

ROY W. HOWARD, President  
TALCOTT POWELL, Editor  
EARL D. BAKER, Business Manager  
Phone—Riley 3551



Give Light and the  
People Will Find  
Their Own Way

MONDAY, SEPT. 11, 1933.

#### CUBA STILL FEARS US

THE wisdom of President Roosevelt's non-intervention policy in Cuba is becoming daily more apparent. It now is clear—if there ever was any doubt about it—that United States military interference with internal Cuban affairs for protection of American capital interests would have disastrous results.

The Argentine note to the United States, the action of Mexico in dealing with the revolutionary junta and rallying Latin America for a hands-off policy, the anti-intervention resolution produced in the Peruvian congress, and statements by officials and newspapers in many Latin American capitals, are adequate warning of the temper of our neighbors.

A President with less statesmanship than Mr. Roosevelt might have seen only our legal right to intervene under the Platt amendment. But the administration wisely sees the effect which intervention would have in injuring our Latin American diplomatic and trade relations, in wrecking the coming Montevideo conference, in encouraging Japanese and other imperialism in the far east.

As for Cuban sentiment, it is no secret that the ill-advised visit of Secretary of Navy Claude A. Swanson had to be called off after he entered Havana harbor because his life would have been endangered by the hostile crowds awaiting his landing. The people now are demanding withdrawal of American battleships.

Increasing resentment against the United States featured Sunday's celebrations, when Dr. Ramon Grau San Martin became provisional president. Although not as curt as the popular organizations' statements, the new president said, "It is the firm desire of the Cuban people to determine their own destiny."

That the sentiment against us is growing in Cuba, despite the nonintervention Roosevelt policy, seems to indicate a serious clip in our diplomacy. Apparently Ambassador Welles has not been allowed, or has failed, to give Cuba the official assurances it desires and deserves that the United States will not interfere with its right of self-determination.

Secretary of State Cordell Hull has stated United States policy in a way which can win the respect of the Cuban people and Latin America if it is transmitted effectively to them. He says that the United States will not intervene in the sense of meddling with internal affairs, or to protect American property interests, but only to guard American lives if that should become necessary.

To cover with landing troops the evacuation of endangered foreign lives is not intervention, certainly not the kind of intervention which is feared and hated by Cuba and Latin America.

#### ADVERTISING—AND RECOVERY

AS business turns upward, the part advertising plays in this recovery scheme is being discussed, as it relates to the cost of distribution.

Sombody once said you can't run a department store in the Congo.

Plenty of people there, but two essentials lacking—desire and the wherewithal to buy. And even granted the wherewithal, if desire is lacking—no customers.

A people accustomed only to loins, cloth, fish, bananas, breadfruit, and fiber hats doesn't constitute a market for all the things a department store has to sell.

As civilization has advanced, human wants have multiplied. The luxury of yesterday is the necessity of today. Desire is something that has been created; something that didn't exist, but now does.

As desires have increased, the capacity of the human race to produce has increased in proportion. And the two working together have built the vast volume of trade that is modern business. Out of it, employment flows. From it comes prosperity, if business is active, and misery if business is stagnant.

When a depression comes and a people in whom the desires exist no longer can buy, then the crash; then the multitude of commodities which a people want pile up on the maker, and we have bankruptcy and chaos. Some call it overproduction. It is not. It is simply the inability of the people who want things to buy them.

That is where we have found ourselves in the last four years.

So long as there is a slum in a city, so long as there is an unimproved house on a prairie, so long as human beings in this land of unequalized plenty go hungry and ragged and cold, there will be no such thing as overproduction.

Thus it is that only through re-creating purchasing power so desires may be fulfilled and more desires created, more luxuries be turned into necessities, can the modern show go on.

That is what the NRA is all about. Through what forces are human wants multiplied and the innumerable things desired made available?

Many forces contribute, but more than all others put together is—advertising. We are not speaking of any particular kind of advertising, but of all advertising—from the word-of-mouth of neighbor to neighbor over the back fence, to the vast publications that carry their thousands of advertised items into millions of homes.

