



## James A. Farley, Democratic Chairman

Interesting Career of the Hustling New Yorker  
Who Is Directing the Roosevelt Campaign.

Director of a campaign which carried New York state Democratic by 725,000 for Franklin D. Roosevelt in 1930, manager of a movement which resulted in delegates from thirty states being committed to Roosevelt when the Chicago convention met, and his nomination after a short test of strength, James A. Farley is now directing a campaign which may result in the election of the third Democratic President since the Civil war.

Towering six feet two and a half, and weighing well over 200, Farley moves as fast as a bantam. Activity is his middle name. And, a wonderful asset in any politician, he has a photographic memory for names and faces. It works without any of the prompting secretaries or card index systems. It is just a gift.

In comes an obscure precinct worker who has met the chairman just once, and that for two minutes three years before.

"Hello, Harry," shouts "Big Jim." "How is everything down in southwest Colorado? Did you stop off at Denver and see Jack Smith on your way up?"

Checking up, one will discover that the man's name is "Harry," that he does live in southwest Colorado, and that it was Jack Smith who introduced him, so casually three years before, to Jim Farley.

And he goes back home thinking Jim Farley is a man of keen discernment, who in some occult way recognized real ability and sterling worth despite the brevity of the former meeting.

Farley is just as quick to take advantage of an opening in the enemy's armor in a political fight as he is in physical movement. It was at the Democratic national committee meeting at Washington, eighteen months before the Democratic convention met, that he so entrenched Roosevelt's strategic position that the "Allies" were never able really to break through. From that time on Farley dashed over the country, landing a leader here, and a lieutenant there, convincing some skeptic here that Roosevelt was physically fit, and persuading some doubting Thomas that despite the name Roosevelt his candidate was not secretly a Republican.

Came the convention, with its hurly burly, its all-night battle, its fights on platform, two-thirds rule and organization. Farley was in his element. He slept in taxis dashing from one appointment to another. He smoothed over prima donnas, and goaded procrastinators. He glad-handed everybody, finally emerging from what had threatened to be as bitter a fight as Madison Square garden with better feeling than anyone of Roosevelt's friends had dared hope, and inside the first week, instead of stretching out indefinitely as Madison Square garden, San Francisco and Baltimore had done.

### In Politics Since Boyhood.

James A. Farley is a self-made man. He is the son of Irish Catholic parents. He was graduated from Stony Point High school in 1905 and a year later from the Packard Commercial school in New York city. He is an avid reader of biographies and a close observer of events; has a phenomenal memory and possesses the rare perception to unerringly analyze people and situations.

Mrs. Farley, nee Elizabeth A. Finnegan, is a Haverstraw girl. The marriage occurred in 1920. There are three children, Elizabeth, Ann and James, Jr. Catch Jim, Sr., on a holiday

campaign he was able to hold the Democratic lines in the assembly that came in with the Roosevelt landslide of the year previous and to see many Republican county elect boards of supervisors, county officers and town officers from Democratic ranks.

### Captured Erie County.

Notable of his accomplishments was the settlement of the trouble in Erie county. Turmoll had existed there for years. Farley stepped in and directed a reorganization which stood the test of a bitter primary battle and then emerged from the election with control of the county board, the Buffalo city council, the district attorneyship, some judgeships and numerous minor offices. He had done what was considered impossible, brought Erie and Buffalo back to the Democrats.

On January 23, Governor Roosevelt announced his candidacy for the Presidency by allowing his name to go before the Democratic primary in North Dakota. It marked the culmination of a year's work by the governor's close personal friend, James A. Farley.

Without the aid of the usual large organization, without the fanfare of trumpets, quietly, unobtrusively, but personally, Farley and others have promoted Roosevelt to the country. Their job was easier because their candidate was outstanding. But even then leaders in other states had to be consulted, informed and enthused. A cross-continent trip, a few shorter journeys, innumerable telephone conversations and plenty of letters did the trick. Farley was the genius that carried the burden of personal communication.

In this quiet, personal effort on behalf of a friend, Farley has paralleled a statewide acquaintance with a nationwide one. From a state leader he has emerged a national figure. It is a long trip from Grassy Point on the Hudson to front-page headlines across the length and breadth of the United States. Jim has made it in forty-four years. He is still young, still energetic, still ambitious. Where the journey will lead in the future, only time can tell. But it will still be upwards. That is Jim's way.

Keeping up a vigorous letter writing campaign is one of Jim's real attainments and he has long been known as "Jim the Penman." He likes to keep in close touch with those associated with him no matter whether it is in business, politics or social pursuits, and he has found the best way to do this is by means of the post.

