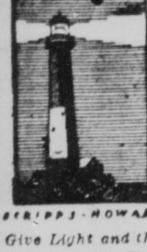


## The Indianapolis Times

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SATURDAY, JULY 15, 1933.

## COTTON CONTROL

THE south has agreed to plow under more than 9,000,000 acres of cotton. No development in the new deal actually is, more astounding.

Sixteen states have contracted to destroy about 3,500,000 bales of cotton. They will, of course, get in return a lump sum of \$120,000,000, divided in cash rental fees among growers who signed acreage reduction contracts. But the implication of the agreement is much broader. It means that the southern cotton farmer, that highly individualistic being who has been planting his land for decades and reaping the snowy fields, come good markets or bad, hell or high water, voluntarily is now taking part in a vast experiment of agricultural planning.

His is but a part in this program; the wheat farmer of the midwest is with him, the dairying interests, the tobacco growers, the cattle raisers and the packers, the fruit men of Florida and California. All, eventually, will come into this plan to prevent surpluses that clog the markets and ruin prices.

The cotton program is distinctive because of two things: Cotton is about to be destroyed while there are millions who need cotton products. There is justification for this destruction if the cotton south and the whole nation—that pays the big bill—benefit. Time will tell.

In the second place, the plan is unique because the largest cotton-growing nation is cutting down output of a crop the price of which is fixed in the world markets.

In this latter connection, America must watch her foreign cotton markets. Of these Russia could be the largest. An intelligent decision of the Reconstruction Finance Corporation to lend money on a sale of cotton to the Soviet union always has been made. That whole vast country would become a much better customer for our cotton if formally recognized by the state department.

The south's whole-hearted acceptance of the acreage reduction plan is more unassailable evidence of the confidence in the Roosevelt administration. And out of confidence prosperity is born.

## TO PRIME RECOVERY

THE administration is worried about the short memories of certain industrialists who supported the recovery law until the stock market rose, but who now think prosperity has arrived under its own steam, allowing them to lapse back into the old cut-throat methods.

Despite the example of these unwise employers, some administration officials have been wavering in loyalty to the Roosevelt public works program, which from the beginning was advertised as the cornerstone of new purchasing power and business recovery.

For several weeks Mr. Douglas, the budget director, has been reported trying to make wholesale cuts in the \$3,000,000,000 program. Secretary Ickes has been standing by the original policy.

The President has refused to be influenced by the wornout arguments which prevented Mr. Hoover from undertaking public works, with such disastrous consequences. The need for increased mass purchasing power to sustain business revival is as great as ever.

The question of waste or extravagance need not arise. There are plenty of useful projects which are sound financial and social investments—such as reforestation, electrification, and slum clearance—without squandering money on pork-barrel pursuits and white elephant public buildings.

Fortunately, the administration has in Secretary Ickes a public works administrator alive to the twin dangers of waste and graft in the spending of such a huge construction fund.

## NO STOPGAP

BEFORE the national industrial recovery act and other aspects of President Roosevelt's positive program for control of American business have been put into operation, we begin to hear suggestions that those are only brief and temporary measures—a sort of crutch to business until its sprained ankle is well again.

Just as soon as prosperity returns, the whole machinery will be scrapped and we shall revert to the rugged individualism of frontier times. Even Al Smith veered a little toward this attitude in his editorial in the last number of the New Outlook.

All this reminds one of Dr. Tugwell's observation that the old slogan of "no government in business" apparently is meant to apply only in good times, when private industry is sitting pretty, with large profits and no troubles.

When hard times come, even the most practical of the individualists come falling over one another to seek a handout from the government lunch counter. It is only an illustration of the old adage about the devil's determination to become a monk when ill and his monkish antics as soon as he recovers.

Just so far as we hear any talk about the New Deal being only a brief and transitory experiment, we can know that American business has learned nothing from the depression. If there is anything which the depression proved, it was the failure of old-line individualism and the inability of business to set and keep its own house in order.

No same person would desire governmental interference in business if it were not necessary. The economic history of the last century amply has proved that it is necessary—and today indispensable.

From now on, American industrial life must remain firmly under the thumb of Uncle Sam. Otherwise it will be flat on its back again in a few years and once more holding out a tin cup plaintively to the federal treasury. And

let no one raise the hue and cry of political incompetence and graft.

