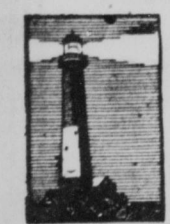


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SATURDAY, JULY 15, 1933.

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 rise, 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 \$3,300,000,000 program. Secretary Ickes has been standing by the original policy.

The President has refused to be influenced by the worn-out 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 nonmonkish 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 sane 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 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 pikers 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. Nielson 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 "skools" in Boston the brothers returned to the captain's cabin for more "skools," where Ole dropped into such deep slumber that when he awakened 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 spot 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 tale 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 dries 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 indulged 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 dries 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, and that includes the dries, 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, repealers and dries 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.

The married woman usually works because she must and not because she likes to. It's time we recognized the fact.

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 railroad 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 "bolshhevik" 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.

Is it, 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.

Soviet court sentenced five men to death for putting wire, nails and hair in restaurant soup in sabotage move. Had they put it in restaurant hash, perhaps nobody would have noticed it.

"Money talks," goes the old saying. Yes, but it never gives itself away.

News that longer dresses again are fashionable should please the average married man. He has always wanted his wife to wear her dresses longer—months longer.

"Work Begins on World's Largest Bridge"—headline. The new one that the dentist gave us the other day feels just like that.

Reading that the Nazis now are marrying fifty couples at a time leads one to believe that there may be some truth in those German atrocity stories after all.

Upon reading the statement of Elyria (O.) bank tellers that 75 per cent of women depositors carry their money in their stockings, one naturally reaches a conclusion. The conclusion is that Elyria bank tellers should pay more attention to banking.

M. E. Tracy Says:

SPEAKING of plans and programs to better the world, why not a common language, a new calendar, or adoption of the metric system?

How can men ever hope to think alike in a hundred different tongues? How can they pretend to be logical, or progressive, with such a hodgepodge of weights and measures as now exists?

The foot rule, the yardstick, and self-imposed inability to talk with one another symbolize our inability to break habits, or rise above traditions. We waste years of every child's life forcing him to memorize tables which have no sense save in custom, forcing him to learn languages he never will use, forcing him to study subjects which are of little individual, or social value.

Why should three feet make one yard, or four quarts a gallon? Why should a peck contain eight quarts and still not be two gallons? Why should there be a dozen dead languages, American, German, English, and French, when money is designed to serve a common purpose?

Why should our schools and colleges spend so much time on Latin and Greek when the world needs nothing so badly as a living, common medium of communication?

THE absurdity of a peace conference through interpreters is self-evident. Anything like a community of viewpoint is impossible under such a handicap.

Tariffs, national currencies, and similar disrupting policies of provincialism go back to basic trends of life. Many of these trends are fostered, if not sustained, by our so-called system of education.

Much as it may have accomplished in other fields, education has not been able to free itself from eighteenth century arithmetic, or from the thought that half a dozen dead languages promises more for humanity than a single live one.

"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?

SIXTY-SIX nations undertake to palaver at London. What have they in common, except some cut-and-dried schemes? It would do no good to broadcast the performance as it was in progress, because only a few of the folks back home could understand the language used. That goes for the ideas as well.

We are attacking the problem of peace and better understanding from the top, hoping that idealism will trickle down through. We had to abandon this method of recovery at home, had to recognize the necessity of restoring income at the bottom.

Mass attitude has about the same relation to international affairs as mass buying power has to business.

The barriers confronting humanity in its efforts to find a common meeting ground go deeper than tariffs or diplomatic alliances. They go right down to where people live, where children are taught to read, write, and cipher, where the narrowing influences of a narrow past are fixed in young minds, where hate, suspicion, and distrust are perpetuated through one-sided history books.

Too Dumb to Come in Out of the Rain



:: 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.)

By R. F. Paine.

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 posing futilely as the world's super-peace-maker, 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 gone crazy.

Stunton failed ignominiously as to prohibition. It must fall as to our up-to-date endeavors as the world's peace-maker. Both failures for the same reason; the human animal is naturally selfish and nationalistic.

We went to the great, glorious job of persuading the foreign human animals to be good, peaceful, and self-denying, and they answer that they have their own estimates of moral obligations, their own war projects and are positively out for all they can get in trade and acquisition of territory.

What of great consequence have all the conferences and treaties internationally participated in during the last fifteen years amounted to, so far as any satisfaction to America is concerned? Our President was repudiated in signing that abortive Versailles treaty.

We have been rather habitually down upon our bellies as "official observers," peeping under the doors of foreign conference rooms and returned home with a few sick mice that the mountains gave birth to.

We have stood outside of league doors while Japan safely has robbed her neighbors of vast territories. Our disarmament conference is shot to a frazzle. And we are now hobnobbing in a so-called economic conference in London at which we vision agreements with nations, some of them frankly defaulters, and

many of them violators of our Kellogg treaty and all other peace pacts.

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.

Of course, the Japanese masses hate America, and with justification, because of the Shortridge exclusion act, an insult put upon a great nation. We have sentiment enough in our makeup to feel utterly outraged by such an insult, but by breed to be admitted to its citizenry or bondaries.