Anyone who has ever had dealings with this human dynamo is, of course, familiar with his famous signature, always in green ink. When he signs his name it is to a letter dictated by himself and reread by himself. It is a personal message in the truest sense.

### Writes Many Letters.

A hundred letters a day, read and answered. Multiply this by the days in the year, for he works every day, and you will get a grand total of over 35,000 personally signed epistles. Add to this a hundred thousand bulletins sent to organization workers, a few thousand telegrams, not to mention greeting cards and radiograms, and you will realize why his huge organization is always informed of what is going on and its members are always working strenuously and intelligently.

A reply to every letter is the first rule of Jim Farley's lexicon of politics. It probably makes votes. It certainly makes him friends.

Thirty thousand miles are a lot of miles. A five-hundred-mile trip on a fast railroad train will take a long night. That would mean spending every night for two months on a sleeper.

But thirty thousand miles is what Jim Farley traveled in his first year as state chairman, using every form of transportation excepting airplane. Jim still keeps on the ground. He would sleep to the tune of the car wheels. He sped over concrete highways in high-powered cars, he experienced the thrills of boating in powered skiffs and large liners, he even enjoyed the novelty of horse and buggy.

And all the time he was personally acquainting himself with the problems of rural communities and urban centers, of sections that depended on agriculture for their substance and on sections that depended on mining, or oil, or lumber, or industries.

In the course of a year Jim Farley will make speeches at almost a hundred banquets and luncheons. In 1931 he did this very thing of eating and speaking in every one of the sixty-two counties in New York state. It was a lesson in real democracy for all real Democrats love to eat and also love to speak.

Some weeks he would visit eight counties, speaking at four mid-day luncheons and four evening dinners. Always he would shake hands and talk with those present and one day would hardly be finished before the committee arrived to start the next day's activities.

Graduated from a commercial school in 1906, Farley started out to make his way in the business world. His early training had made him unafraid of hard work and his employers soon discovered that the young man from up the Hudson had that rare faculty so necessary to salesmanship—the ability to sell himself. He was quickly sent into the field, onto the firing line, out where the customers were.

As a distributor of building materials Farley is noted for having a clear knowledge of the business, a willingness to give customers perfect service and a deep understanding of construction problems of every nature. His experienced viewpoint has made him invaluable, not only to his own company, but also to the Industrial National bank of which he is a director.

## Time Now to Plan for Fall Garden

### Soil and Seed Beds Need Proper and Timely Preparation.

By E. B. MORROW, Extension Horticulturist, North Carolina State College.—WNU Service.

Carefully preparing the soil and using partially shaded seed beds will permit the gardener to have a supply of vegetables for the late fall garden. In starting plants which need to be transplanted, it is better to seed them in partially shaded seed beds rather than attempt to plant in the open field. A lattice work of small slats makes an excellent covering for such a bed, but if slats are not available, pine brush or other material may be used. However, this covering should be placed high enough above the ground to permit free circulation of the air and to give room for watering and weeding. If the soil is dry when the seeding is made, water it thoroughly and then cover with old sacks to retain the moisture. Remove the sacks as soon as the seedlings begin to push through the earth.

In planting garden seeds directly in rows, get the seed down in the moist earth. Few instances, beans and corn need to be planted in rather deep furrows. Cover more deeply than when spring planting is done, especially with the large seeded crops.

Small seeded crops will require considerable attention when planted in the open field. This means a carefully pulverized seed bed and possibly boards or old sacks laid over the row. When boards are used, raise them as soon as the seedlings push through and place each end on a rock or brick. Harden to the sun gradually by removing the boards in the early morning and late afternoon for the first few days.

## Disagree Over Merits of Yellow Star Thistle

What's to be done with the yellow star thistle? The farmers say it's a weed pest that crowds out their grain. The bee men say it provides their charges with nectar that makes the finest of honey.

The state department of agriculture has been called upon to solve this difficult question and so far it hasn't been able to figure any way out. It has been suggested that there are lands where this thistle will thrive, but where no other plant of economic value can be grown. However, cultivating it solely for its nectar is hardly possible and thistles have a habit of refusing to "stay put."

If no way can be found to keep this weed from damaging our cereal crops the rule of the greatest good to the greatest number will probably govern and the thistle will be subjected to organized assault—maybe eradicated. The grain growers argue that there are other less noxious sources of nectar and that star thistle honey is made at too high a price.—Los Angeles Times.

