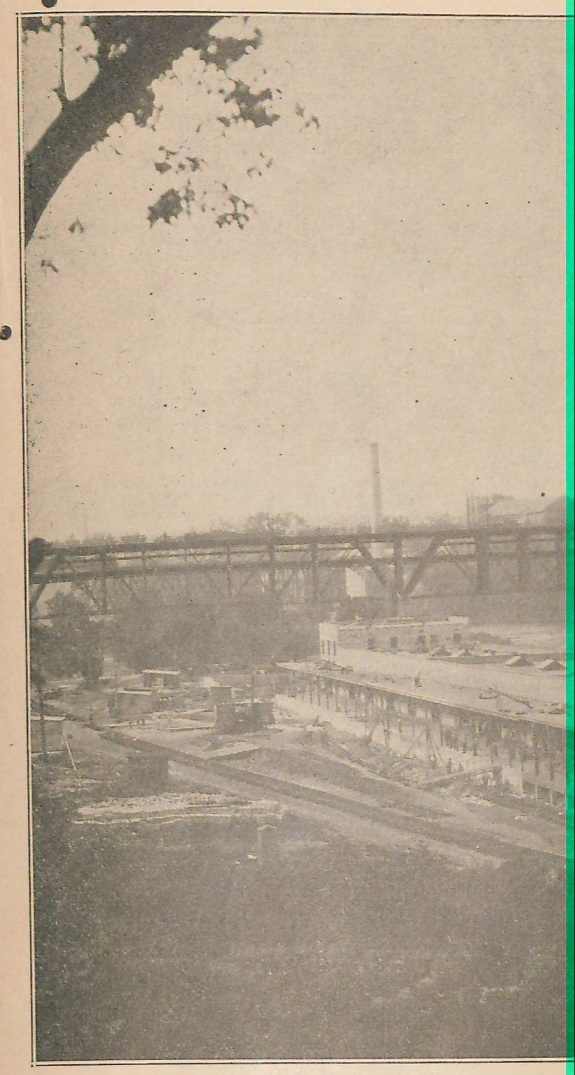
Huntington wrote: "The Texas Pacific seems to own almost everyone in the whole country." But the Texas Pacific did not own the Mississippi; nobody owned the Mississippi. Nobody wanted it. It had become as barren of navigation as an asphalt lake; its smoke was the smoke of the Illinois Central; its traffic was the car ferry; its hope lay alone in heaven, whose image was reflected in its nut brown bosom without hindrance of any turgid paddle wheel.

"The law is for the moral conduct of man." Man had dominated the law in the chambers where laws are made. The river must not look to the law for mercy. Let the river look instead to heaven. For even the law recognizes heaven; states that the inexplicable, the stupendous, the unforeseen is an "Act of God."

Saved by an Act of God

Well, then, only an Act of God could save the navigation of the Mississippi for the children of man.

It was a quarter of a century before that Act of God came to pass. When it did come, so feebly did men recognize it that panics ensued, stock exchanges closed, money tightened in America's banks. It was the World War, the Great War, the Armageddon. Because a season of feverish boom was at hand, the stock traders and wise men of the East assumed to see a panic. When the



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How the rails failed even to grasp the opportunities of prosperity; failed to haul the rich cargoes of boom times; failed to measure up to the feverish stride of a nation in a life-and-death struggle; and how that failure threw once more the basket on Uncle Sam's doorstep, is material for a later history than "The First Thin Lines of Steel." But it is indeed a part of History of Transportation.

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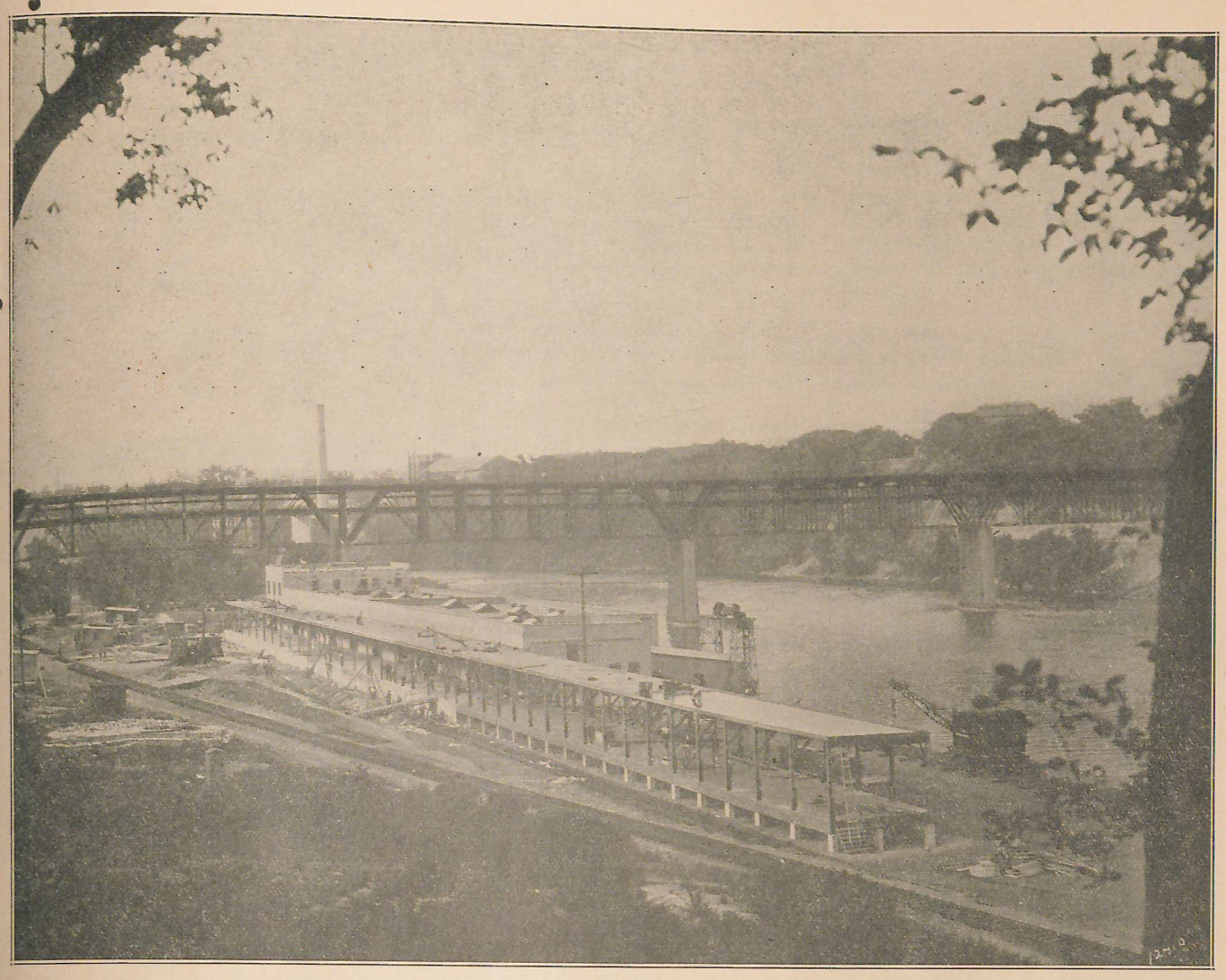

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true nature of that war was in a few weeks revealed, the rails emerged as gilt-edged war babies of America. Any rail share was a bonanza. The Act of God was a golden act, and every stockholder was a potential millionaire.

How the rails failed even to grasp the opportunities of prosperity; failed to haul the rich cargoes of boom times; failed to measure up to the feverish stride of a nation in a life-and-death struggle; and how that failure threw once more the basket on Uncle Sam's doorstep, is material for a later history than "The First Thin Lines of Steel." But it is indeed a part of History of Transportation.

Nourished with gifts, subsidies, donations, guarantees and endowments from the people of 48 growing states; consuming this substance in an unintelligent and internecine war, captalizing on panics through the handy gateway of bankruptcies and failing utterly to capitalize on booms; these railroads today question the right of those states and that people to endow any other form of motive power to move their goods, to patronize any other routings for their chattels or their children, than the exploiters, the disdainful "owners" of the country, whose abuses for 84 years have shown alike a contempt for the charity which gave them being, and a blind and stubborn ignorance of the destiny which might be theirs.

Fed on donations, nurtured on the long suffering and patient forebearance of a docile people, they question the right of that people to own or operate a railroad, a boat or a motor vehicle. Selecting always the poorest and weakest of their competitors, as once they selected the canal; as now they select the motor truck; they say:

"We would rather give it to **them** than let our strong competitors have it."

Kill the Strong Competitor

It is an admission that the waters are a strong competitor, that today the railroads divert contested traffic from them to trucks. Trucks they disdain but do not fear. The river boats are once more formidable, and must be destroyed. When, in the due course of human growth, the trucks enlarge their wheelbase to a formidable measure, again blindly the rails will seek to throw away what they cannot seize for themselves, rather than let the trucks secure it.

Having been nourished without ceasing by an endless chain of bankruptcies, the railroad obligarchy, still forgetful of its "ownership", will still petulantly scold at the solvencies of any of its competitors. Having turned

all the forces of nature to its own blundering account, it will cry "natural advantages" to such water or such petroleum as can vie with it for livelihood. Though the share be 135/1000 of one per cent, if that share be manfully taken in fair combat, the oligarchy of steel will combat it in the courts and in the parliaments.

What a dismal moment, when the court and the parliament are deaf save to the owners of those shares; and blind save to the fairness of the combat; are silent save to record the overwhelming vote of popular will!