We add to the insult 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'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.

Questions and Answers

Q—Does any state prohibit divorces?

A—South Carolina has not had a divorce law since 1878. The court of common pleas in the state may annul marriages, under very restricted conditions.

Q—Translate the Spanish phrase "Por Ti Muero."

A—"I die for thee."

Q—What is the value of a United States half dime dated 1853?

A—Five to ten cents.

Q—What is the meaning of sub-deb and co-deb.

A—The former refers to a young girl just under the age for being introduced into society. The latter refers to a female student at a college or university.

Q—Who gave the money for the swimming pool that is being built for President Roosevelt, and how much will it cost?

A—The funds for the swimming pool were raised through thirty-two newspapers in a campaign in New York state. The estimated cost is \$12,000 to \$15,000.

Q—Can an electric motor operate in a vacuum?

A—Yes.

Q—Does the speaker of the U. S. house of representatives vote on legislation in that body?

A—He has the same right to vote as any other member, but

generally he does not vote, except in case of a tie. When he particularly wishes to have his vote recorded he directs the clerk to call his name, and votes.

Q—Is it true that human beings can not sink in Great Salt Lake, Utah?

A—The specific gravity of the water in the lake is so great that a swimmer can not sink.

Q—Can one who holds first U. S. citizenship papers issued in 1890, use them now in applying for final citizenship?

A—No, they have expired.

Q—When did former Mayor James J. Walker of New York marry his first wife?

A—April 11, 1912.

Q—Is George Barr McCutcheon, the author of Graustark, still living?

A—He died October 23, 1928.

Q—Is there an account of an intoxicated man in the Bible?

A—The first account of intoxication is the story of Noah's drunkenness after the flood, in the book of Genesis.

Q—How many years constitute a generation?

A—It is commonly estimated as one-third of a century.

Q—How many motion picture theaters in the United States cater exclusively to Negroes?

A—The Film Daily Year Book lists 300.

Keep Beefsteak Off Your Black Eye

BY DR. MORRIS FISHBEN

This is the fifth article in a series on first-aid.

WHENEVER the tissues of the body are struck with sufficient force there is likely to be bruising. This may come from a blow or from a fall.

The first symptom of a bruise is pain; usually this is followed by redness and swelling. Later, due to the blood that has poured out from the blood vessels into the skin, the tissues become black and blue.

As the blood gradually is absorbed this changes from brown to yellow and gradually disappears.

For most bruises little immediate treatment is necessary. Application of pads wrung out of ice water will lessen pain.

A black eye is a form of bruise especially unsightly and likely to arouse risibilities. Application of

iced compresses to the eye will stop the pain and, perhaps, to some extent, prevent discoloration.

After the blackness appears, the application of hot compresses, kept on for half an hour three times a day, will hasten disappearance of swelling and discoloration.

Among things that are not to be done to a black eye are the application of a slice of raw beefsteak, pressure with the handle of a knife, or the application of any kind of strong medicinal lotion or solution.

The danger of injury to the eyeball is far more serious than either the mental or physical pain associated with the ordinary black eye.

It is well to have the eye examined promptly, to make certain that the eyeball has not been injured.

Among the emergencies demanding first-aid is the presence of foreign bodies in the eye, ear, nose, throat or esophagus.

Regardless of how careful mothers may be, children occasionally push foreign substances into various body cavities.

When a child chokes, there is no time to call a doctor. The mother must act promptly. The mother should remember that the attempt to remove any object in the throat by rough methods may do more harm than good.

If the baby is small, it should be put face downward and given opportunity to cough the object out. A very large object can, of course, be pulled out with the fingers.

A physician removes objects from the throat by the use of special devices developed for this purpose.

Next: Treatment of burns.

:: A Woman's Viewpoint ::

BY MRS. WALTER FERGUSON

AS I recall my childhood, I write a Pittsburgh correspondent "it seems to me that mother had an easier time bringing up her six children than I do with my one."

There can be no doubt of it. No task is so difficult as the rearing of one child.

Nevertheless, we often are asked to credit our parents with extraordinary powers, for their excellent management of families that appear to us alarmingly large. Yet, I often think they were more fortunate than we.

In the first place they were kept so busy with the innumerable affairs of their household and the physical care of their families that they had little time for sentimental introspection. There were few spare

moments for feeling sorry for themselves, or for fretting over the queer characteristics exhibited by their children.

Each moment of every day was chock full of living. When crises arrived, mothers did not become hysterical or repair to sanatoriums; they accepted them as a matter of course. They died young, but they did not become neurotics.

They wasted no energy over the mother-in-law problem or the frailty of a husband's love. They neither sighed nor sobbed over fancied wrongs. And, because their children were many, they were obliged to set them early upon their own two feet. A very good thing for the youngsters.

So, out of the general scramble, they usually sent out half a dozen or so very worthy citizens and they did not expect any medals for having done so. Life to them was its own reward.

Contrast them, if you please, with the modern mother who has but one precious baby to her name. Is it strange that she should worry too much over her solitary treasure?

I think not. Her problem is a serious, sometimes a tragic