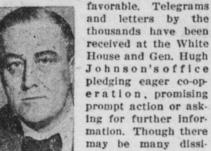
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News Review of Current Events the World Over

Employers Rush to Support of President's Industrial **Recovery Program—Grain Exchanges Called to** Time by Administrator Peek.

By EDWARD W. PICKARD

R ESPONSE by employers to Presi- bama, Georgia, South Carolina and dent Roosevelt's radio appeal for Florida. Region 10-George L. Ratcliffe, Baladherence to the blanket industrial timore; Richmond, Tennessee, Kencode was immediate and flatteringly



and letters by the thousands have been received at the White House and Gen. Hugh Johnson's office pledging eager co-operation, promising prompt action or asking for further information. Though there may be many dissidents, carpers and

Pres, Roosevelt selfish holdouts, it is apparent that the people are determined to give the N. I. R. A. program a fair trial. Industrial leaders in general are willing to shorten work hours and increase wages. There is, however, one section of the "jobs agreement" that arouses considerable distrust. This in effect provides that signers of the blanket code automatically bind themselves to the so-called union labor provisions of the recovery act. Open shop employers naturally do not like this.

The President in his radio address declared that prompt action by employers and co-operation by workers would spell success for the recovery plan, while failure would mean another desperate winter. Signing of the universal agreement, he said, "will start the wheels turning now, and not six months from now." and he added that to await formation and approval of specific codes for separate industries would not be fast enough.

"We are not going through another winter like the last," he said, as a grim determination set into his voice. and he declared that if employers will act together now "we can put people back to work."

"Unless there is united action," the President said, "a few selfish men in each competitive group will pay starvation wages and insist on long hours of work, which forces honorable men to follow suit or close up shop. We have seen the result of action of that kind in the continuing descent into the economic hell of the past four years."

While pleading for voluntary action and promising the creation of "rolls of honor" of signers to be posted in Mr. towns, Roosevelt warned his hearers that the law gives him power to deal with those who try "to thwart this great common purpose by seeking selfish advantage."

THIS is the busy season of the year for avlators, and some of their accomplishments are notable. Wiley Post of Oklahoma, who once flew around the world with Gatty, successfully made the circuit alone, establishing a new time record of 7 days, 18 hours, 49 minutes. He is the first to make the solo round trip and the first to fly around the globe twice.

The Mollisons of England, Captain Charles and his wife, Amy Johnson, flew across the North Atlantic from Wales. They were headed for New York, but weariness and the exhaustion of their fuel supply forced them down at Stratford, Conn. They landed in the dark in a marsh and were slightly injured, and their plane was wrecked.

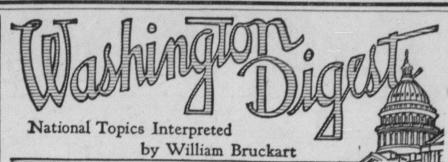
Gen. Italo Balbo and his men of the Italian squadron, after several days of festivity in New York, left for their homeland, going by way of New Brunswick and Newfoundland. As they soared away over Jamaica bay the commander sent to President Roosevelt and Mayor Kelly of Chicago radio messages of gratitude for their reception in the United States and at the World's fair.

One of the army's big twin motor bombers, carrying Lieut. Carl A. Murray and six other men, lost a wing in midair at Oceanside, Calif., and fell in ruins. The seven men, unable to get free to use their parachutes, were killed.

HUEY LONG, the kingfish senator from Louisiana, has been much vexed of late concerning patronage and flood control matters, feeling that he was being ignored by the administration. The other day he went to the White House in blustering mood, declaring he was going to have his rights. He had not been recognized in two appointments recently in Louisiana. That of controller of customs was given to a follower of Senator Harrison of Mississippi, and an avowed enemy of the Long organization; Paul B. Habans was selected to direct the affairs of the Home Loan bank there. Well, Huey was affably received by President Roosevelt and Postmaster General Farley, and what the Chief Executive and the astute politician told the rampaging gentleman from the South must have been plenty. The Kingfish emerged from the conference a silent and seemingly squelched man.

FOR some weeks there have been persistent rumors in Washington that Secretary of the Treasury Woodin would soon resign. These were contradicted by officials connected with the administration, but were heard again when it was learned that the streptococcus sore throat from which Mr. Woodin had been suffering had not cleared up and had developed into "quinsy." He has been on vacation, and the President told him by telephone to take a good rest and return when he had regained his strength.