For at that moment the rail obligarchy must "educate", instead of lawyers, courts and lawmakers, the people themselves. And it is rather difficult to "convince" the people themselves with money. There are so many of them to bribe.

ATLANTIC DEEPER WATERWAYS AT FULL TIDE IN 1934

J. Hampton Moore's Leadership Has Brought 27-Year Project to Fruition.

For twenty-seven years the dream of an intracostal waterway has spurred on the efforts of the Atlantic Deeper Waterways Association to bring its project to the attention of the federal government and the nation at large. Political, industrial, and educational leaders from all the states of the Atlantic seaboard are members of this aggressive association, and now, more than ever before, the fruits of all its long years of effort are appearing in the form of lower transportation costs and increased industrial activity wherever its program has been carried out.

As an outstanding example of what a well-managed, efficiently organized group of civic leaders may accomplish, the Atlantic Deeper Waterways Association is important to industrial leaders throughout the United States. Despite the fact that, until the last year or two, congress has been cold to their pleas for federal assistance, these men have boldly pressed forward with their plan to build for the future of the Atlantic seacoast region. Under the leadership of J. Hampton Moore, their aggressive president, the members of the Association have never lost faith in the ultimate success of their endeavor.

When the Association was organized in 1907, there was not one publicly owned canal along the entire Atlantic coastal region. What few canals there were were inadequate and charged exorbitant tolls. In its purpose of building a continuous intracostal waterway from Boston to Florida it had little encouragement aside from the fact that many of the sounds and bays along the ragged Atlantic coast could be utilized as waterways without any additional work on them. Since that time congress has approved every one of the seven canals necessary to connect these bays, and with one important exception they are all under construction or already completed.

Twenty-five years ago public opinion was hostile to, or at least static to, the proposal of these canals. Except for a few men of foresight, the public believed that it was a vision that would never be consummated, but today the reality is there to convince the doubters. The advantage to commerce and industry is rapidly making itself felt in every state of the chain, and the members of the Association find their reward in the increased prosperity of their native states and in the satisfaction of a good work, well done.

But the final goal of the Association has not yet been reached. As yet there is no waterway across New Jersey and Congress has taken no measures to provide one. This cuts the New England States off from the rest of the Atlantic states quite as effectively as did Howe's army during the American Revolution. Until an adequate canal be built across New Jersey the ultimate aim of the Association is defeated, and at the same time the people of New Jersey are denied their share of the benefits that the waterways have already brought to the other states. In the interests of industry throughout the entire region we hope that New Jersey is soon spanned by a canal worthy of her economic and geographical position.

To the business men and industrialists of these fortunate Atlantic states we recommend the support of the Deeper Waterways Association as the organization that has one of the best opportunities to restore that prosperity which they once knew. The unselfish, public-spirited men that have been working for twenty-seven years toward the consummation of this project are of sufficient standing and foresight to assure anyone that it is not only worthy, but of the utmost importance. President Moore and his fellow officers have done a great work, and the gratitude of each seaboard state is certainly due them.

OIL INDUSTRY APPRECIATES VALUE OF AIR TRANSPORT IN MIDWEST

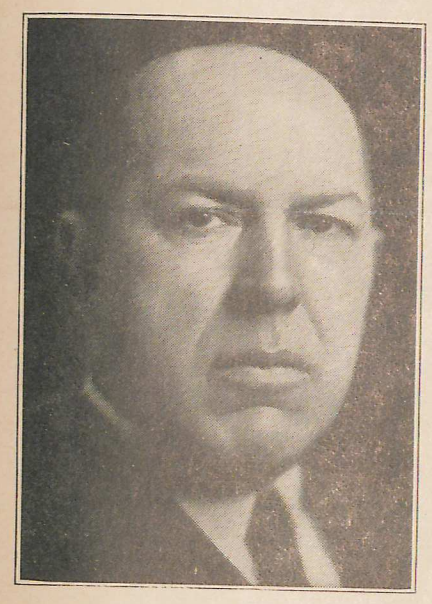
By F. J. Roberts

It is obviously a waste of time to speculate, from observation of current trends, as to what phase recovery is now in. We must take as our criterion some entity which is less subject to contradictions. And that criterion is—progress.

The amazingly rapid progress of our nation in the last century, is a subject of wonder to the entire world, and is excellently feted at the Century of Progress in Chicago.

As a typical example of progress, we consider El Dorado, Kansas, where but a short way northeast of the town we find FERA men actively employed in the construction of a new airport. When this airport was first started, the work went on at a slow rate, because of lack of equipment. But this difficulty was overcome when the town procured a cash allotment for the rental of the needed equipment.

It was strategy on the part of the town to start work on the airport, since it is now "designated by the government as a control point for the Flint Hills area, is being constructed with Public Works money and for the present will serve as an emergency landing field for the transport companies operating the mail and passenger route between Wichita, Kansas, and Kansas



W. G. Skelly, President, Skelly Oil Company, which showed the appreciation of the Oil Industry for Air Transport by Arranging the Lease for El Dorado Airport.

City, Missouri." The Skelly Oil Company, whose refinery is located there, secured for the town a five year lease on the airport site, thus insuring its share of the benefit to be derived, and El Dorado is grateful to the company.

The example of progress is plain, for any improvement or change for the better indicates progress. El Dorado progresses, because it has improved itself to the extent of acquiring an airport. And, since El Dorado, which is progressing, is typical of most towns and cities of this country, we may infer that this country is still progressing. Thus, since progress is unknowable during strict depression, we can conclude that this nation is well on the road to recovery.

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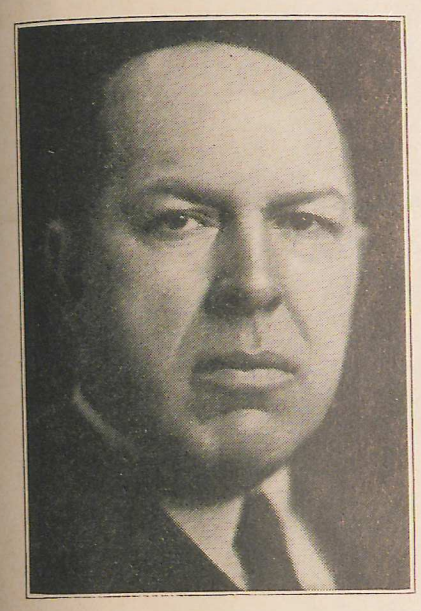

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HIGHWAY FREIGHT CARRIERS ADOPT MECHANICAL REFRIGERATION

Central Motor Freight Lines Adds to Its Mid-Western Fleet One of Few Refrigerated Trucks of Its Kind in Country

By H. B. Vess

A middle western state reported recently that truck lines operating into the state carried more less-than-carload freight than all the railroads operating into the same state. And the state is one particularly well furnished with rail lines and facilities. It has, too, complete and certain records of freight moving into the state by both truck and railroad.

Ignored by the railroads when they first began to flash along the highways little more than a dozen years ago, looked upon as a temporary thing, economically unsound and not to be regarded seriously as competitors, the motor freight carriers have steadily improved their equipment and methods of operation and extended their fields until in the hauling of merchandise especially they seem likely to take the show. Certainly the railroads have so far offered nothing comparable to truck service in convenience, flexibility and speed.

Even in the handling of fresh fruits and vegetables and other perishable commodities, long handled by the rail lines in refrigerator cars, the trucks are proving themselves formidable competitors. Mechanically refrigerated units are moving from producing areas to consuming markets the products of farm and orchard and delivering them fresh and sweet. They are doing it quickly and economically.

Nowhere in the Middle West does the farm come closer to the market than in the area north of the Ohio and east of the Mississippi rivers. Great commercial and industrial centers lie within easy reach over hard, smooth highways of farms, orchards and dairies. Within this area highway carriers such as the Central Motor Freight Lines, of Columbus, Ohio, are operating swift-moving fleets of trucks which literally place the producer next door to the consumer.

The Central Motor Freight Lines—to illustrate the progressive tendencies of the modern highway carrier—operates a fleet of ten powerful trucks, five of which are refrigerated units. The most recent addition to its fleet is mechanically refrigerated, one of the few of its kind now operated in the United States. Constant refrigeration is assured through the placing of the refrigerating unit in the trailer itself, so that it operates regardless of whether the automotive unit, the tractor, it attached. So efficient is it that a low temperature of 30 degrees or less is maintained throughout the hottest weather.

The non-refrigerated trucks operated by the Central Lines are of the same high type as its refrigerated units, and thoroughly in keeping with the practices of the better truck lines to operate only dependable transportation machines capable of maintaining fast schedules. In and out of the Central's terminals there is continually passing a stream of the manufactured products of the great area which it serves.

From its headquarters in Columbus the Central Motor Freight Lines operates on regular schedules to Chicago. Its lines reach the cities of Springfield, Dayton, Indianapolis, Fort Wayne, South Bend, and intermediate points, while through connecting lines it reaches other points in Illinois, Wisconsin, Minnesota, Iowa and western states. The oldest certified trucking line operating between Columbus and Chicago, it carries full bond and insurance coverage, and is striving continually to increase the efficiency of its operating methods and improve the quality of its service.

Operations of the Central Motor Freight Lines are in charge of Hugh B. Bodenhamer, of Columbus, general manager of the lines. Like so many other operators of large truck lines, he is a former railroad man, thoroughly familiar with operating and traffic problems.

BUSINESS DISCOVERS IMPORTANT HOLES IN REPEAL REASONING

For some time clear-thinking business men have realized that the promised benefits of prohibition repeal have failed to materialize, especially where they were supposed to be most immediately apparent—in business and commerce. The brewers and distillers are of course flooding the nation with propaganda intended to impress the American public with the vast pick-up in business since repeal, and attempting to claim that this pick-up is the direct and logical result of repeal. Competent observers everywhere realize that nothing could be further from the truth.

