

The Indianapolis Times

(A SCRIPPS-HOWARD NEWSPAPER)

ROY W. HOWARD President
TALCOTT POWELL Editor
EARL D. BAKER Business Manager
Phone—Riley 5551

Member of United Press, Scripps-Howard Newspaper Alliance, Newspaper Entertainers Association, News Bureau Information Service and Audit Bureau of Circulations.

Owned and published daily (except Sunday) by The Indianapolis Times Publishing Company, 120 South Meridian street, Indianapolis, Ind. Price in Marion county, 2 cents a copy; elsewhere, 3 cents a copy; Sunday, 12 cents a week. Mail subscription rates in Indiana, \$3 a year; outside of Indiana, \$5 cents a month.

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 is now clear—that 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.

Somebody 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 loin cloths, fish, bananas, breadfruit, and fiber huts 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 desire 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 people want pile up on the market, 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 unpainted 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-salesmen 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 well 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 I. 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.

As desire 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 people want pile up on the market, 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 unpainted 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-salesmen 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.

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

But while our warships stand by in the

THE INDIANAPOLIS TIMES

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

Defends Firemen

By B. C. Wheal

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 wage 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.

Through his billion-dollar corporations, 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 57 subsidiaries; the Kopers Company, with its 65 subsidiaries; the Pittsburgh Coal Company, with its 22 associate companies; or the Gulf Oil Corporation, with its 21 subsidiaries, but he gets them 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, in certain critical situations, he has been forced to pay 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.

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

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.

SEPT. 11, 1933

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 1566.

2. Discovery of the first double star by Jean Baptiste 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 spectroscope 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. Divisions 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 gravitation 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 1566, 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.

Fabric