If Mr. Woodin should step out, it is believed his portfolio will be given to Frank C. Walker, treasurer of the Democratic national committee, who not long ago was made executive secretary of the new "super-cabinet." Mr. Walker has long been the devoted friend of Mr. Roosevelt and could have had about any job he wished, but heretofore he has preferred to remain in the background.



economic force to be used, for the con-

During all of this drive to get things

going again-the code calls it the

"President's drive for re-employment"

-there are apt to be many unfair and

unjust acts by the overzealous. There

are certain to be recalcitrants who are

unwilling to make concessions for the

common good. But the most im-

portant class of all of those who may

not comply will be those who are un-

able to comply because, to do so, they

. . .

I have heard it suggested in conver-

sations here that the sudden move to

Answering with a voluntary

the Skeptics agreement on busi-

cause many persons in the country to

become skeptical that things were not

going so well. It was feared that

those without complete information as

to the plans and purposes of the gov-

ernment might look upon the far-

reaching action as meaning that a new

crisis was impending. The suggestions

were not altogether without support-

ing reason. In the deluge of visitors

who have come here to draft new

codes in conference with General

Johnson, many have come with doubt

in their mind as to the value or the

justice of the whole scheme. They

were honest in their judgment and

simply viewed the program as unwork-

able and as forcing them into unnec-

essary hardships. It seems, therefore

that an analysis of some of the rea-

sons for the national code should be

made after it has been stated with

some emphasis that there is no new

crisis, nothing more serious than be-

fore, to be seen on the horizon of the

It will be remembered that the an-

nounced program of the President

when he started the recovery plan was

to boost commodity prices. He wanted

to see the farmers get more for their

products as a means of saving agri-

culture from the inevitable bow-wows

and he wanted the other sources of in-

dustrial life to prefit. As long as

prices were so low, there could be no

restoration of normal business activity,

Carrying out this line of reasoning.

there came the farm aid laws, the in-

flation authority, the farm and city

home refinancing bills and other pow-

ers. The President withdrew govern-

mmediate future.

in the President's view.

blanket the nation

ness conduct might

would be bankrupt.

Washington .-- Reminiscent of the | but certainly there is a tremendous stirring days of 1917, leaders in the

sumers are asked to deal only with Rallying patriotic support. those who have signed agreements to conform.

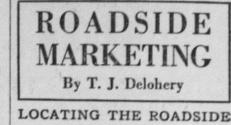
a war to release the country from the bondage of an economic enemy, a final gigantic drive to restore a people to the plane where happiness can replace destitution, where steady employment can replace idle time and where profits will appear instead of

The government, through President of labor, those who manufacture

And so we have a national code, s national agreement, a set of rules of conduct. While the farm relief legislation is getting under way, and it is well under way, that farm prices may be increased, the government has attacked the other phase of the problem, namely, relief for the millions whose lot it is to live and work in the cities.' For them he is promising shorter hours of work, a retention, if not an actual increase, in pay. Of the manufacturers and the wholesalers and the retailers, the government is asking that prices be not raised beyond the necessities resulting from increased cost of raw materials and wages. In other words, the government has asked that there be no profiteering, just as it demanded during the World war that some consideration be given the consumer.

No one can predict with what success this new drive will be attended. It is new in character. It is described by Gen. Hugh S. Johnson, the national recovery administrator, as an appeal to the conscience and opinion of the people and to their good instincts. I quote the general further : "After four years of hopeless and

seemingly helpless suffering and inaction it would be unforgiveable not th



MARKET

A BOUT the first thing a food re-tailer does before leasing a shop or store is to "count noses"; that is, he finds out how many people pass the place daily, and thus decides the possibilities of his attracting customers.

Farmers are now doing practically the same thing before building roadside markets, making allowances for new customers that will come through advertising and satisfied customers telling others about their source of fresh, quality fruits, vegetables and other foods.

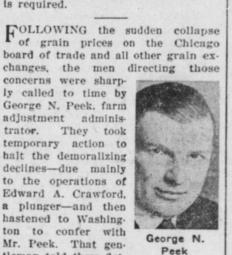
In determining the number of cars which pass the proposed roadside market site, the number traveling on the side on which the stand is to be built is important, more especially on main highways. On the secondary roads it is not so important, according to surveys. The position of the market and the parking space are two other deciding factors.

Studies indicate the right-hand side of the road, homeward bound or leading into town, is to be preferred. In Michigan, for instance, it was found that for every hundred dollars' worth of farm products sold to consumers by markets on the right-hand side of the highway, only \$47 was sold from stands on the opposite side. Ohio experts found that only one-third of the motorists will brave the hazards and inconvenience of crossing the road on foot to do their shopping.