As a publication devoted to the best interests of business, we are forced to take a stand against this deliberate falsehood that is being foisted upon the American public. Especially are we interested in the fight of her leading citizens to keep complete repeal out of Kansas. Throughout that state forces of liquor are spreading a veritable deluge of this false propaganda. In Kansas, according to the claim of these booklets, 4,000 buildings have been rented and 30,000 people have been reemployed as a direct result of the sale of 3.2 beer.

John R. Golden, State Chairman of the Prohibition Emergency Committee, replies to this with a grim smile, "The Prohibition Emergency Committee has made an exhaustive investigation of these claims, and we find that they are grossly misrepresented. We haven't found a place where many additional persons have been employed. Where are the 30,000 men and women, claimed by the liquor interests, working? The restaurants did not add many waitresses to serve beer . . . Who knows of 4,000 buildings being rented for beer gardens?. A very few empty store buildings have been rented for this purpose."

Any unbiased, well-informed person can see for himself that repeal has fallen far short of the economic good that it was supposed to do. Even before the eighteenth amendment was repealed, the liquor interests realized that it would, but regardless of the certain effect upon the nation, they pressed their insidious publicity for repeal until in 1932 they accomplished the downfall of national prohibition. Now they are turning the vast profits they made so far—money that pre-repeal propaganda claimed would go to swell the payrolls of the nation and start the wheels of industry turning again—they are turning that money into other campaigns to bring the remaining dry states into the fold of repeal.

Kansas, the leader among these dry states, is the one upon whom the eyes of the entire nation are turning. Will she realize the utter falsity of the fine-sounding, but empty prosperity promises of the brewers and distillers? Can she see that by sheer force of paper and printers' ink the liquor interests are attempting to override the reasoning power of her people; can she look behind the deluge of pamphlets and advertising, and see the glaring facts they are intended to conceal? The intelligent people of Kansas must stop to consider what has happened to the rest of the United States. Drunkenness has increased, automobile deaths have mounted alarmingly, many legitimate industries have shown losses in volume and none have shown the expected increase. Vice, gang wars, murders—all have shown an upward trend since repeal.

The federal government has long since proved that repeal has done nothing to stop the bootlegger; in fact since repeal he has been more active than ever. Government revenue from liquor has been surprisingly small, nor have any state plans for liquor control yet succeeded. After trying a license system, Governor Ely of Massachusetts, a former repealist, said, "If present conditions continue, liquor will bring about a re-enactment of prohibition within six years." There is no assurance that present conditions will improve; in fact there is every possibility that they will remain the same or perhaps grow worse. In view of the failure of repeal to accomplish anything but the lining of distillers' pockets, it would be foolish of the people of Kansas to vote for repeal.

For the sake of business and industry everywhere, we sincerely hope that the state of Kansas will reject by a convincing majority the proposal for repeal—a proposal, in other words, to return the saloon and to direct large sums of money from legitimate channels of commerce into the already bulging pockets of liquor distributors.

(Continued From Page 17)

At present there are 197 state banks operating in Oklahoma. Ten of this number will very shortly go into voluntary liquidation. This makes fewer banks operating than ever before since the state was admitted into the union, in 1907.

The greatest need in Oklahoma now is to provide for adequate banking facilities in the rural communities. There is some rumor of legislation to permit county seat banks to establish teller-window branches in the outlying districts. Oklahoma bankers will also in all probability ask their legislature to enact laws permitting branch banking.

Oklahoma is not only one of the leading oil producing states in the union but is also a leader in both agriculture and livestock.

With the present prevailing conditions as to the liquidity and soundness of their financial structure, there is no reason at all why the Sooner State cannot look to the future with a great deal of optimism.

THE BURBANK OF TOBACCO

It has been said about the discovery of America that Christopher Columbus did not know where he was going when he started out; did not know where he was when he reached this country as it was about four hundred years ago; and did not know where he had been when he had returned to Spain.

And among other things that he did not know was what he did when he took some of the natives' tobacco back to Spain with him. He was in reality starting a New Deal for the rest of the world.

Yet today three billion six hundred million pounds of tobacco are raised each year to supply the demand of the world, and it has become an important farm crop in European countries as well as in the United States. In this country the raising of tobacco has reached the stage of art; it is perhaps the most highly ritualized farming there is. And the tobacco farmer, to be successful, must almost be all-knowing about the art.

Each year the plants must be grown from seed in hot beds and transplanted to the fields. These hot beds are carefully sterilized by either burning wood or other material over them or by the use of live steam.

The transplanting is an art and the cultivation is an art. The harvesting is an art and the curing is an art. And after that must come the stripping, taking the long leaves from the heavy stalks, sorting them according to grades and assembling them into hands to be sold on the auction market. The "follow-through" in tobacco farming is more thorough than in nearly any other kind.

It goes without saying that notwithstanding all this preparation and work, the tobacco farmer is helpless without good seed from which to start. About the year 1875 Ben L. Kelley started to work at producing a superior tobacco plant from which seed could be taken, by cross-breeding the best plants from the best-known varieties in the manner of Luther Burbank, and the Kelley Standing-Up Burley Tobacco Seed, the Long Leaf Cigarette Type, was the result.

This seed has since become the standard in Kentucky and other burley states where the world's finest cigarette tobaccos are produced. The "grand old man" of tobacco died in 1931, after having pursued his work for over a half century until he was 88 years old. But he had already succeeded—tobacco had found a Burbank—and he left three sons who are carrying on the business of providing fine tobacco seed. The firm is continued under the name of B. L. Kelley & Sons, Lancaster, Kentucky, and the product, as tribute to the father's experiments, is known as Kelley Improved Standing-Up Burley Tobacco Seed, the Long Leaf Cigarette Type.

That "Standing-Up" tells the tale as

KELLEY SEED

Two Familiar Trade Marks

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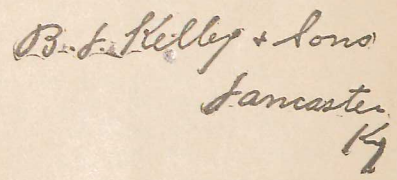
That "Standing-Up" tells the tale as much as anything else. Tobacco plants grow tall. The stalk is heavy, but the leaf is the part from which fragrant smoking tobacco comes. By "standing up" the plants from Kelley seed enable the leaves to develop to their fullest. By developing more and better leaves, they develop more and better tobacco, which produces more money for the grower, both in quantity and in price.

Tobacco companies' advertising has made everyone familiar with the plant's picture and with the fact that the best leaves grow in the center of the plants, but it has not portrayed the long days in the high-roofed barns when the growers cure the tobacco, strip it from the stalks, sort the leaves according to light or dark color and according to long or short length.

All that is just more work to the grower, although he generally enjoys his work. But the part of the work that the growers really delight in is in securing crops from plants which make a high average return for the time and work expended. And they are grateful to Ben L. Kelley for his work in developing a strain of Burley tobacco that produces more uniformly good tobacco than any other strain known in the famous producing region in Central Kentucky.



KELLEY SEED

Two Familiar Trade Marks

Cincinnati Laboratories Develop New Brand of Preparations For Complexion Care Which Is Well Received

Science is slowly but surely finding its way into the creation and maintenance of beauty in woman. And with that growing tendency, an important and essential industry has grown up and is destined for still greater growth. There is nowadays no excuse for a woman to be deprived of the best methods and preparations for the care of her complexion and for the preservation of health.

This is especially true when one considers the ready availability of such preparations as those offered by the Cor-Tre Laboratories in Cincinnati. Beauty operators everywhere are familiar with that name. They know the products which bear it, are the results of long and careful investigation and research by scientists who are devoting their lives to beauty and its realization for every woman.

COR-TRE
CORRECTIVE TREATMENT
Safeguards Your Complexion

One of the most interesting and ingenious of recent trade-marks granted in Washington is that of "Cor-Tre". An examination of the purpose of these preparations gives us the clue to the origin of this clever and distinctive trade-mark. Cor-Tre preparations were developed to give CORrective TREatments for skins of all types.

Cor-Tre Cosmetics, Acne Treatment, and Scalp Preparations have been selling heavily through beauty shops under this trade name for several years, so that the name is familiar to women who are careful of preparations they use.

Cor-Tre Acne Treatment with its simplified method of application, has accomplished marvelous results and has made hundreds of girls, boys, women, and men happy. The firm has on file a number of excellent letters from beauty shop operators and their customers bearing witness to the efficiency of these products.

The important point about Cor-Tre preparations is, that unlike ordinary beauty aids, they begin by correcting unhealthy skin conditions and then continue with a process of returning the skin to smoothness and beauty. The Cor-Tre treatment is therefore all-inclusive. It is indispensable to any woman who has intelligence and pride.

GERHARDT PATENT TO REVOLUTIONIZE HOME HEATING COSTS

One of the most interesting of important new patents issued this summer at Washington is on the invention of a man who knows that winter is coming.

Everyone has noticed the heat haze which constantly hovers over the chimney of a house in winter. It is like the air above the surface of sun-baked pavement. That heat haze is the result of inefficiency in the furnace, which allows an immense amount of hot air to be wasted. The temperature of the chimney is such that if it is not kept constantly clean there is appreciable danger of fire. For a long time people have been trying to remedy this common defect in heating systems, to turn that valuable heat back into use. W. F. Gerhardt of Richmond, Virginia, has come closer to complete solution of the problem than has anyone else.