Chief stimulant of human desire, and mass-satisfaction of things desired—that is advertising. Without more and more things being wanted and more and more things being sold, the machinery of modern economics breaks down.

There are those who yearn to be rid of all the wants and the complications of modern life and to go back to the pioneer simplicities. But even if we all craved that, we couldn't do it without perishing on the way.

The millions who now make the things and

the millions who sell the things and the millions who buy the things would all starve en route.

So NRA cries for business and more business—"buy—extend credit—open up the factories—pay more wages—increase employment to increase the number of buyers—more things to sell—more people to make them—more desires."

In all that, intelligently presented advertising is doing and will do a major part toward bringing this nation out of its long season of despair.

#### WHAT MAY THE NEW DEAL BRING US?

PROBABLY the greatest mistake any one could make these days would be to underestimate the extent and force of the new spirit that has swept the country since last spring.

This spirit finds expression in various ways—in the blossoming of blue eagles in shop windows, in parades and mass meetings, in the new air of optimism which appears in the conversation of ordinary citizens.

These are surface indications only. But they are like the little ripples and the thimble-sized whirlpools that form on the surface of a deep, swift river.

A tremendous tide is in motion underneath; and the man who forgets that fact is very likely to get swept away, head over heels.

Now this means more than a mere revival of hope. It signifies a determination to reform a great many things which need reforming, and the one thing that appears certain is that this new force can not be contained in the old channels, but will if necessary find a totally new way of expressing itself.

A Communist writer in a radical magazine remarked the other day that laissez faire capitalism—the rugged individualism of sainted memory—is dead as a door nail. As a result, he asserted, America could do one of just two things; it could turn to Fascism, or it could go Communist.

These, he said, are the only alternatives. The writer found Fascism far more likely.

Taking what has happened in Europe as a guide, it must be admitted that this radical viewpoint has much to sustain it. In Russia, in Italy, and in Germany the old type of unrestricted capitalism collapsed, and each country in turn had to choose between Lenin's kind of society and Mussolini's.

But why take it for granted that the same thing must happen over here?

It hasn't been proved that there is no other alternative. It certainly has not been proved that finding such an alternative is too big a task for American intelligence.

It is certain that not one American in a hundred really wants to see either Communism or Fascism adopted here.

Isn't it more likely that the new spirit in this land is too big and too strong to be contained by the old formulas—that our great contribution to modern life will may be to find a solution for industrialism's problems without despotism, without oppression, and without a revolution?

#### UP TO THE STATES

CONGRESS has made \$3,300,000,000 available for expenditure of public works to put men back to work, to increase purchasing power. The administration has made many millions available for federal projects, and is endeavoring to speed up the actual beginning of construction with these funds.

But larger expenditures will have to be made in states, counties and municipalities. They are delaying.

The federal government is anxious to see this money putting men to work. The managers of this great sum of money understand that this is the vital second half of the emergency recovery program. Mass purchasing power must be added to; and this can be done by states and municipalities undertaking public works, hiring the jobless.

Administrator Harold L. Ickes, who is not pleased at the delay of these smaller subdivisions of government in asking for funds, has made an intelligent move to speed up the whole program.

He has told the states and the counties and the cities, in effect: "You present your projects, show that they are socially desirable, feasible from an engineering standpoint, and able to be financed under the law, and we will give you an allocation immediately."

"You then will have thirty days to work out final details and execute a contract. If you do these things, our original allocation will stand. If not, it will be revoked."

"This action of the public works administration," Secretary Ickes said, "puts it distinctly up to the states or municipalities who have desirable public works projects presented to get busy."

They should get busy now, for the success of this important half of the recovery program is at stake.

#### STEEL AND WOOD

THE advantages of modern safety construction in railroad equipment never were better illustrated than in the recent passenger train wreck on the Erie railroad near Binghamton, N. Y.

In this accident a milk train crashed into the rear of a passenger train. The car it hit was of solid steel construction and was not crushed; but the car ahead was made of wood and it crumpled instantly, killing more than a dozen people and seriously injuring many more.