On the secondary roads, however, fully half the people will cross over, the dangers of threading through the traffic being decidedly smaller. The reputation of the market owner also counts, as six of the most successful roadside markets around Chicago are located on what is supposed to be the wrong side of the highway. As a general thing people won't stop, knowing they will come upon other stands without traveling far.

The outward bend of a gentle curve in the highway is a prominent location for a roadside market. It can be seen from a distance, and motorists





tleman told them flatly that the government would take drastic action if the exchanges did not move at once to "put their house in order.

tucky, West Virginia, Maryland, Dela-

GOVERNORS of the states, who

ence in California, received from

President Roosevelt an invitation to

assemble in Washington next winter

"in the hope it will mark further solid

accomplishments by all of us in the

direction of national recovery." Prog-

ress is being made, the Chief Execu-

tive said, in his message to the gov-

ernors, in adjusting the balance be-

tween mutual state and federal un-

dertakings to determine the joint re-

sponsibilities of many great tasks.

There are, he added, many problems

that extend beyond the power of sin-

gle states where federal co-operation

is required.

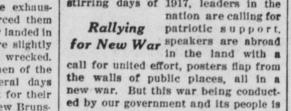
trator.

were holding their annual confer-

ware, Virginia and North Carolina.

"I do not entertain the view that the present grain trade has any divine right to handle the farmer's products." Mr. Peek asserted. "We are not going to superimpose something on the grain trades until after they have had an opportunity to work out their problem themselves.

"If this is not done promptly, how ever, I will make no promises. An attempt will be made to meet that situation. Abuses exist in the grain trades. The trades, acting as the marketing medium of the farmers, should correct



bankruptcy.

Roosevelt, is calling upon all and sundry to stand together again just as firmly as they did just about this time of the summer of 1917. Instead of the draft of men, however, the government is asking only that employers things to sell, those who engage in business of any kind, conform to certain rules. Those who buy the things that are produced by labor are asked to help in the cause by refusing to deal with the individuals who do not co-operate and agree to the rules from which the President expects so much good to come.

 $G^{\rm ENERAL$ JOHNSON, working as energetically as he did when he administered the World war draft act. was pleased with the general approval of the uniform code designed to establish a 35-hour week and a \$14 minimum wage for labor and a 40-hour week and \$15 minimum wage for the "white collar" worker.

As in the draft case, he said, numerous questions come up in trying to apply a general rule to industry.

"We'll find undoubtedly that we've made mistakes," he said. "And whenever we find we've made a mistake we'll come out and say so and correct It. We attempted to strike as near a median as we could without upsetting too many applecarts. But we will deal very promptly with specific cases of hardship."

A very important question, covering a large class of workers, was raised as to whether existing contracts are affected by the uniform code. Johnson said they were not. Contracts cannot be broken.

Over the radio General Johnson told the country that no power can stop the recovery program and that five million workers would be re-employed before September 4-Labor day.

TEN regional advisors to the public works administration have been appointed by the President to serve as direct representatives of the administration and obtain from state boards lists of projects for consideration. These men, their headquarters and the states in each region are:

Region 1-Ralph L. Cooper of Belfast, Maine; Boston, Maine, Vermont, Massachusetts, Rhode Island and Connecticut.

Region 2-Edward J. Flynn of New York city; New York state.

Region 3-Daniel J. Tobin of Indianapolis; Chicago, Illinois, Indiana, Michigan, Ohio and Wisconsin,

Region 4-Frank Murphy of Wheaton, Minn.; Omaha, North Dakota, South Dakota, Nebraska, Minnesota, Iowa and Wyoming.

Region 5-Dana Marshall of Portland, Ore.; Portland, Montana, Idaho, Washington and Oregon,

Region 6-Justus S. Wardell of San Francisco; San Francisco, California, Nevada, Utah and Arizona,

Region 7-Clifford Jones of Spur. Texas; Fort Worth, Texas, Louisiana, and New Mexico.

Region 8-Vincent M. Miles of Fort Smith, Ark.; Kansas City. Colorado, Kausas, Oklahoma, Missouri, and Arkansas.

Region 9-Monroe Johnson of Marion, S. C.; Atlanta, Mississippi, Ala-

these abuses. If they do not succeed, then the government will act." The grain men then offered these

four sweeping reforms in trading practices:

Establishment of daily price fluctuation limits of 5 cents on wheat, rye and barley; 4 cents on corn, and 3 cents on oats.