The Gerhardt Fuel Saver, as the new invention is called, is a device placed between the furnace and the chimney, so that the large quantity of hot air which ordinarily is drawn up the stack is diverted by a series of hollow metal chambers within the Fuel Saver, and returns to augment the volume of heat which goes upstairs. The invention is remarkably simple and effective in operation, having no machinery or other moving parts and thus requiring no attention from the moment it is installed.

As W. F. Gerhardt points out, one of the important principles of his invention—and one which sets it off from other devices for economizing heat—is its construction in sections. "As many or as few sections may be used as are required for each job," Gerhardt said. "In that way, each job can be made more efficient by having the exact size fuel saver installed as required by the stack temperature and draft." Gerhardt makes a careful survey of each individual case before any installation is made, thus insuring the most efficient set-up possible.

It is said that the new invention will save as much as fifty per cent of fuel costs, depending on the temperature of the stack involved. And it is significant that once paid for, there can never be additional expenses accrued by this device, for there is nothing to get out of repair. The Fuel Saver, also, eliminates the danger of flue fires because of its reduction in stack temperatures.

Many a householder will be grateful to William Gerhardt this winter when the fuel bills begin to come in.

FIFTY YEARS' MINISTERING TO NATION'S COMFORT

By Bart Featherstone

If there is one thing wherein the American people differ from Old World policies and procedures it is that we do not take for granted that "what was good enough for our ancestors is good enough for us." Countless illustrations could be given, perhaps starting with a comparison of farm machinery. Many Europeans are using the same crude implements that have been in use for a hundred years or more. The far east is still using primitive means to gain a livelihood. But we are not concerned with that particular feature just now.

The American manufacturer and industrialist is ever on the look-out for new appeals to the public, usually based upon an honest improvement in facility of use, comfort, or convenience. We have in mind, just now, the activities of the Leggett & Platt Spring Bed and Manufacturing Company of Louisville. The original plant of this company is at Carthage, Missouri, established in 1883 by J. P. Leggett and C. P. Platt. As the name of the company implies, they have been contributing to the comfort of the public for fifty years. They pioneered the single cone, coil spring which was a luxury indeed when it was an innovation, back in the eighties.

Some of us can easily remember, using an example contemporary with the first coil spring, what a boon it was to ride on a spring seat instead of in the bed of a jarring lumber wagon. We thought the acme of riding comfort had been reached. Compare the old spring seat with the present ease and comfort of the thickly upholstered motor car. It will give an idea of the improved comfort attained in the latest innovation of Leggett and Platt. It is an upholstered coil spring bed just recently perfected.

A heavy burlap is laid on top of the spring. The burlap is interwoven with oil-tempered wire. On top of the burlap two layers of cotton felt are placed and the whole is enclosed in a tick, which is secured at the base by a patented process, giving it the appearance of a fine mattress. It is less cumbersome in design than the old box spring and comports better with the present-day low head and foot boards of the present-day beds. More than that, the new spring bed is manufactured in colors to blend with Madame's boudoir.

The value of restful sleep cannot be overlooked. The mettle of the man is seriously affected today by the completeness of his repose last night, no denying it. W. W. Hubbard, executive vice-president of the Louisville plant, being an authority in this field, predicts, with reason, a wide acceptance of their new bed.

EVOLUTION OF HITCHING POSTS TO SERVICE STATION PALACES

By Art Stone

If David Harum should drive in to town today he would find things mighty inconvenient. He would probably stop whistling "Tarara Boom Deeay" and get down to the serious business of finding a "hitchin' post." Gas stations a-plenty, but nowhere to tie a good horse. Yet it has only been a few yesterdays when "hitchin' posts" were very common and the feller that thought he could make a livin' by putting up a place on the corner and selling nothing but gasoline was considered crazy.

We move fast in industry in this country; faster than we realize. Not only does the gasoline station enter in to the fraternity of commercialism, but it has come to be one of the most important. Small stations have grown to veritable palaces of sale and service. Greasy overalls have given away to smart uniforms and, so you'll come again, these uniformed gents briskly clean your windshield, fill your radiator and test your tires' pressure. If they need air they grab a handy hose and the job's done in a jiffy. (We can easily remember when the only known way

FROM THE STONE AGE MA THE HOME OWNER OF TOD

Everybody, everywhere, desires comfort. This desire goes back through the ages, even far preceding civilization, for to seek shelter from the elements is a primitive instinct. From the crude cave-home of the Stone Age to the mansion of today, from the earliest dawn of humanity, long before history was recorded, to the present enlightened day, man has sought shelter. But today much more is demanded than just shelter. Our shelter must be pleasing to the eye and we must have comfort. Not only comfort, but comfort with ease.

Just here the V. M. Cruikshank Utilities, of Sunbury, Pennsylvania, steps into the picture. V. M patent, number 1,9 Stoker for Furnaces known throughout ce under the name of th In addition to the Cruikshank Utilities patents and patents having to do with the venience of the hom dirty job has been ta heating, thanks to Cr manufactures and tomatic Stokerless water heaters, and th very apt trade mark—

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But it takes inventive ingenuity to bring all these things about. Take for example the last named feature; that of filling your tires with air in a cat's wink. That calls for an appliance that has been given a keen study since the first air-hose was placed for your convenience. The Romort Manufacturing Company of Oakfield, Wisconsin, not only pioneered air chucks and air towers, but they have kept abreast of the times, often a little ahead, with the result that present offering is the last word in air chucks.

Some of the features are: large air passages permitting fast results, valve plunger so cupped that it "centers" your valve core without injury to it. The knob end and ratchet ring type hose stems are especially designed for a maximum grip on the inside of the hose and the knob end positively prevents it from blowing out of hose at any pressure, even when held by a plain band clamp. All parts are made from the best grade of material and so equipped that they will easily inflate any type of wheel.

Special instruments are also patented by "Romort" so that attachments are available for any use of air pressure. There are the connections for the grease gun, the spring oiler, the blow-gun, the motor cleaner and the cushion cleaner. These connections can be made with all the ease and speed with which you can attach or detach your dash light bulb. A "union" is

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its construction in sections. "As many or as few sections may be used as are required for each job," Gerhardt said. "In that way, each job can be made more efficient by having the exact size fuel saver installed as required by the stack temperature and draft." Gerhardt makes a careful survey of each individual case before any installation is made, thus insuring the most efficient set-up possible.

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Just here the V. M. Cruikshank Utilities, of Sunbury, Pennsylvania, steps into the picture. V. M. Cruikshank owns patent, number 1,961,552, Automatic Stoker for Furnaces, which is well known throughout central Pennsylvania under the name of the Hazelton Stoker. In addition to the automatic stoker Cruikshank Utilities have seven other patents and patents applied for, all having to do with the comfort and convenience of the home-owner. The last dirty job has been taken out of furnace heating, thanks to Cruikshank. The firm manufactures and merchandises Automatic Stokerless magazine boilers, water heaters, and the like, under the very apt trade mark—IMP.

But the people who like to enjoy all possible conveniences, especially concerning the heating of their homes, are in no way limited to Central Pennsylvania. They exist everywhere, as stated in the first line of this article. That being a fact, and we all know it is, dealers everywhere should be in position to offer these latest conveniences to their trade and enjoy that satisfaction of not only doing a thriving business, but of furnishing their customers with the things that will make them enthusiastic in their praise.

A furnace easily operated means a comfortable home with even temperature under all conditions. This conduces to healthy children and a happy home. Even temperatures always mean economy in the long run, as everyone knows. It looks like Cruikshank has furnished the last word in comfort with ease.

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UNIQUE SPARK ARRESTER STOPS FLYING CHIMNEY SPARKS AND SAFEGUARDS HOMES AGAINST ROOF FIRES

Nearly half a billion dollars a year goes up in smoke. Losses from fires—preventable fires—in the past five years have approximated that amount annually. Half a billion dollars; money that might well have been saved and applied to productive uses. It's a lot of money to burn up.

Fire prevention engineers and underwriters, and others interested in avoiding this tremendous waste have studied and thought, and out of their thinking have evolved many plans and practices for lessening the liability of fire in the first place, or having once started, of getting it under control quickly and with a minimum of loss. The principal thing, of course, is to prevent them in the first place.

A sizable part of the fire loss every year is caused from flying sparks coming from chimneys of homes. Large sparks and chunks of burning soot escaping from these chimneys lodge on a combustible roof or on a vulnerable spot of another building—and in an incredibly short time a more or less disastrous fire is in progress. It started from a spark.

The National Supply and Service Corporation, of Crawfordsville, Indiana, one of the leading manufacturers and distributors of fire prevention equipment, has designed and patented a type of spark arrester which is especially effective in preventing the escape from chimneys of the large sparks and chunks of burning soot which cause so much havoc.

Essentially the arrester is a receptacle, rectangular in shape, made of heavy wire, open at the bottom, and having on all four sides a series of narrow slit-like openings or slots, having spiked edges on their inturned lips. These spiked edges guard against the escape of the large sparks and chunks of burning soot while they are being ground against the spikes into small, harmless pieces which float off into the air and die. The narrow, split-like openings permit a free outlet for smoke and flue gases, regardless of wind direction, and do not clog with soot, sleet or snow. The fact that the combined area of these openings, which extend horizontally around the four sides of

"CARRY YOUR GOLF SHOES IN YOUR VEST POCKET"

In the early days, when a document needed signing, our forefathers found it necessary to take the document to the ink stand and use the old quill pen. Inconvenient but necessary. The fountain pen of today has dissolved that inconvenience. If an Indian wanted a smoke he had to find a fire or expend time and effort to make one. Today we have matches and fancy lighters. All of the inconveniences have not yet been dissolved, but that is our trend.