Most of the people in the steel car escaped with minor hurts.

That story speaks its own moral. The wood-constructed passenger car, obviously, is out of date. Only the car built of steel offers its occupants protection when an accident occurs.

#### MEDDLING IN CUBA

THE applause which greeted President Roosevelt's announcement that the United States would try to follow a "good neighbor" policy toward its Latin-American neighbors hardly had died down when the Cuban revolution took an unexpected ominous turn, so that some United States warships had to be dispatched to the troubled island at top speed.

For a nation which just had turned thumbs down on the old policy of intervention, this certainly is a bit of very bad luck.

But while our warships stand by in the

danger zone, we might as well get our minds straight on one thing.

The only valid excuse we could have for landing armed men on Cuban soil would be to protect American lives and property from unruly mobs.

The kind of government that Cubans set up is something else again. Landing marines to keep Americans from being killed is one thing; landing them to tell the Cubans what kind of government to have is sheer meddling.

And that kind of meddling, as we have at last begun to discover, simply doesn't pay.

#### EDUCATING BABIES

THE old theory that it harms a child to start training him early clings on. It used to be said that no child ought to start to school until he was 8. Let him build a good body and health.

Then he will have a foundation for education and outstrip the children of ambitious parents who try to force mental growing.

The latest upset for this view is provided in the history of identical twins experimented with by Miss Myrtle B. McGraw of Columbia university.

In a report to the American Psychological Association, she tells of taking boy twins when they were a few days old and training the weaker one painstakingly, leaving the other to grow up "normally."

The trained one at a year old was diving around in a pool, while the other merely dawdled. At less than a year the weaker twin was started at roller skating, and in three months he could coast on a grade and steer himself around corners.

The other was dawdling as babies of that age normally do. The weaker one had complete confidence in himself and would attempt anything. The other continued with babyish things.

But wait, some may say. This "forced" child will turn out like all prodigies—he will burn himself out before he grows up. Prodigies, or child geniuses, do not burn themselves out. They are usually strong physically as well as mentally.

The same human race which approves of the training of dogs from an early age sooner or later will realize the possibilities in persistent training of children from the earliest age.

#### SURRENDER TO SATAN?

LOREN MORRISON, 80, of Council Bluffs, Ia., kicked over the traces last week. He was feeling devilish, after eighty years of not acting devilish. Taking his first airplane ride, he smoked his first cigaret.

It is easy to see how Loren Morrison valued each year of abstinence from nicotine. It is easy to see how he loftily ignored temptations as he grew toward manhood, toward middle age, toward old age, seeing firm resolution build itself into a mighty column of self-denial, and finally, on the brink of senescence, smashing down the monumental record as a child overturns a stack of blocks.

"This is as good a time as any to start," he said, and lit up a cigaret.

Will Loren Morrison, 80, be haunted by that folly? We doubt it. Will he be haunted by regret of wasted life? We doubt it.

We do not know what Loren Morrison will do from now on, but we are glad he took that smoke up in that there air-i-o-plane.

Blood pressure of a human being is 20 degrees higher when awake than when asleep. And 20 degrees higher than that while reading the papers and trying to figure out the next move at Washington.

Paris recently celebrated the 176th anniversary of the birth of Lafayette, Lafayette, we still are here, in case your descendants want to pay up.

Apparently Henry Ford is not going to get the blue eagle from General Johnson. The general probably is figuring the rest of the country will give him the bird.

#### M. E. Tracy Says:

THIS is written from Southwest Harbor, Me., where the fishermen are getting 1½ cents a pound for haddock, 1 cent a pound for large cod, ½ cent for small cod, 12 cents for lobster, and 10¢ for halibut.

Now what are you paying, and who gets the difference?

I have run into no business where there is such a spread between producer and consumer, or where the public is being bilked more outrageously.

I do not pretend to know the answer, but something is wrong when people in New York have to pay 15, 20 or even 30 cents a pound for fish that are caught and sold on the New England coast for less than 2 cents.