Restriction of the futures holdings of any one trader to a maximum volume, probably between two and five million bushels, to be determined later. Permanent elimination of trading in

ndemnities. Uniform and perhaps higher margin requirements for all exchanges, the minimum requirements to be determined later.

PRESIDENT ROOSEVELT and his close advisers were not in the least discomposed by the slump in prices on the stock exchanges that was simul-

taneous with the crash in grain prices. Indeed, they rather welcomed it because it was the puncturing of what they considered 10 an unwholesome and unwarranted boom. and the administration gave no sign of intending to protect prices of securities as it did those of grain. Sen. Steiwer

However, Senator Steiwer of Oregon, Republican member of the senate banking committee, believes there may be legislation at the next session of congress to minimize the possibilities of such "abnormal shrinkage" of prices as occurred. He offers three propositions for consideration by business leaders and economists before their submission to congress. They are:

"Preparation of a simplified form of corporate returns to be used by all corporations reporting to the Treasury so that the reader could tell approximately the liquidating value of all classes of securities in any corporation at the time the return was made.

"An adequate curb on short selling. "A prohibition of directors of any corporation increasing, decreasing or suspending the payment of dividends without first securing from the stockholders a 60-day prior authorization."

DECRETARY OF STATE HULL S failed to persuade the leaders of the world economic conference in London that a time should be set for determining whether or when the parley should re-assemble; but before adjournment was taken the plenary session set up a permanent committee of twelve designed to keep life in the conference during the indeterminate recess. James M. Cox, head of the monetary section, is the American member of this committee.

MISSOURIANS who are ardent admirers of the President have given him a handsome chestnut saddle horse, born and bred in Audrain county and now named New Deal. The animal was presented to Mr. Roosevelt by Senator Clark and Representatives Cochran, Lozier and Cannon, acting for the donors.

ONE of the old friends of Secretary of State Hull has been given the agreeable post of minister to Finland. He is Edward Albright of Gallatin, Tenn., editor and publisher of the Sumner County News and a former president of the National Editorial association.

FLLIOTT ROOSEVELT, son of the L President, did marry Ruth Googins of Fort Worth, Texas, in Burlington, lowa; and the couple sped down to the Lone Star state by automobile. Thence they went to Los Angeles.

staged the biggest raid ever seen in that country. Everywhere except in Bavaria the baggage of all travelers was opened and searched for subversive literature, All automobiles were stopped, and traffic was tied up in the cities. Arrests were numerous, but those persons who were found innocent were given passes to proceed and released.

Another of the Nazi chancellor's drastic measures is a new law for the sterilization of the unfit, designed to purify the German race. It is to be applied to persons afflicted with hered-Itary diseases, hereditary deficiencies such as idiocy, insanity, epilepsy, St. Vitus dance, blindness, deafness, or alcholism, and serious bodily deformities.

S PAIN was thoroughly worked up by the discovery of a great civilian plot to overthrow the existing government, the conspirers including various groups from Carlists to Communists. The civilian uprising was to have been followed by a military dictatorship, according to the police, though the latter were slow in arresting any army officers. Hundreds of civilians were jailed, and seized documents indicate that attempts on the lives of members of the republican government, bombings of ministries, sabotage of communication lines and general strikes were on the program.

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open to the country the chance it now has under this law to unite once more and overcome and maybe to defeat the depression. This is a test of patriotism. It is the time to demonstrate the faith of our fathers and our belief in ourselves.

"We are a people disciplined by democracy to a self-control-sufficient to unite our purchasing power-our labor power-our management power to carry out this great national covenant with vigor, with determination, but with the calm composure and fair play which always mark the American way."

And true to the thought, the philosophy, of that last sentence, the government is seeking to obtain the co-operation of all of the people who must make concessions by having them make agreements with the President voluntarily. The President said when he signed the historical document that there would be no coercion. It is the American way.

. . .