## Poison the Gophers

Pocket gophers may be controlled by poisoning with either vegetable or grain baits. Strychnine is the poison commonly employed.

In using the poison the main runway of the rodent should be located and the bait dropped into the run. The entrance to the runway should then be closed with a ball of damp earth or wad of grass. Baits need to be placed only at two points in each separate system of ten to thirty mounds, which is usually the home of a single gopher. As new mounds are thrown up, they can be easily seen, and these live runs poisoned again.—Wallace's Farmer.

## Protect the Navel Cord

One of the first steps after the calf is dropped is to disinfect the navel cord with tincture of iodine, using a small brush or a piece of cheesecloth. In case iodine is not available, use a 5 per cent solution of a coal-tar disinfectant. Hold a cupful of this solution up under the calf so that the raw, exposed part of the navel cord is submerged. Repeat the treatment daily until the cord becomes dry. Proper disinfection of the navel prevents disease germs from entering the body of the calf at that point.—Exchange.

## Season Posts Before Setting

In a test in Iowa, catappa posts lasted 18 years without any chemical treatment. Those treated with creosote lasted 28 years.

These posts were not put in until they had a year to dry after being cut. It always pays to let the post season if possible. Cut them, if you can, in the fall so they will dry out enough to prevent the wood borers from attacking them while they are green.

## Leaves Filter Water

In Oklahoma an experiment was made to find how much water the leafy covering in wooded land holds. Measurements showed the amount held on the land was much more than the leaves could hold. The investigators found that the leaves filter the water, keep it clear and let it soak into the soil through cracks and holes. Where there is no leafy covering to filter the water, silt fills these pores and more water then runs off the land, carrying eroded soil.

## Increase Value of Timber by Pruning

### Foresters Advise Treating Forest Trees.

Fruit growers have pruned their trees for years to get more good fruit with its blush developed to the rosiest hue, but forest trees have just begun in a finish-fight for the survival of the fittest. Now Cornell foresters advise farmers who have pine plantations that they can increase the value of the lumber about \$400 to the acre by pruning.

Trees which grow close together and have a diameter of four inches or more have about seven to ten feet of stem with dead branches. These branches provide no food for the tree and if they are removed the tree grows clear wood without knots, they say.

Only the dominant trees, or about two hundred of the best trees in an acre, need to be pruned. The first pruning should be done when dead branches can be cut off as high as the pruner can reach from the ground. Two later prunings will be necessary to clear all of the first 16-foot log. They estimate that 70 per cent of the volume of a 15-inch tree is in the first log, which, if pruned, will be clear lumber.

## Dairy Calves Benefited by Vitamin D in Rations

Calves eating reasonable amounts of good legume hay are likely to get enough vitamin D in their ration. On the other hand, small calves, eating little hay and getting little buttermilk in their milk, may benefit from the addition of 1 per cent of cod liver oil to their grain rations. This is particularly true if such calves are raised indoors where they have no access to direct sunlight.

The need of vitamin D for dairy calves was emphasized by the prompt recovery of two calves showing symptoms of rickets at 40 weeks of age that were fed (oxidized) cod liver oil in which the vitamin D was normal but the vitamin A had been destroyed. Their improvement in appetite and general thrift of condition was marked and they grew rapidly during the next six months while the vitamin D supplement was added to their feed.—Hoard's Dairymen.

## Gardening Hints

Azaleas and rhododendrons need an acid soil. This can be supplied by piling oak leaves around the base of the plant, and letting them rot there, or to some degree, by working granulated peatmoss into the soil and using it for a mulch. It must be remembered, however, that these plants are very surface-rooted, and the utmost care is required, while performing the above task to keep from breaking or disturbing these roots. When planting rhododendrons, masses of oak leaves should be put at the bottom of the hole, and a thin skin of earth placed over this. These leaves rot, and over a long period of time supply the plants with the desirable acidity.

## Palatability of Pastures

A group of steers "voted" legumes—the most popular pasture plants at an experiment conducted in Maryland. They registered the "vote" in a series of pasture trials. Twenty-five different grasses and legumes were sown in one field and government pasture specialists observed which was grazed most.

The legumes led. Next came bromegrass. Following were Italian and perennial ryegrass, and meadow fescue. A mixture of the standard pasture grasses ranked next to those in palatability.—Dakota Farmer.