Today the business man, when he wishes the relaxation of a game of golf, goes to his locker to equip himself for the game. If he happens to be making a call in a place distant from his own locker, either he golfs in discomfort or he "passes it up." It is easy to wear the proper clothes, when there is a game in prospect away from home, but who wants to wear spiked shoes all day? On the contrary, who wants to play a course slipping around without them. Carry your golf shoes with you. "Too much bother," say you. You're right, and there's an answer to the riddle. You can carry your golf shoes in your vest pocket.

H. D. Driscoll, of Woshington and Oklahoma, has invented an anti-skid attachment for shoes; Patent No. 1,961,-555. Sockets are inserted in the soles of your shoes. You can do it yourself or the manufacturer can build them in. They do not interfere with you in any way. When a golf game pops up unexpectedly you can affix your anti-skids in a jiffy. You have them in your vest pocket. You are "all set" without your locker room.

Means are supplied with the attachments to prepare your shoes for quick attachment of the spikes or, as stated above, manufacturers may incorporate them in their standard output. The inconvenience is dissolved in this case and that's what inventions are for. Undoubtedly, with this convenience, many a business man will pass up his locker room on his own course in order to save precious minutes of a limited time. When fountain pens first came into existence probably the business man carried them only to be prepared when away from his office. But now, well you know the answer.

Driscoll's attachment makes it unnecessary to carry an extra pair of shoes for golfing, when traveling. The method of applying the cleats, and removing them, is very simple and takes only a moment. As suggested above, removed from the shoes the cleats which fold compactly, can be carried in the vest pocket. Handy.

(Continued From Page 27)

the arrester, approximates the area of the flue opening, makes possible its successful operation.

National Spark Arresters are being manufactured in a number of different sizes and styles to fit any common style of chimney, and special styles and sizes made to order. Their cost is reasonable. Approved by the Farm Underwriters Association, their installation on farm residences with combustible roofs makes for lower insurance costs. These arresters should prove an effective aid in the fight against the huge wastes resulting from fires.

EXCHANGE CLUB LEADER IN DYNAMIC SPEAKING TOUR

Advocating an aggressive Americanism that allows for neither doubt nor partisanship, Herold M. Harter, national secretary of the Exchange Clubs, has recently completed a national recovery tour of the leading cities in practically every state in the Union

Herold M. Harter
Photo by Whitt-Gregg

where he spoke to large groups of business men and industrial leaders. Harter, active leader in an active organization, has, in the opinion of those who heard him, made a material contribution to the complete recovery which he knows will not be long delayed. From this 40,000 mile survey he concludes that while there is a seasonal slump at present, considerable revival will ensue this fall and winter.

The economic condition of the United States has been subject to so much discussion, criticism, and "expert" opinion that the best tonic for business and business men was the simple, lucid explanation that Harter rendered of the events at the nation's capital. In each speech he avoided technicalities and stayed close to the real issues.

Especially did he warn his listeners against that party loyalty which blinds one to the real worth of anything which a member of the other party undertakes. "This is no time," he often said, "for partisanship and no time for destructive criticism. The difficulties of the last four years have not been the first by any means that have confronted the people of America. The indomitable spirit of the nation has surmounted every emergency of the past, and by the cooperation of all the people, the present war on the depression will be won just as surely as success was achieved in the late World War."

Harter exclaimed many times, "The president cannot proclaim prosperity; the congress cannot legislate good conditions; it is up to every individual to attune himself to the present economic program regardless of the personal equation."

Not only did he preach a doctrine of faith in the administration, but he gave reasons why that faith would not be misplaced. "The NRA," Harter said in one speech, "is but one phase of the government's recovery program, but because it is the most spectacular activity, the many other agencies assisting in the recovery have been overlooked. The NRA has brought about an almost complete readjustment in industrial methods, changes that will be of permanence in the economic background of our country."

Harter pointed out the significant steady improvement that economic conditions have shown since last March, and from his experience and observation vouched for the fact that it is still being made. He predicted that 1934 would be the best year since 1929. Such a forecast, coming from a man who is in close touch with national progress, naturally impressed his listeners far more than it would if it came from anyone with a more limited range of knowledge of national affairs.

The secretary wisely explained to his audience that he was not a representative of the administration, and he even stated—although he neither boasted or apologized for it—that he had not voted for President Roosevelt. He said that as a

NATIONAL AUCTIO

The trade of the auctioneer is an ancient and honorable one. As long ago in time as Babylon the auctioneer was practicing his profession, disposing of maidens in marriage to the highest bidder. In imperial Rome the military booty and the captives taken by the far-roving legions were sold by auction. In truth, all business is based on the idea underlying the auction: that the sale must be made on the basis of what the buyer is willing to pay.

For hundreds of years auctioneering has been one of the recognized professions, and the auctioneer one of the honored members of the business community. In every land, he has been crying his sales and knocking down to the highest bidder, live stock and machinery and household goods, real estate and merchandise—nothing that could be sold was outside his province as a salesman extraordinary.

Though some of the customs have changed with the years, the principles have not. People are still invited to compete for the purchase of property by successive offers of advancing sums, the one bidding the highest sum getting the property, just as they were on

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The secretary wisely explained to his audience that he was not a representative of the administration, and he even stated—although he neither boasted or apologized for it—that he had not voted for President Roosevelt. He said that as a loyal American citizen representing an intensely patriotic organization he was supporting the government because he believes it is the one agency by which the nation can be led from the shadow of the depression. By explaining his attitude openly he created an even more profound impression than he would have if he were a partisan.

To speak to men of the intelligence and ability of American industrialists and to inspire in them a belief in you and a confidence in your doctrine takes ability well above the average. It is fortunate for business in this country that a man of Harter's caliber was willing to make the tour, for his task was one where mediocrity would surely have defeated the purpose of the Exchange Clubs. As it was expressions of renewed faith and confidence from business men in every city that he visited proved that he succeeded gloriously. When America arises victorious over the troubles and turmoils that beset her, it will be in no little part due to the efforts of such unselfish, patriotic men as Harter.

NATIONAL AUCTIONEERS ELECT

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Though some of the customs have changed with the years, the principles have not. People are still invited to compete for the purchase of property by successive offers of advancing sums, the one bidding the highest sum getting the property, just as they were on the banks of the Euphrates and the Tiber milleniums ago. There have been variations in the practice, it is true. A quaint English custom was to set up an inch of lighted candle, the property going to the person making the last bid before the fall of the wick. William III in 1698 made this method of sale official for goods and merchandise imported from the East Indies. In "dumb" bidding a price was put on the property by the owner, and placed under the candlestick, with a stipulation that no bidding should avail if not equal to it. In a "Dutch" auction the property was offered at a certain price and then successively at lower prices until one was accepted—the reverse of the usual custom. But the original idea is still there.

The calling of the auctioneer has had its appeal to youth. Boys growing up in country towns have listened to his stentorian tones as he played on the cautious desires of his audience, and forthwith have abandoned their cherished dreams of being an engineer or a policeman and announced their intention of becoming an auctioneer.

The auctioneer has long been one of the conspicuous figures of the American scene, an indispensible part of the business machine. Everyone is familiar with his "going—going—gone!"—it has become a part of everyday expression. His is a "calling" the world cannot well do without; he is distinctly a useful person and his place is secure.

American auctioneers have grouped themselves into a society for mutual helpfulness known as the National Association of Auctioneers. Through this association they have been able to keep in touch with their fellow auctioneers all over the country, acquainted with the trends of business and familiar with changing conditions. They have become better auctioneers.

The National Association of Auctioneers held its annual meeting in Omaha on July 25. As president of their association, they elected Col. Joe Reisch,* of Austin, Minnesota, former secretary-treasurer, and one of the leading auctioneers of Minnesota and the northern Middle West. Colonel Reisch has been conducting auctions for more than a dozen years, and has many of the largest sales on record to his credit. Millions of dollars worth of property has been converted into cash for hundreds of clients at sales he has cried in many different states. His specialty has been general farm sales, the selling of live stock, particularly pure blooded stock, and land. Formerly an instructor in the American Auction College in Kansas City, he is thoroughly familiar with auctioneering in its legal and ethical relationships.

As president, Colonel Reisch should be able to mold his association into an exceedingly effective instrument for promoting the interests of the auctioneering profession and the business world which it serves. His thorough knowledge of his profession and of business practices and conditions, his likeable personality and his wide acquaintanceship, eminently fit him for his task. Trade and professional associations are today facing their greatest opportunity for constructive service to their membership, and the new officers of the National Association of Auctioneers have a very real responsibility in seeing that their organization measures up to its opportunity.

*See portrait of Reisch inside back cover of this issue.

KLAN HEAD ANNOUNCES NEW OFFICIAL PROGRAM AT ATLANTA CONVENTION

Organization Must Fight Against Radicals in American Life, Chief of Staff Tells Klonvocation

By M. O. Dunning
Klan Chief of Staff

Mr. Chairman and Klansmen of This Convention:

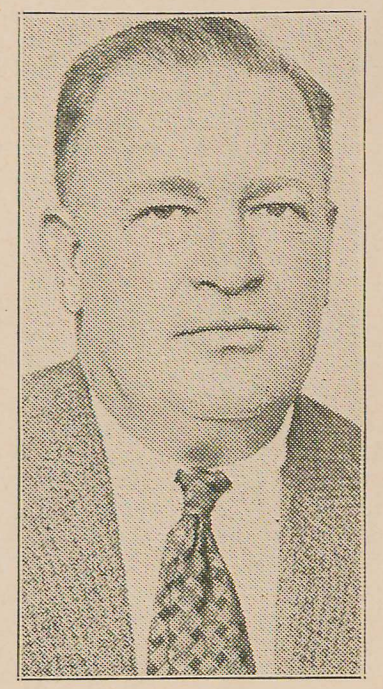
It is my task to present to you for approval at this Seventh National Klonvokation a program of action, which, I trust, upon its conclusion will adequately demonstrate to the clear-thinking people of this nation the Klan's continued ability to function in a national crisis.