Marked have struck the coast in unprecedented schools. They are so plentiful as to have spoiled the market. The price has gone so low that many fishermen won't bother with them. But are the poor people of our cities getting any benefit?

Everywhere I go in this country, the same curious paradox presents itself—plenty of food on the one hand, and want on the other.

In my judgment, an honest readjustment includes more than a mere boosting of prices. We are hamstringing with an inefficient or crooked distributing system.

Sombody has horned in between those who produce the food and those who need it. That somebody is doing everything but an economical job.

There is no excuse for paying one crowd so much and another so little.

The new deal will not accomplish all that it should if it goes no farther than wages, hours, or even price-fixing. Our distributing system requires a thorough overhauling. If private business is incapable of making such changes as are necessary, the government at least must assume the role of adviser.

Private business has done a good job in certain lines. Oil men, for instance, are able to pay 2 cents a gallon for crude, turn it into gasoline and ship it half way across the country and sell it for 7 cents.

PACKERS are able to handle meat for less than 2 cents a pound. Milk dealers can bring milk hundreds of miles and put it on your doorstep for 7 or 8 cents a quart.

When it comes to fish and vegetables, not so good.

I have seen a farmer deliver beans to a market for 1 cent a pound, and have walked right in after him to be charged 10.

I have seen fish taken out of a boat on a pound of a wharf for less than 2 cents a pound and sold on the other side for 10.

I am well aware that it costs money to haul freight, especially of the perishable variety, and that it costs more money to deliver it over the counter in small lots, but considering what has been accomplished in other lines, I am convinced that the retail price of fish and vegetables could be reduced greatly through organized, efficient management and at the same time give the producer more money.

#### Whee! Curves Are Coming Back!



#### :: 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 a Student of Economics.

Perhaps one of the best articles on the cause of our present day crisis I have read is a new book, "Mellon's Millions: the Biography of a Fortune," by Harvey O'Connor, publishers, John Day Company, \$2.50.

International publishers are making its main facts available at a much lower price in a pamphlet, "How the Mellons Got Rich." For ex-service men who are victims of this depression, here is Mellon's father's teaching on patriotism, for those who need him. No matter what his wage may be, each and every day while on duty and in uniform, he becomes the target of those seeking real help and it becomes just second nature to firemen to give service, no matter what hour it is, so why not leave him alone?

He has his troubles and many of them, but still he smiles and pays and pays for those who question his wage. I will say that his pay is a fraction less than \$4.75 a day.

Yes, sir, he has time off, but his time on is a full twenty-four hours, and he does not leave his quarters only in case of an alarm.

In Pittsburgh, an old man lives whose family controls corporations of a total value of \$6,000,000,000. His name is Andrew Mellon. Of the fifty-nine men who rule America, according to former Ambassador Gerard, Andrew Mellon is listed second only to John D. Rockefeller, and precedes J. P. Morgan.

Morgan has created the most complete monopoly in the United States, the Aluminum Company of America, with forty subsidiaries in Canada, Norway, Italy, Germany, Switzerland and India.

"The Mellon family, with Andrew at its head, controls twenty-four banks, the Mellon National bank, the Union Trust Company and twenty-two other banks with resources of more than \$2,000,000,000, linked by a thousand threads to the mightiest corporations in Pennsylvania and throughout the country, with total assets of nearly \$10,500,000,000."

Andrew Mellon was secretary of the treasury under three Presidents, dishing out \$127,000,000 in tax refunds to the biggest corporations, neglecting himself to the extent of \$7,000,000.

"No war can be fought without placing hundreds of millions into the Mellon pockets. Every battleship and bombing plane that is built sends dollars rolling into Mellon's

#### Defends Firemen

By B. C. Wheat.

MUCH has been published about firemen, so let's get to facts. Any member of the fire department, whether off duty or on, is a part of the municipality and is giving his services to those who need him. No matter what his wage may be, each and every day while on duty and in uniform, he becomes the target of those seeking real help and it becomes just second nature to firemen to give service, no matter what hour it is, so why not leave him alone?