You safely can defy any one to point to a session of congress—even in the administrations of John Quincy Adams, Andrew Johnson, Rutherford B. Hayes or Grover Cleveland—which exhibited a lower order of intelligence and enlightenment than that American business has shown in the last twenty years.

Likewise, multitudes of official investigations and reports have shown that when it comes to waste and graft the politicians are but pokers squabbling over pin money compared to the moguls of speculative finance.

If American business has not learned its lesson, it must be taught the truth; namely, that the old floundering piracy is through forever. We must have sane and comprehensive industrial planning, adequate purchasing power for the masses, and real assurance of industrial democracy and social justice. Nothing less can save the tottering wreck of capitalism.

## SHANGHAIED

TO be plucked out of a workaday life, his sedan with him, and carried to sea upon a four months' journey to ports with such names as Curacao, London, Rio, was the fate of Ole W. Kolberg, civil engineer.

Leaving his wife and family at home, Mr. Kolberg drove away one morning last March to Fall River, Mass., to visit his brother, master of a freighter, who was in port with his ship and whom Kolberg had not seen for thirty-five years.

After many pleasant "skoals" in Boston the brothers returned to the captain's cabin for more "skoals," where Ole dropped into such deep slumber that when he awoke he heard the sound of the sea and the throb of the ship moving, and learned that his sedan was tucked away in the hold below him.

His wife responded to his radiogram, "Have a good time." He did—in one port after another, seeing strange sights, satisfying that old wanderlust.

A special advantage in such a sudden turn of affairs as this is that Mrs. Kolberg no doubt got a kick out of the adventure also. Ole became the embodiment and ambassador of the adventurous yearnings of both, and when he came home he would bring a bunch of vicarious fellow travelers with him, the latter in person meeting him, as Mrs. Kolberg did at the pier, where all got in a taxi and drove home to one fine reunion and great talk telling.

A day's jaunt on land stretching into four months at sea!

Who said adventure is dead?

## A SQUARE DEAL?

IT sounds strange to hear the drys complaining about the lack of a "square deal" on prohibition.

Of all groups, they should be the last to complain on this score. For the last fourteen years, they consistently have denied the American people the very thing they now profess to favor—a "square deal" on prohibition.

They have countenanced shameful tactics in an effort to enforce an unpopular and unwanted law. They have endorsed the gumshoeing, wire-tapping, gun-toting methods of dry agents, regardless of constitutional rights and the unfairness of such methods.

They have used every weapon at their command to block a showdown vote on prohibition in congress.

And even now, with repeal assured, these same organized drys are trying at all costs to prevent the states from holding ratification elections. In other words, they are trying to deny the people the right to vote on a vital public question.

Yet, they talk about the need for a "square deal" on prohibition.

They complain that President Roosevelt's efforts to speed a showdown vote in every state are "unfair" to the churches, the schools and the homes.

"We demand a square deal in the new deal," Dr. W. C. Crooke, new Anti-Saloon League superintendent for western Pennsylvania, said at a dry rally the other night.

As a matter of fact, the American people, that includes the drys, are getting a square deal on prohibition for the first time in fourteen years.

For the first time since its enactment, this vital question is being tested in the fire of public opinion. For the first time, repealists and drys alike have an equal voice in deciding the fate of the eighteenth amendment.

No deal could be squarer.

## WOMEN BREADWINNERS

THE silly notion that in hard times married women ought to be deprived of their jobs so that fathers of families could get work is a long time dying. Perhaps a recent study of the situation, printed in Harper's magazine, will help to kill it.

This article quotes a survey made in a New England factory to see whether displacing the married women employees would be socially desirable.

It was found that 40 per cent of the married women were the sole breadwinners in their families. Their husbands were out of work, or sick, or dead; their earnings were all their families had to live on.

Similarly, a study of 34,000 Pennsylvania families in which married women had full or part-time jobs showed that 28 per cent depended on the woman for support. And in fully 50 per cent of the 34,000 families, the wife's salary was an indispensable part of the family income.

"Thirty days hath September, April, June, and November—" Why do we go on with that kind of stuff? Does it sound scientific, or even sensible?

How could we stabilize anything on a common basis, even if we had the will? How can we hope to acquire the will with so many divergent and conflicting practices?

NEWSPAPER 'PULLING POWER'

ONE of the things the depression years seem to have taught American business men is that the newspaper advertisement is the surest and most effective means of reaching the consuming public.