## Rodent Control

Seed treatments with repellent substance to prevent injury by rodents and birds is not generally recommended, as the seed may be severely damaged in the process, according to G. C. Oederkirk of the United States biological survey. Instead of treating the seed with the possibility of severe damage, or delayed germination, it will be better to depend upon poisoned bait to reduce the number of destructive rodents that destroy the seed. Mechanical devices can be used quite effectively to scare off birds during the shorter period when they may cause damage.

## Agricultural Squibs

The United States produces one-third of all the apples grown in the world.

Michigan State college animal husbandry experts have found wheat equal to corn as a fattening feed for hogs.

Based on income, wheat is the most important crop in Idaho, providing a gross income of over \$19,000,000 and \$12,000,000 in 1929 and 1930.

When a seed crop is desired, early cutting of the first crop of red clover will increase the seed crop.

Let no one run any unnecessary cholera risk. Be on the safe side by immunizing the pigs at once, if that precaution has not already been taken.

The production outlook for winter wheat in Illinois is 22,336,000 bushels, as compared with 43,146,000 bushels in 1931, according to A. J. Surratt, agricultural statistician. There will be no overproduction of wheat this year.

## Mercolized Wax Keeps Skin Young

Get an ointment and use as directed. Fine particles of aged skin, peel off until all defects such as pimples, liver spots, tan and freckles disappear. Skin is then soft and velvety. Your face looks years younger. Mercolized Wax brings out the hidden beauty of your skin. To remove wrinkles use one ounce. Power of Mercolized dissolved in one-half pint witch hazel. As drug stores.

## Illiteracy in City Less Than in the Country

The city lad is smarter than his country cousin, according to figures made public by the Department of Commerce.

The percentage of illiteracy in the city population shown in the census for 1930 ranged from three-tenths of 1 per cent for persons ten to fourteen years of age to 7.4 per cent for those sixty-five years and over. In the rural population the comparative percentages were 2.5 and 15.11.

The census bureau defines as illiterate any person who is not able to read and write either in English or any other language. The latest figures show 4,253,753 persons returned as illiterates or 4.3 per cent of the 98,723,047 individuals ten years old and over.

## Try Lydia E. Pinkham's Vegetable Compound



## Cried Herself to Sleep

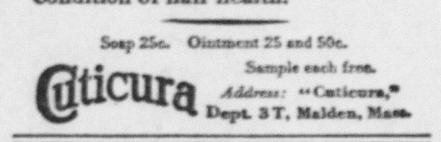
All worn out . . . splitting headaches make life hideous every month. She needs a tonic . . . Lydia E. Pinkham's Vegetable Compound relieves cramps.

## An 1877 Typewriter

We have dug up some old papers showing that the typewriter was used in business as early as 1877. A letter dated January 2 of that year, from the National Life Insurance company of Chicago and signed by J. M. Butler, secretary, is typed—and neatly so. However, these first typewriters used only caps. This concern was ahead of its time as it was two years later, in 1879, when a typewriter used by the Pathfinder editor in the lobby of the Capitol at Washington (when he was secretary to his senator-father) was such a novelty that tourists, as well as officials all paused to see "the contraption" work.—Pathfinder Magazine.

## The Best Treatment for Falling Hair

Dandruff and itching scalp. Rub your scalp lightly with Cuticura Ointment; after a time shampoo with Cuticura Soap. They tend to free the scalp from minor eruptions and establish a permanent condition of hair health.



## Blouse for a Bride

One cotton blouse is the price of a wife in the land of the head-hunters of the Amazon, according to Dr. Mathew W. Sterling, just returned from that country. But, he explains, the amorous bridegroom must make the blouse himself, spinning the cotton and weaving it so carefully that one item of apparel sometimes requires many months of work. The women wear a blouse and skirt, and the men wear skirts and nothing else. These, also, they weave themselves, and wash once a day.

## Jail Looked Good to Him

Three weeks after escaping from the Sussex county (Delaware) jail, a prisoner returned, and found admittance was refused him. When he knocked at the gate the warden told him to come around on visitors' day. Finally, he was recognized by a guard and the gate was opened. "Jail was the most attractive place I've seen since I left," he told the warden, "and that's why I came back."

## Too Big for Comfort

When Frauclen Brunhilde, the German giantess, was in London some years ago she never dared go out for a walk, because at once a crowd collected to stare up at her. She was very nearly eight feet high. She could not get into a taxi and could only travel in a specially made motor car. Life, she explained, was "one continual bending."

## What Else?

"What struck you most on your travels?"

"Other people's umbrellas."—Pathfinder Magazine.

## PARKER'S HAIR BALMSAM

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Imparts Color and  
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Keeps it Soft and Shiny  
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