

Mark Sullivan Says New Deal Exaggerates Picture of Drought

(Mr. Sullivan Writes Three Weekly.)

BY MARK SULLIVAN

WASHINGTON, Aug. 31.—Newspapers charge that some widely published photographs, alleged to have been put out by New Deal official government agencies, to show drought conditions in the West, were made with the use of a portable "property" skull of a dead steer, or are otherwise "phony."

Assuming the charge is well-founded, doubtless the public reaction to the exposure will be to assume that the whole picture of Western conditions has been overdrawn for propaganda purposes. That assumption will be correct, provided it does not go too far. There has been serious drought in some parts of the West. There are, in some sections, hard conditions which call for emergency aid. But to assume that large parts of the West must be permanently abandoned, and that considerable numbers of farmers must be "resettled" elsewhere by the government, is quite fantastic.

For North Dakota this is a dry year and therefore a poor year. Yet, the Fargo Forum prints a map of the Red River area, a section about four counties wide and eight counties long, which this year has produced close to a \$100,000,000 of wealth from the farms.

No Denial Forthcoming

Obviously the middle-ground truth about this year's conditions in the West will emerge in due course. But the incident ought not to pass without public attention to the use of propaganda by the New Deal Administration. As to the present charge, there is no direct evidence, and it is to be assumed that if the charge is not well-founded the appropriate officials will make reply or explanation.

Time was when, in every office of every newspaper and periodical, a "government photograph" had a special standing. They were taken by bureaus of the Army, Navy, Agriculture, Interior and other departments. They were taken by the government, but they were not put out by the government. The government took no interest in having them published. They were there, and publishing houses could get them for a small sum. They were absolutely to be relied upon. The word "official" attached to a photograph had the same meaning as certified for accuracy.

The same was true of official statements put out by government departments. The Department of Agriculture statements about the conditions of crops, for example, had the disinterested and authoritative status of a decision of a Supreme Court. So far as I know this is still true of this class of statements. But in the Department of Agriculture as a whole, and in other departments, especially the newly created New Deal ones, there is an army of publicity men, most of whom regard

themselves as propagandists for the purposes of the New Deal.

I ought to add that in my own experience I have found the Department of Agriculture publicly frank with the facts. It has asked for, to take pains in getting the facts, and to give them with accuracy. This has been true in cases in which the publicity men must have known the facts would be used in arguments detrimental to the New Deal.

These figures, brought together and properly interpreted, would compose a judgment of the New Deal's agricultural policies. But the New Deal is not likely to put it out. And any one attempting it from the outside would need to be an expert and need much time to do the work. Meanwhile, apparently, the New Deal puts out photographs of which the accuracy is questioned, photographs which over-emphasize drought as an agency of scarcity.

This illustrates the difference be-

tween the former condition and the present one. Formerly, the government gave out facts, figures and photographs to those who asked for them. In the new conception, the army of publicity men now em-

ployed consider it their function to get things published to flood the public mind with information pictures with material furthering the purposes of the New Deal.

The volume and momentum of the New Deal propaganda, the numbers of those engaged in putting it out, is such that not all the resources of non-government agencies of publicity can offset it. Most of the facts and statistics about the New Deal are in possession of government offices. Even with officials willing to give the facts upon request, the work of assembling and interpreting them is too formidable.

For example, for adequate public information about the New Deal's agricultural policies, and fair judgment upon them after three and a half years, it would be desirable to have a summary of certain figures. We should have a careful compilation of the quantities of food which the New Deal has de-

stroyed, or has paid farmers not to plant. Then there should be a statement of the quantity of food destruction wrought by drought. This would show whether drought or the New Deal has been the major destroyer. Then there should be an accurate statement of the startlingly large quantities of food

consumed by the New Deal's

agencies, and the like.

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THE INDIANAPOLIS TIMES

The "BUY WAY" of INDIANAPOLIS

AYRES A DOWNSTAIRS A STORE

MONDAY, AUG. 31, 1936

REGISTERED

Seulean Quits Shoe Business

AT 2214 SHELBY STREET—INDIANAPOLIS

We Bought Entire Stock of High-Grade, Quality Shoes

For Men, Women and Children

At Savings Up to 50%!

The Seulean Shoe Store at 2214 Shelby Street was recognized as one of the best of the smaller shoe stores in Indianapolis! It was known as a foot-comfort shoe store—carrying nationally advertised brands of arch support footwear for Men, Women and Children! A few weeks ago Mr. Seulean sold his lease and quit business. . . . We bought his stock of nationally-branded shoes at savings up to 50% on the dollar . . . tomorrow this stock goes on sale at the same savings! Included in this stock is a group of our own Ayres Quality merchandise at drastic reductions!