Figures just made public by the Bureau of Advertising of the American Newspaper Publishers' Association show that newspapers received 59 per cent of the total advertising appropriations of 432 national advertisers in 1932 and constituted the preferred advertising medium of nineteen of the principal trade groups in the United States.

Newspapers, for example, got 82 per cent of the automobile advertisements, 74 per cent of the gasoline ads, 92 per cent of the railroads' ads, and 87 per cent of the shoe and clothing advertisements.

The figures are a remarkable tribute to the "pulling power" of the newspaper advertisement.

## RESPONSIBILITY PLACED

ONE of the fortunate developments of the last few years is that we are able nowadays to look an extremely radical idea in the face without getting the jitters.

A case in point is the suggestion which Donald Richberg dropped before the Merchants Association of New York in his recent speech there—the suggestion that unless the director and executive of big business recognize their social responsibilities, and act on them, they presently will be elected by the public and not by the stockholders.

Here is a notion which would have earned a man the indelible label of "bolshevik" if it had been voiced as recently as six months ago. Today we are able to look at it calmly and to see that there is a lot of good sense in it.

It comes down, that is to say, to this: We are awakening to the fact that the man who directs a large industry occupies a position of public trust just as much as does the politician who has been elected senator, judge, or governor.

Accepting that simple fact carries us farther, perhaps, away from the philosophy of rugged individualism than any other thing that has happened to us.

The business executive is answerable, first of all, to his stockholders. Their money is in his keeping; it's up to him to give them a return on it, and if he fails they quite properly will remove him.

He is answerable, too, in a less direct way, to his employees. To be sure, they can't get at him if he fails them. But their jobs, their bread and butter, their chances to do something with their lives, rest entirely on him.

To these allied responsibilities we now are seeing the necessity of adding a third—responsibility to the public at large.

What the industrial executive does affects the whole country, sooner or later. We are in his hands, and if he is a fumbling incompetent we are apt to get dropped.

It is, after all, so far-fetched to suggest that we ought to be able to exercise some control over him?

The incompetent business man is just as much a parasite on society as the incompetent politician, and society ought to have the power to dispose of him.

It would have been the height of radicalism to say that a year or so ago; today it is nothing but plain common sense.

BY R. F. FAINE

Permit me to opine that the truths stated in your editorial based upon Roy Howard's report on conditions and native sentiment in the Orient should suffice to inaugurate a radical change in our government's attitude toward and dealings with the whole foreign world.

Just as for more than a decade we have been most disastrously monkeying with unenforceable prohibition, so for more than the past decade we have been posturing futilely as the world's super-peacemaker, amongst other things filling our newspapers with near prospects of another World's war, cutting down our own preparedness for any sort of war, while the foreign nations were increasing their armaments with outlay of funds owing us. Pacifism goes crazy.

Snasian failed ignominiously as to to divorce law since 1878. The court of common pleas in the state may annul marriages under very restricted conditions.

WE add to the similitude by refusing admission to every 185 Japanese annually, while Mexicans, Filipinos, and Hawaiians are admitted to our midst to such extent that in some vast regions of our country 10,000 jobless Americans walk the streets to 1,000 of these three nationalities comfortable in jobs.

Of course, the Japanese masses hate America, and with justification, because of the shortsighted exclusion act, an insult put upon a great nation. We have sentiment enough in our makeup to feel outrageously insulted should any other nation pick us off especially as too low by breed to be admitted to its citizenry or boundaries.

We've played the role of preacher until our sermons are as the noise of bursting soap bubbles—and as effective. Isn't it about time that Uncle Sam began to pay attention strictly to his own business?

Isolation? We're being isolated as fast as the foreign world can do it.

## Too Dumb to Come in Out of the Rain

EXCESSIVE NATIONALISM



## :: The Message Center ::

I wholly disapprove of what you say and will defend to the death your right to say it.—Voltaire

(Times readers are invited to express their views in these columns. Make your letters short, so all can have a chance. Limit them to 250 words or less.)

WE add to the similitude by refusing admission to every 185 Japanese annually, while Mexicans, Filipinos, and Hawaiians are admitted to our midst to such extent that in some vast regions of our country 10,000 jobless Americans walk the streets to 1,000 of these three nationalities comfortable in jobs.

We have been peddling doves of peace for consumption by super-nationalism, and super-nationalism naturally rules human animals in this period of universal chaos.

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