The problem which now confronts us is of such serious moment that it necessitates the brains and physical action of every patriotic citizen of these United States of America. We consider the Klansmen best qualified to do the job which I am about to enunciate because of the peculiar training which they have received in patriotic service and because there are members of the Klan in every city and hamlet in this nation who are ready to respond to an immediate call.

Since the World War dissension, distrust and jealousies have increased in Europe to such extent that they have endangered the governmental structures of some nations and destroyed others. The purveyors of this menace, not satisfied with destruction of their own governments, have flooded this country with a stream of alien, radical propaganda, which, if not stopped immediately, will eat into the very heart of our government.

The infiltration of radical, alien personnel in our American labor movements today, if not combatted, will, in my opinion, at labor's next national convention tend to destroy native American control and set up Communist personnel as leaders of American labor, which will not only be instrumental in destroying American organized unions but our very government itself.

The Klan believes that the great American labor movement in all of its phases should have a majority of native-born Americans, properly organized, so that they could deliver at all times to this nation a native American leadership. This leadership, under those conditions, would naturally be patriotic and practical. There would be very few differences which could not be adjusted when American employees meet with American employers upon a common ground of American thought and action. There never has been a time in the history of our great nation when it has been necessary for us to draft alien brains to settle our domestic problems. We will endeavor to create a like-mindedness of personnel and executives in individual industries, with the thought that where executives and their employees can meet in an organization, where the qualification for membership is of such a high patriotic calibre, it will make it possible for them to discuss, without the injection of alien ideas, their mutual problems of industry and civic responsibility. It will be our purpose to try and convince every industry in this nation of the practicability of our plan of operation for the preservation of our government and their plants.



M. O. Dunning

"At All Times To The Nation A Native American Leadreship"

The best demonstration of the trust and broad-minded attitude of our people is that at this very time there is no adequate legislation to prohibit aliens from setting up pernicious, internationally - financed organizations within our borders, which aim to destroy the confidence of our people in the government which has made it possible for us to become the leading nation of the world.

An act has been drawn by a group of able attorneys of national repute, which we intend to sponsor and introduce in every state legislature in this nation. This act, if passed, will make it impossible for any group or individual to function in an attempt to undermine the Constitution of these United States.

Our law enforcement officers should be furnished with the necessary tools to work with. They are earnest and will do their work if we give them the proper cooperation and encouragement.

It is our desire that a state central committee on Communism be set up in every state in our union. These state central committees will, in turn, appoint similar committees in every city, town and hamlet in their respective states. The purpose of these committees will be to join and attend every kind of meeting and organization which endeavors to function within their allotted territory, so that a correct report of all activities can be referred to the state central body for action. It is the Klan's purpose to be thoroughly informed as to the detailed workings of all organizations in this country who have the least suspicion attached to their motives.

It is my earnest request that you state leaders concentrate and devote your entire thought and action to the promotion of the program enunciated. Because it is of such importance, we cannot endanger its progress by discussing or participating in any other program which does not deal directly with the elimination of radicalism in this country. To do this job well we must make use of every opportunity, large or small, that presents itself, which we cannot do if we are not concentrating upon the one subject.

Our nation has passed through many crises and acquitted herself with honor but I believe that never was there a time in the history of her existence when she has had need of her citizens more. I trust that you will return to your homes prepared to cooperate with all American organizations who are desirous of working with us for the preservation of the very ideals which are born and bred in the native American citizen.

KANSAS FREE

Industrialists everywhere are coming to the conclusion that state and county fairs furnish one of the best indications of the economic trends and conditions in their particular sections of the country. At no other time in the history of the United States have business men searched so diligently for indications of improvement, however slight.

We know, therefore, that our readers throughout the country will be more than interested in the record of the Kansas Free Fair in the last two years. In 1932 the fair was staggering under a $35,000 debt, and threatened at any time to go under. At the last minute it was placed under the managership of Maurice W. Jencks, who possess the rare combination of showmanship and managerial ability in an unusual degree. For the last two years the institution has entirely paid its own way, and all observers are agreed that this is due to two causes: first, because business throughout Kansas is showing a decided upturn; and second, because of the skillful, aggressive managership of Jencks.

This unusual individual came out of retirement to put the Kansas Free Fair on its feet. He is past president of the Chamber of Commerce, Topeka; president of the Topeka Country Club; president of the Jayhawk Theatre Corporation; secretary-treasurer of the National Theatres Corporation, the company

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This unusual individual came out of retirement to put the Kansas Free Fair on its feet. He is past president of the Chamber of Commerce, Topeka; president of the Topeka Country Club; president of the Jayhawk Theatre Corporation; secretary-treasurer of the National Theatres Corporation, the company owning the Topeka theatres; a member of the Board of Directors Topeka Hotel Company, owners of Jayhawk Hotel; member Board of Directors of Central National Bank. He brought dynamic energy and personal ability to the big livestock and agricultural exposition which annually pictures the progress of Kansas.

During those two years the Free Fair has become a model for other fairs throughout the nation. People flock to Topeka by the thousands, and they come not only from Kansas but from the surrounding states as well, for they are sure that Maurice Jencks will give them an enjoyable show. The five days of the fair are jammed with auto races, horse races, night shows, live stock and 4-H Club shows, and all the other glittering pageants that go to make up a modern state fair.

Before Jencks took over the management of the fair these same shows were given, but they were not presented with the same sense of the spectacular that characterizes all of the presentations by that master showman. Now the visitor to the Free Fair sees all the wealth of Kansas dramatized before him. Sleek steers, fat hogs, and prize chickens compete with golden sheafs of wheat and yellow ears of corn for the attention of the carefree crowds. Before their amazed eyes are spread all the products of Kansas's diversified industries exhibited in an educational as well as entertaining manner.

As a sign that Kansas has risen triumphant over the depression there is nothing more convincing than the success of her great fair. This year Jencks is planning for bigger crowds, more elaborate exhibits, and an all new midway. To the industrialists of the nation this offers a message of hope and confidence from the people of Kansas, for where so important a state takes the lead the rest of our nation cannot be slow to follow.

A POLICEMAN CAN BE A GENTLEMAN, "COURTESY NO SIGN OF WEAKNESS"

By L. L. Trager

E. M. Gatliff, Williamsburg, Kentucky, a member of the Kentucky State Highway Commission, prepared rules and regulations for state highway patrolmen which the commission approved and adopted. The completed manual, just recently off the press, contains instructions to highway officers that bespeak an unusual understanding, on the part of the author, of the proper conduct of an officer toward the public. The keynote is courtesy to motorists. While Gatliff gives full credit to the manual of the Ohio Highway Patrol as a basis for the rules submitted by him, the important point is, the Kentucky manual carries forward a policy much needed everywhere: "An officer can and must be a gentleman."

During the past seven years this writer has had contact with the police nationally, being associated with a national police publication, and has been interested in every move tending to elevating the police to a higher standard of demeanor toward the public. It may be odious to relate ones personal experience, but after all whose else can be reported with accuracy? Here are two of many first hand contacts with city police:

Arriving in a mid-western metropolis, and being uncertain how to reach my destination, it naturally occurred to me that a good man to ask would be the traffic officer who was on duty at an intersection. When he gave the "Go" sign I pulled over toward him, out of the line of traffic in order that I might make inquiry without interfering with the cars behind me. Before getting a chance to address him I was greeted by him as follows: "Say you, you're in town now. Do you think you're driving cows or something? Get back in line and make it snappy." In print the sarcasm in his voice and the glare of his eyes are not given. I leave that to your imagination. I've always held it against that city.

In St. Louis there is beautiful Forest

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Park. On a high elevation, close to their Art Museum, there is a circular drive which overlooks a vista of a large portion of the park as well as the city beyond. My wife was with me and we stopped to enjoy the view. It was after sun-down and, after a short twilight, the lights of a myriad of apartment buildings began to appear. We were quite snugly enjoying it all when a car pulled up beside us and after a few moments of silence a gruff voice said: "Turn on them lights, you!" His voice carried suggestion and insult with it. (I've always noticed that the "tough cop" invariably uses poor grammar. There's a point in that that you won't miss.) That part of the evening was entirely spoiled, of course, and a mark was mentally made against the city. Since that time, however, I've found that the general average of St. Louis policemen is high. It was just one rotten apple in the barrel that I encountered.

It is so unnecessary to depart from courtesy to gain the desired point, but the tough cop can't comprehend it. He seems to consider it his duty to bully those whom he addresses. (I almost said "his betters.") If you care for my opinion, here it is: The tough cops should be given special duty in the field of tough customers of gangland. We wonder if—

One more personal observation: In my travels through many states I've never found discourtesy in the highway police. Which brings us back to our subject. Kentucky's instructions to their highway motorcycle patrol contain such as: "A man can be a patrolman and a gentleman at the same time. It is easy to be courteous to everybody without exception. Courtesy is no sign of weakness. In enforcing the Motor Vehicle Laws, patrolmen must bear in mind the fact that a violation of any of these laws is not an act against him or his personal law, but against the laws of the State of Kentucky and he must therefore:

"Make every official act an entirely impersonal duty. Be courteous at all times and under all conditions. Refrain from the use of profane, abusive or vulgar language. Conduct himself in a manner to reflect credit on his organization and the state. Remember that very often a courteous warning will have a greater effect toward the observance of the Motor Vehicle Laws than an arrest."