In brief, the government is proposing that actual agreements will be signed by the thou-The sands who are being

NationalCode asked to make concessions. The mail carriers have delivered blanks to all of them, Each blank carries a statement of fourteen points to which the employer of labor, the manufacturer of commodities for trade, the retailer or other dealer, is being asked to subscribe. They constitute the national code. It is to be effective from August 1 to December 31. By that time, it is hoped that individual industries of all kinds will have had an opportunity to work out codes, acceptable to General Johnson, that will serve as rules of principles and practice for that particular industry, whether it be for the makers of glue; molders of pottery or the manufacturer in the heavy industry such as steel. The national code is a stop-gap, a bridge for the recovery machinery to use while a permanent passage way to prosperity is being erected on a firm foundation. Industry must pledge itself not to circumvent the agreement in any way. Labor must pledge itself to avoid disturbances resulting from its use of the strike as a weapon. State boards are being set up-they have been named in most states-to help out the national administration. Child labor is barred. A week of thirty-five hours of work is prescribed and if the establishment must stay open longer, more people can have jobs, all at the old

rate of pay. While the recovery administrator's explanation of the code said there would be no coercion, it does seem pressure will be used if the basic agreements do not come in, signed, at s rapid rate. It may not be coercion.

ment support of the dollar in foreign exchange by saying there could be no gold exported. Obviously, prices went up. They moved in a hurry. Speculation crept into the picture in a big way. The net result of this was that the cost of living moved rapidly higher but wages and salaries lagged behind.

The recovery administration thought the problem could be met by the industrial codes, but the codes were slow in getting started and numerous controversies have arisen between units of particular industries and between whole industries and the recovery administration. Delays were serving only to widen the margin between the two basic factors of wages and prices. and so General Johnson and the President put their heads together on the code which we have been discussing.

The recent nose dive in grain prices occasioned quite a bit of talk in Washington officialdom,

. . .

especially around the Break in Grain Prices Department of Agriculture. Secretary Wallace, however, was the calmest man of the lot. He did not let the fact disturb him that wheat dropped off 25 cents a bushel in one day for the reason, he said, that Mr. John Q. Public was gambling in the market. Sooner or later, the secretary said, John Q. had to take a licking.

Mr. Wallace said, however, that public participation in the grain market was not the sole reason for the sudden decline. He thought the rise in price had been too rapid and that a reaction had set in. Another man in the Department of Agriculture likened the price rise to the growth of bean stalks in over-rich soil. It went all to top. But the secretary said the members of the Board of Trade in Chicago saw the break coming and they sought to protect themselves by calling for more collateral or cash from those who were trading on margins. That naturally had the effect of frightening many speculators, according to Mr. Wallace, but he did not blame the Board of Trade members. It was something of a combination of circumstances, then, that broke the grain markets.

Nevertheless, the Department of Agriculture is watching the grain trading through numerous pairs of eyes. One of the things it already has done is to invoke the provisions of the grain futures law which requires the Board of Trade at Chicago to make daily reports of individual trading where the ints are 500,000 bushels or more. The purpose of that is to keep the department informed as to who the big speculators are, since it is conceived that a speculator can influence the market seriously with lots of about 500,000 bushels.

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A Roadside Market.

usually slow down on curves. The crest of a hill is also a good spot, as is the side of a straight stretch, especially if there is nothing to obstruct the view.

Hill tops have an advantage of offering a view of the surrounding country. making it easy to wait if service is not possible right away. And people will often linger where they get a view of the vicinity. In all cases, the color scheme and decorations of the market and surrounding buildings help stop customers and make sales. For the same reason people will not cross the highway; parking space is essential. In some states it is a law.' The easier it is for people to trade, the better they like it. Also, they like to look over the display of products without too much trouble.

"Since most of the buying at roadside markets is done as sort of a sideline to pleasure drives," said the owner of a roadside market in Massachusetts, "room enough to get away from the place as soon as they have finished buying gives them more time for riding, and they don't have to park any distance from the market. On the other hand, if you have something of interest around the place, even if it is only a good view, keeping customers satisfied while you are servicing oth-

ers, helps a whole lot. Pastoral beauty is one thing that interests city consumers. Flowers, shrubs and even growing vegetables will make them forget waiting or even make them forget what they stopped for.

"Speaking of flowers and shrubs, I find they are both very profitable in a cash way, too. This whole patch by the market is the result of our just setting out a few things to make the place attractive. Now we sell \$150 to \$200 worth of flowers during the season, and people who are attracted by the flowers also buy vegetables and other things."

Related to the position of the roadside market are signs. If possible, the first sign should be 300 to 500 feet from the market. It should be large enough and attractively painted to catch the eye. Give the motorist every chance to catch the message and time to slow down.

One of the don'ts about signs is never to start off with STOP, especially if red color is used. Red and STOP are danger signals on roadways, and the motorists who find it is only your roadside market sign are more apt to pass up your market, even though in need of things you have to sell.

Some farmers prefer one large sign : others several small ones at intervals of 100 to 200 feet. Both may be used to good advantage. © 1933, Western Newspaper Union

HITLER'S secret German police