He has his troubles and many of them, but still he smiles and pays and pays for those who question his wage. I will say that his pay is a fraction less than \$4.75 a day.

Yes, sir, he has time off, but his time on is a full twenty-four hours, and he does not leave his quarters only in case of an alarm.

pockets. Poison gas turns into money for the Mellons."

Andrew Mellon coined millions out of the last World War. From his aluminum trust alone, he made \$20,000,000 in 1915-16. Besides supplying aluminum for airplanes, the aluminum trust manufactured time-fuses, air cooled machine guns and aluminum and ammonium nitrate, a powerful explosive.

Mellon's billion-dollar corporation, Mellon can chisel profits in a thousand ways. Not only does he get them through exploiting the tens of thousands of workers in his most powerful companies, such as the Aluminum Company of America, with its 57 subsidiaries; the Pittsburgh Coal Company, with its 22 associate companies; or the Gulf Oil Corporation, with its 21 subsidiaries, but he gets it in the banks, through renting company houses to miners, through charging higher prices at his company stores, through specially made tariffs and monopoly prices.

However, our entire critical situation was pared to a few words by a business man in Indianapolis, who said, "Our trouble is that 85 per cent of the American wealth is in

the hands of a few. How can any nation or institution function or long endure on 15 per cent of its foundation?"

The solution? Well, there is only one way out. Put that money back into circulation. How can it be done? Even so, if it should be done, the channels are all made, and in a short time the dollars would roll right back to where they are now."

The temporary stimulation will put more dollars in these pockets and who can pay off these enormous debts being contracted? Veterans are paying part of it now, but who can and will be able to pay when pay day comes in the future?

It is said this temporary stimulation may last a year and then a deeper crisis, that only war will divert temporarily.

By An Interested Person.

A word to say about something that would be of as much benefit to the country as the NRA.

The national recovery act is a wonderful thing. It has put hundreds of men to work, but I would like to suggest something that would be of a great benefit to the country, and would also put hundreds of men to work that are still out of employment.

Why not put on a drive and go to every factory and store that employs married women whose husbands or others in the family are working and lay them off and give more working men a chance?

I know of several homes where the husband and wife and four or more are working. I don't see anything fair in it. A married woman's place is at home, if she has others working in the family.

I think this should be just as important as the NRA and should be looked into with the same spirit.

#### Daily Thought

FOR God so loved the world, that he gave his only begotten son, that whosoever believeth in him should not perish, but have everlasting life.—St. John, 3:16.

What hindrances that you should be a child of God? Is not salvation free?—Ichabod Spencer.

#### Earache Develops After Infectious Diseases

BY DR. MORRIS FISHBEIN  
Editor Journal of the American Medical Association and of Hygiene, the Health Magazine.

PRACTICALLY all cases of earache that develop during infectious diseases arise from the spread of infection from the throat along the eustachian tube to the ear.

The eustachian tube passes from the back of the nasal cavity to the middle ear. Such infection is more likely to spread when a young child has enlarged adenoids and tonsils, which tend also to become inflamed. This is particularly true when a child has an ordinary cold.

Dr. T. O. Graham of Dublin says in the British Medical Journal that the vast majority of infections in the ear are due to colds in the head and influenza.

Moreover, about 10 per cent of children with scarlet fever and measles develop infections in the ear, and about 5 per cent of those with diphtheria. In addition, there is a small number of such cases developing after mumps, typhoid fever, and whooping cough.

One of the conditions most commonly associated with infected ear

is scarlet fever. If a child has been getting well, with its fever practically normal for several days, and its fever rises suddenly, the physician is likely to suspect an infection in the ear.

The infection in scarlet fever is virulent, so that the eardrum ruptures promptly or mastoiditis develops even before the eardrum ruptures.

In such case, the physician determines the presence of the infection and cuts the eardrum. This relieves the pain, causes the temperature to fall promptly, and permits the pus to drain out rapidly.

The infection of the ear which follows both measles and scarlet fever seems more likely to develop an infection of the mastoid than the following other conditions.