The manual states further, in another part:

"When a member of the patrol has occasion to call the attention of any person to the fact that he is violating the law, which presumably is not known by all persons, he should not do so by means of an irritating question, such as 'What's the big idea?' 'Can't you read signs?' or 'Do you think this is a race track?' "

Gatliff shows an understanding of human nature. He is in his forties, a university man in two states, a lawyer and business man and a church member. During the war he had charge of war prosecutions in his district as Assistant United States District Attorney for the Eastern District of Kentucky. He knows that the great majority of humanity is composed of individuals who are willing and eager to obey laws and that their willingness is enhanced by a courteous reminder rather than a bullying command.

To that minority who like to commit infractions and "get by" with it, don't make the mistake of thinking the Kentucky Highway Motorcycle Patrol will be easy on the intentional offender because of his instructions. There are other sections in the manual that we haven't quoted.

In a recent issue we published another Kentucky authority on police procedure, under the heading, "Elevating the Police to a Profession." Information was furnished by George T. Ragsdale, superintendent of the Louisville Police Training School. There is a distinct relation of thought between the two.

The Louisville Courier-Journal reproduced the article and editorialized on it at more length than the article. Thus the State of Kentucky, represented by the State Highway Commission, the police of her largest city, represented by the instructor of police, and the co-operation of a newspaper, not only the largest in the state but one of the few greatest in the country, all stressing the point of what a policeman should be, can well stand as a criterion. She may well be studied and emulated in her instructions and regulations of police.

AMERICAN RETAILERS' ASSOCIATION

Unquestionably the greatest service organization in America today is the retail store. From the small general store at the crossroads to the great metropolitan institution of many departments, the retail merchandising organizations of this country stand supreme in the quality and importance of the service they give the public. They search out and bring before their customers the products of factory and farm, of loom and mill; they buy and lay down on their shelves and counters the groceries and dry goods and clothing and hardware and other commodities and products which are needed and used by the people of their communities. Without the retail merchant existence would be more difficult, less pleasant.

The retailer in the great city has his problems; the merchant in the small town has his. Similar in some respects, in others they are vastly different. That they are different has been recognized by the National Recovery Administration and its fiery chief. The retail codes make a difference between the two in setting up hours and wage requirements. It takes a different kind of man, a different class of store, a difference all around, to succeed in the small town.

Men are succeeding as small-town merchants, and getting a lot of fun out of doing it. They are doing it because they are thinking and studying the small-town field; because they are belonging to organizations such as the American Retailers Association, which specializes in and devotes its time to helping the small town retailer; because they know human nature and know what people living in small towns want and can afford and must have. They are succeeding because, being the type of men they are, they can't help it.

The American Retailers Association, be it said in passing, is an organization of 5,000 retailers from small towns in 41 states who are getting through their membership in the association many ideas which they otherwise probably would not have gotten, and through the use of which they have been able to increase their business. Twice a year it holds a convention where from 2,500 to 4,000 small-town business men get together and talk about their mutual problems, get help, have a good time, and go home to make their businesses better service institions.

As an example of the type of man who belongs to the American Retailers Association, and who is succeeding as a retail merchant, they elected as their president this year L. K. Sharpe, of the Sharpe Dry Goods Company, of Checotah, Oklahoma. Sharpe was a vice-president last year, and has been a member for several years. He is thoroughly sold on the benefit of such an organization can be to a retailer.

Sharpe has been in Oklahoma since 1915, save for two short intermissions. After going through high school in Natchez, Mississippi, his hown town, attending the University of the South and the Mississippi A. & M. College—a year at each—financial reverses ended his college days. A job as cashier

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Ohio insurance men are uniting their forces to safeguard the interests of their clients and policyholders and prevent losses to them by working for new legislation and urging the enforcement of existing laws which will eliminate the unauthorized or unlicensed, and often financially irresponsible companies, and by fighting against the awarding of insurance to such companies.

At the annual convention of the Ohio Insurance Federation, held in Columbus in June, Harvey Drake of New York, counsel for the Association of Casualty and Surety Managers, urged the Ohio men to take such action as would prevent inroads by these unauthorized companies. Solution of the intolerable situation which has developed is exceedingly difficult because of constitutional questions and of the strength of those arrayed against the ethical companies, Drake said. What is needed, he asserted, is persistent effort on the part of all those interested in the welfare of insurance companies, of agents, and of policyholders.

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Elected Mayor of the city in 1933, Sharpe made use of his business experience, and at the end of his first year's administration had the town on a self-supporting basis—a pleasing contrast to previous administrations which had accumulated sizeable deficits. He is convinced that efficiency and business methods will work in governmental administration.

A worker all his life, Sharpe believes that success is 90 per cent work. His favorite motto is: "When all is said and done, too much is said and too little done." At the age of 40, he is a successful retail merchant, and president of the American Retailers Association.

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OHIO INSURANCE MEN TO UNITE AGAINST UNAUTHORIZED COMPANIES

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At the annual convention of the Ohio Insurance Federation, held in Columbus in June, Harvey Drake of New York, counsel for the Association of Casualty and Surety Managers, urged the Ohio men to take such action as would prevent inroads by these unauthorized companies. Solution of the intolerable situation which has developed is exceedingly difficult because of constitutional questions and of the strength of those arrayed against the ethical companies, Drake said. What is needed, he asserted, is persistent effort on the part of all those interested in the welfare of insurance companies, of agents, and of policyholders.

The spark struck by Drake seems likely to start a considerable fire. Certainly no activity in which Ohio insurance men can unite their efforts will be more worthwhile or likely to bring better results than a campaign for the strict enforcement of such existing laws as will be effective in protecting the public from the operations of the many fly-by-night insurance companies that have sprung up in recent years. The lessons which the results of the speculative orgy which culminated in the toboggan slide of 1929 should have taught are beginning to fade, and the public needs to be taught again that the same care must be exercised in the selection of companies to underwrite insurance risks as should be observed in investing one's savings. The possibilities of loss are as great in one case as in the other.

One of the men most interested in the fight against unauthorized insurance is Russell M. Knepper, of Columbus, vice-president and general counsel for the Ohio Insurance Federation for the past seven years, and re-elected at the recent meeting. Not only has Knepper served the state federation for nearly a decade, but for fourteen years he has been the executive head and counsel of the local insurance organization in Columbus, which is made up of fire and tornado companies writing approximately 85 per cent of that class of business in that community.

During these fourteen years that Knepper has served as counsel for this group, not a single company in the group has failed to pay its obligations toward its policyholders, nor has a single company lost a penny of premium or paid a penny to collect a premium.

The situation in Columbus, while perhaps an exceptional one, is the strongest possible argument against the licensing of companies which because of their financial structure and business practices cannot make such a record. It is for just this reason that Knepper and the Ohio insurance men he counsels and advises are preparing to unite their efforts to protect their clients and policyholders. They are in earnest in their determination that the money invested in insurance protection will be placed where it is safe, and that the business in Ohio shall be carried on along ethical lines.

It is probable that the fight which seems likely to begin in Ohio will extend to other states, and that the irresponsible companies which are muddying the waters will be forced to discontinue operations and leave the field to those ethically inclined and financially able to carry the burden.

The delegates attending the convention of the Ohio Insurance Federation chose Lewis Stout, of Columbus, for president. The vice-presidents elected, in addition to Knepper, were H. H. Hoard, of Cleveland; R. L. Walker, Mansfield; George W. Miller, Bucyrus, and F. H. Hawley, Leroy. Charles A. Wikoff, of Columbus, was named secretary-treasurer, and Homer Trantham, also of Columbus, was selected to serve as executive secretary. In addition to his duties as a vice-president of the Ohio Insurance Federation, Miller is secretary of the Ohio Mutual Tornado, Cyclone and Windstorm Insurance Association.

FAMOUS SHOE MANUFACTURER LOOKS BACK ON 77 YEARS OF INDUSTRIAL DEMOCRACY

Editor's Note: Vance Lightfoot has just completed a swing through the West and Middle West chiefly to scan the crime-combatting tactics of sub-metropolitan localities. He is now in the East, pursuing what amounts to his favorite study: the relations between industry and society as a whole. His keen observations and sage reflections have made his regular contributions eagerly awaited. He now describes his reactions to one of the most prominent manufacturers who are aware that their employees are human beings.

By Vance Lightfoot.

Let me tell you about George Johnson.

If you've ever been to Binghamton, or Endicott, or Owego, in New York state, you know about George Johnson. He is chairman of the board of Endicott Johnson Corporation, the famous shoe concern.

I have been watching the things that George Johnson has been doing in his factories for the past twenty years and I am convinced that no American industrialist has approached the Labor vs. Capital problem in the way he has.

Anticipating NRA Philosophy

George F. Johnson has worked out a philosophy of industry that might well serve as a model for his business colleagues throughout the country. He anticipated the social conscience that resulted in the NRA about twenty-five years before General Johnson (no relation) began bellowing from the top of the capitol building. I don't say, mind you, that he anticipated the NRA itself, or all the connotations and corrollaries which it has gained in the year of its existence. But I do say that Endicott Johnson's Johnson woke up to the needs of labor—and of capital—a quarter of a century sooner than most people.

In this day when the collective public mind is so preoccupied with Deals—New and otherwise—it is rather refreshing to me to remember that George Johnson thought up what the newspapers called The Square Deal. This is what that Deal involved: a definite feeling of responsibility on the part of the employer toward his employees. This was its basis. But it went on to include fair wages, fair working conditions, and—perhaps this is the most important of all—fair management. Johnson saw that unless the firm was carefully and efficiently managed, without overcapitalization or other attendant evils, the people who must inevitably suffer were the employees.