Poll-Parrot Shoes
Billiken Shoes
Natural Bridge
Arch Shoes
Wilbur Coon Shoes
Trim-Tred Shoes

Shoes for Men & Young Men

Men's Florsheim Oxfords

Seulean's Price \$5.00 Pair
\$8.75 to \$10

JUST 52 PAIRS OF FLORSHEIM dress oxfords. Choice of kid, or calf leathers. Many have built-in arches. Black or brown. Broken sizes.

Endicott-Johnson Oxfords \$1.00 Pr.
JUST 84 PAIRS OF ENDICOTT-JOHNSON dress oxfords and work shoes. Seulean's price, \$2.00 and \$2.50. Medium and wide toes. All sizes in lot, 6 to 11.

Dress and Work Shoes \$3.00 Pr.
43 PAIRS STAR BRAND & ENDICOTT-JOHNSON work shoes, dress shoes, high-cut shoes and safety-toe shoes. All sizes, 6 to 11. Seulean's price was \$4.00 to \$6.00.

Men's Dress Oxfords \$2.00 Pr.
84 MEN'S ENDICOTT-JOHNSON, TRAIL BLAZER & STAR BRAND oxfords, work shoes and dress shoes. Formerly sold for \$4 to \$6. Not all sizes in lot.

Men's Arch Type Shoes

Seulean's Price \$4.00 Pair
\$6.00 to \$7.95

90 PAIRS STAR BRAND UPTOWN AND PATRIOT SHOES. Black and brown with built-in arch. All sizes, 6 to 11. A to D widths.

Shoes for Women & Misses

Women's Arch-Support Shoes

Seulean's Price \$2.99 Pair
\$5.00 to \$6.50

183 PAIRS NATURAL BRIDGE, STAR BRAND, TRIM-TRED, HEALTH & ARCH MAKER shoes. Black color. Built-in arches. Sizes 4 1/2 to 20, widths AA to C.

Women's and Misses' Shoes

93 PAIRS STAR BRAND and ENDICOTT-JOHNSON straps and oxfords. Seulean's price was \$2.00 to \$4.00. Sizes 2 1/2 to 8 in the group.

65 Pairs Wilbur Coon Shoes

Women's black kid oxfords and straps. Wilbur Coon brand, regularly sold for \$7.95 to \$9.50. Sizes 3 to 10, AA to D widths.

Women's and Misses' Shoes

178 PAIRS STAR BRAND and EN JOIE black or brown oxfords and straps. Seulean's price was \$2.00 to \$4.00. Sizes 3 to 10. Women's Junior-Miss. Sizes 3 to 8. Seulean's price was \$3.00 to \$4.00.

All Items Subject to Prior Sale—Some May Be Entirely Sold Out—but Will Still Have Big Assortments for Everybody!

Shoes for Boys and Girls

Boys' Poll-Parrot Shoes

Seulean's Price \$1.99 Pair
\$3.00 to \$4.00

80 PAIRS POLL-PARROT, STAR BRAND and BILLIKEN oxfords or high shoes. Black or brown colors. All sizes in group, from 12 to 6.

Boys' Black Hi-Cut Boots

Seulean's Price \$1.59 Pair
\$1.50 to \$2.00

116 prs. ENDICOTT-JOHNSON black hi-cuts. Long wearing composition soles. Sizes 12 1/2 to big 6 in lot. Seulean's price was \$2.00.

Children's and Girls' Shoes

116 prs. POLL-PARROT, BILLIKEN and STAR BRAND oxfords and straps. Regular price \$1.99. Sizes 8 1/2 to 3.

Children's Billiken Shoes

112 prs. BILLIKEN, POLL-PARROT and STAR BRAND shoes in straps, oxfords and high shoes. Not every size in group. Seulean's price was \$1.65 to \$1.99.

First Step Soft Sole Shoes

JUST 35 prs. Infants' FIRST-STEP shoes. Well made shoes at a sensational low price.

29c pr.

In in '33.. Out in '36

Back in 1933

hundreds of these hogsheads packed full of mild, ripe tobacco were rolled into our warehouses to age.

Everybody knows how ageing improves fine wine. Well, ageing improves tobaccos the same way—adds aroma and flavor.

Now three years later, these same mild ripe tobaccos are being made into Chesterfield Cigarettes.

Mild, ripe tobaccos make a milder better-tasting cigarette. When you smoke a Chesterfield you'll notice they have a different aroma . . . a more pleasing taste . . . they're better!



MILD RIPE TOBACCO...AGED 3 YEARS
...that's what makes Chesterfields milder and better tasting



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