In severe cases of influenza, the infectious material in the ear may be bloody in character because of the nature of the germ associated with the disease.

#### :: A Woman's Viewpoint ::

BY MRS. WALTER FERGUSON

"YOU can tell before you open the door of any temperance meeting what you are to hear. It is hardly a discussion; it is an animated attack on the people who make and sell liquor."

Battle against them is delivered with great energy. For the rest—physiological, ethical, social statements about what is meant by personal purity and by the danger of intoxicants, you will not hear.

"The truth is, these questions come into all life and may be discussed from twenty different points of view, so that the literature of the temperance reform might be as entertaining as it is dull. But they confine themselves so entirely to the discussion of the aspects of the sale of liquor before the law that they do not interest young people of any age."

"Now, whether the thing could be made interesting in the newspapers I do not know. But I am quite sure that the subject is so wide and presents so many current points of investigation that it can be made interesting to men and women of average information and intelligence."

This passage is distinctly modern in tone, yet it was written by Edward Everett Hale in 1890. It will bear reading several times, however, by all those who are anxious to see the cause of temperance advanced in the United States.

#### Science

BY DAVID DIETZ

TWELVE great landmarks in man's achievement of a scientific knowledge of the stars are listed by Sir Arthur Stanley Eddington, famous astronomer of Cambridge, England.

Sir Arthur, one of the most brilliant of living scientists, has himself contributed much to the recent progress of stellar knowledge. Eddington's landmarks are as follows:

1. Discovery of the first variable star by David Fabricius in 1596.
2. Discovery of the first double star by Jean Baptists Riccioli in 1650.
3. Discovery that the stars, hitherto regarded as "fixed," actually possessed real motions of their own, by Edmund Halley, after whom Halley's comet was named, in 1718.
4. Discovery of the motion of the solar system through the galaxy of stars, by Sir William Herschel in 1783.
5. First measurements of the distance to a star, made independently by Bessel and Henderson in 1839.
6. Application of the spectroscopic to the stars by William Huggins in 1862.
7. Application of photography to the stars in 1839.
8. Applications of the spectroscopic to the measurement of the motions of stars in the line of sight in 1888.
9. Discovery that the stars were moving in two great streams, by J. C. Kapteyn in 1904.
10. Division of stars into giants and dwarfs in 1913 as a result of the researches of Russell and Hertzsprung.
11. First direct determination of the diameter of a star by the Michelson interferometer, made at Mt. Wilson in 1920 by J. A. Anderson.
12. Application of the theory of ionization to the stars by M. N. Saha in 1920.

Eddington's list is an interesting one. Analysis of it yields many interesting facts about the progress of science.

THE first important discovery, that of the existence of variable stars, was made by Fabricius in 1596, before the invention of the telescope.

Variable stars are stars which do not shine with a constant brilliance, but instead vary in brightness over a period of time, in some cases a few hours, in some cases a number of days.

Fabricius, from faithful observation of the heavens, discovered that a star in the constellation of Cetus, the "whale," varied in brilliance. He called it Mira, meaning "the wonderful."

No other great advance in knowledge of the stars came until the invention of the telescope.

It was in 1610 that Galileo turned his little telescope upon the heavens for the first time. Until then no man had seen more of the heavens than is visible to the unaided eye. Now it was possible for man to scrutinize the heavens through a powerful visual aid.

THE size of telescopes was increased rapidly and in 1650, the second great landmark on Eddington's list, Riccioli discovered the existence of double stars.

A double star is really two stars close together in the sky, and of their immense distance from the earth, appear to the unaided eye as a single star.

The discovery of variable stars and double stars are the only important events prior to the beginning of the nineteenth century, and both of these discoveries were the simpler types of discoveries, namely, the noting of the existence of certain types of objects.

It is not until the nineteenth century that a beginning is made of the problem of unraveling the mysteries of the stellar universe. The first important step, the measurement of stellar distances, came in 1839.

It is interesting to note that the last four of Eddington's landmarks all lie within the twentieth century.

#### So They Say