Johnson said (I quote from a statement he made to the press):

GEORGE F. JOHNSON

"Earning interest on inflated values, and trying to pay good wages, is like trying to ride two horses at one time—a fairly difficult and dangerous operation."

Johnson went on to say that in his opinion (which matters, believe me) "In cooperation with labor, large industries should provide homes needed by workers, on a fair basis of interest charges, and sold at cost with no profit. They should, if possible, operate a full and complete medical department, to take care of illness of workers and dependent members of their families." These ideas are very slowly finding their way into legislation in the form of workmen's compensation laws, unemployment insurance, and in the NRA system of codes itself.

Practicing What He Preaches

These ideas were put into operation years ago among the Endicott Johnson employees, who now number about 19,000. And you can hardly visit the factory community where these people live without getting a line on the respect and affection they have for the man who long ago quit being their boss and has become their best friend. George Johnson's employees are not mere operators of machines; they are individuals and they are given credit for individual intelligence.

You can't tell me that social consciousness among the men who compose what we like to call Big Business is not increasing, and you can't tell me that "George F." hasn't been partially responsible for that increase. For it is this consciousness of obligation to the workers that has resulted in the social and economic legislation sponsored by Roosevelt.

I suppose, thinking the whole thing over, this is the crux of George F. Johnson's significance: he has learned that industry must be efficiently managed if it is to meet its financial and social obligation to the worker. And he has learned that this obligation springs from the fact that capital is dependent on labor and capital's greatest investment is in labor.

If we can build modern business on the basis of this Johnson philosophy, then I have no doubt that our emergence from the slough of despond is not far distant.

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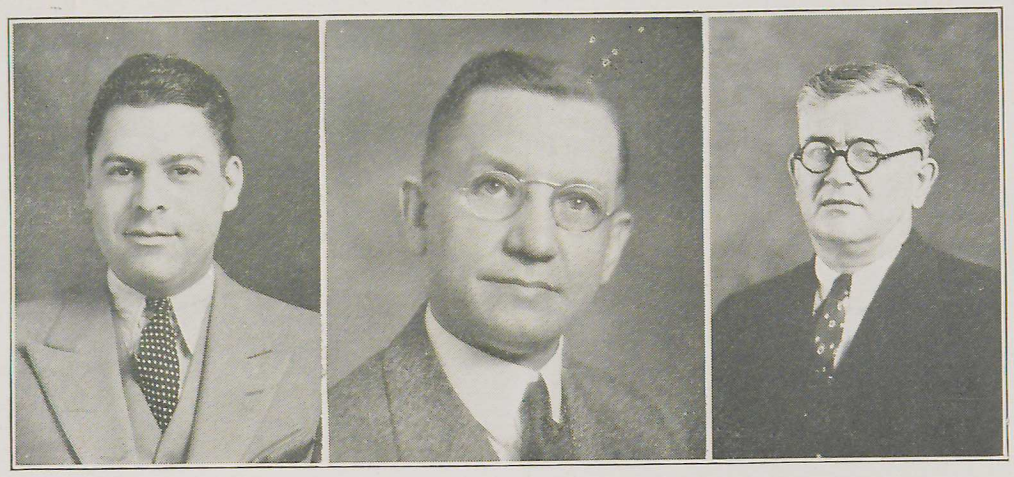

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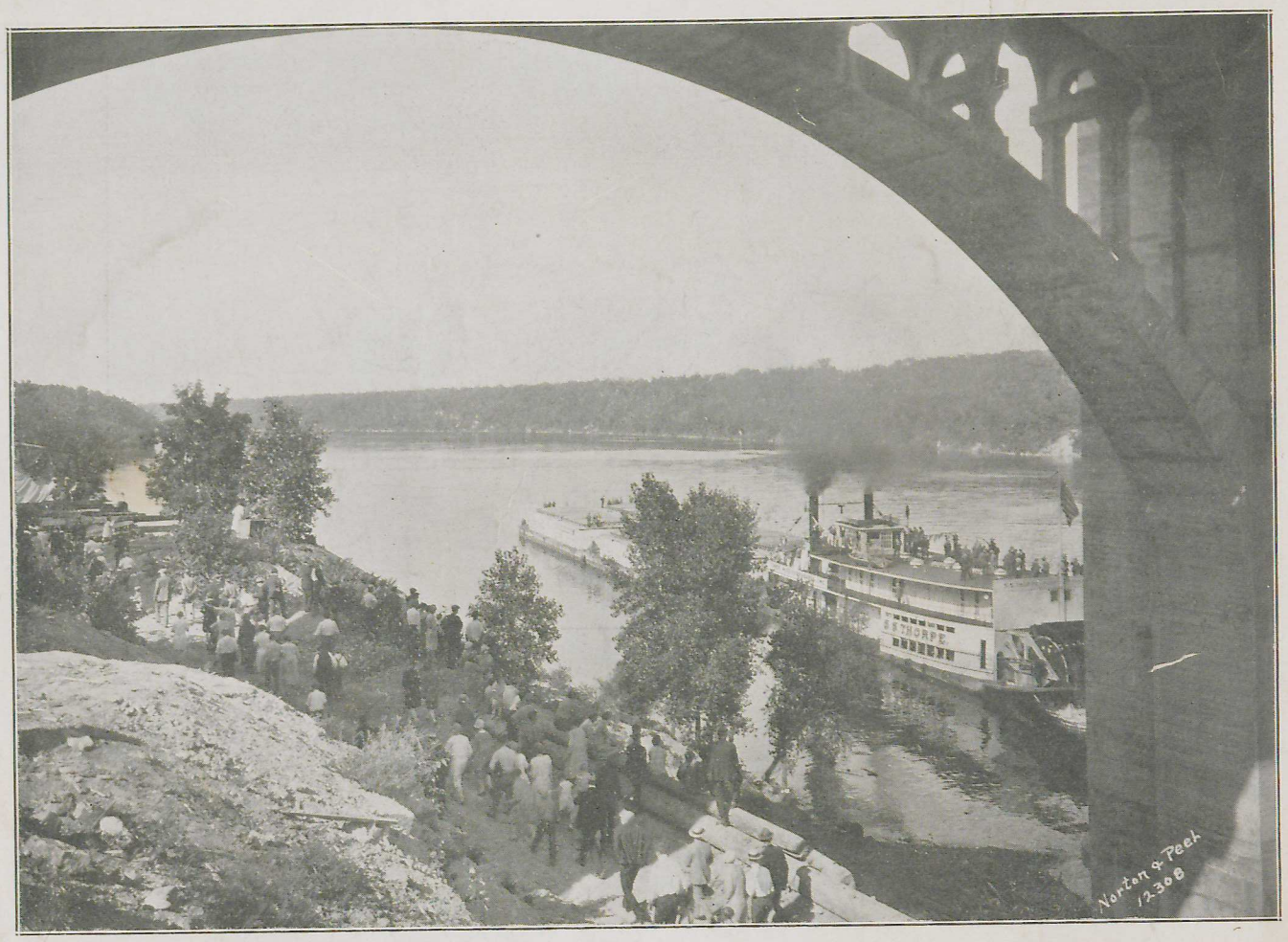


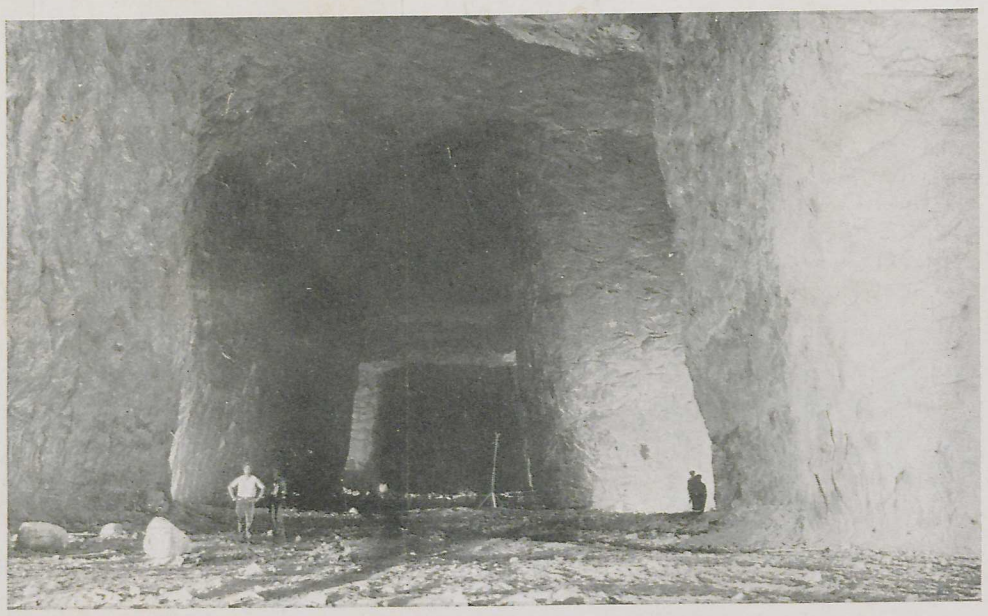
UP ON THE RIVER

and

DOWN IN THE MINES

We are an economic publication because we know that today's civilization is industrial. The steel mill shares with transport, mine and banker the responsibility for such culture as we may achieve.

THE AMERICAN ECONOMIST pulsates with the galloping beat of today's right and left wings, the contest between slab and steel, the economic aspects of mine and laboratory.



MAMMOTH GALLERIES
of
PURE SALT
See Pages 12-13