

Gardner, Davis Picked For Journalism Posts

Branton R. Gardner, editor of the Montrose Independent, a weekly newspaper, has been appointed assistant professor in journalism here,

President Ralph D. Hetzel announced today. A second appointee to the department of journalism is Donald W. Davis, advertising manager of the Springfield Republican, Springfield, Mass. He also will become an assistant professor.

CINEMANIA

One of the favorite characters of romantic adventure is the "gentleman crook" and from Robin Hood to Raftles they have succeeded in capturing the admiration of those who follow their adventures. The "lady crook," though a little newer development, depends upon the same appeal. Sophie Lang, who first saw the light of day in the pages of the Satevepost, carries on the tradition in the films.

"The Return of Sophie Lang," with the title role played by Gertrude Michael, will be at the Cathaum tonight. Sophie is now reformed, and under another name since everyone believes her dead, she is sailing with an elderly lady, whose hobby is gem-collecting. On ship she meets a reporter and a former companion of hers. With the former she falls in love; the latter wants her to help him in a diamond robbery. She refuses and he plots to take the gem himself and then reveal her identity. Needless to say, love and virtue are triumphant.

It was inevitable that the success of "The Story of Louis Pasteur" would bring more pictures dealing with the lives of benefactors of humanity—minus any love interest. "White Angel," which tells the story of Florence Nightingale, is not as good a picture as its prototype, according to most of the critics, but it will still come as a welcome relief to the usual program picture. It plays tomorrow at the Cathaum.

Kay Francis is seen as the daughter of a prominent London family who wishes to do more than attend parties and participate in the usual social affairs. She goes to Germany and there studies nursing. Upon her

return home she hears of the horrible conditions of the hospital system at the front during the Crimean war. Despite much opposition she goes there and organizes an effective nursing system. Donald Woods, Nigel Bruce, and Donald Crisp are in the supporting cast.

Since it is definitely not true that Marion Davies and Hearst Divided, the little gal still goes on making pictures. "Hearts Divided," which is at the Cathaum Monday, is the latest and the publicity book claims she comes with "laughter on her lips and Dick Powell in her arms," so you might get the idea.

Furthermore, Mr. Powell adds another triumph to his notable list of historical roles, including Lyander and the hind legs of the horse in the stage version of "Paul Revere's Ride." There are some who claim Mr. Powell is still playing the hind legs of the horse but he obviously couldn't in a Marion Davies picture.

This time he portrays Jerome Bonaparte, come to America to sell Louisiana for his brother—who doesn't own it. Marion is the "beautiful belle of Baltimore" with whom he falls in love. Affairs of state force their separation, but in the end Love Is Triumphant. The excellent supporting cast includes Charles Ruggles, Claude Rains, Edward Everett Horton, and Arthur Treacher. The Hall Johnson negro choir is also in the picture.

A return showing—probably "Showboat" or "Fury"—will be here Tuesday. Either picture will be included in the "ten best" for this year and if you haven't seen them you should.

"The Big Noise," which is at the Cathaum Wednesday, stars Guy Kibbee in a story of a business man who, fired because he refuses to turn out a shoddy product for his bosses, joins with a young chemist in setting up a dry cleaning and dyeing shop. Racketeers appear and demand their "dues," but Kibbee outwits them while his partner falls in love with Kibbee's daughter.

One of M. G. M.'s major productions will be here next Thursday and Friday, "San Francisco," with Jeanette McDonald and Clark Gable.

Future Farmers Meet

More than 1400 high school students of vocational agriculture met here last week in their seventh annual Farmers' Week. Coming from nearly every county in the state the boys represented 120 vocational agriculture schools.

NOTES FOR CONSUMERS

Of the many interesting products of the past six years of depression, none is more unique than the fuss that has been made over the consumer and his plight. An unknown creature a decade ago, the ultimate buyer has become not only the explanation of many of our present economic dilemmas but the white hope for their alleviation as well. Surely none of the political ballyhoo of recent years has been more blatant and less productive of tangible results than the avowals of administrative concern for the consumer's welfare.

The present Democratic platform contains the first specific consumer plank ever to find its way into the political manifesto of a major party. While the Republicans preserve a discreet and business-like silence on the subject, the Democrats insist that they "will act to secure to the consumer fair value, honest sales, and a decreased spread between the price he pays and the price the producer receives." A review of the record of the past four years will show how closely the New Deal has adhered to its avowed policy.

Prior to 1933, the consumer was given virtually no consideration by the Federal government. Working on the theory that anyone was a consumer who used up goods, the various governmental agencies have always given industrial, commercial and agrarian enterprise every possible form of assistance from information on effective selling methods to the outright expenditure of vast sums of money in testing or perfecting productive equipment and techniques. The ultimate consumer as such, however, was ignored until the "New Deal" ushered in the three-ring circus through which it proposed to raise wages and expand profits without hurt to the buyer at retail.

Among the first of the Federal agencies to fly to the consumer's defense was the Bureau of Home Economics of the Department of Agriculture. In all fairness it must be said that at least a few members of this bureau's staff have both intelligence and a sincere interest in the consumer and his welfare. But the inadequate appropriations going to the bureau and the limitations placed upon its activities have rendered it virtually impotent insofar as real service to the ultimate buyer is concerned. Under such conditions, the good faith of the bureau's staff is of little value. For purposes of political expediency these people are prevented from releasing any materials that, in fostering the consumer's welfare, might jeopardize the profit margins of vested commercial or agrarian interests. One example of this "new deal" policy will suffice.

In 1934 the Bureau of Home Economics prepared and published "Diets at Four Levels of Nutritive Value and Cost," a booklet designed to help American families at different income levels to get the best possible diet for a given amount of money. In this pamphlet, two of the diets specified the consumption of an amount of wheat smaller than average per capita consumption. The two remaining diets called for a larger than average consumption of wheat. Although these recommendations were based on the impartial investigations of trained nutritionists, the flour millers immediately combined in a campaign against the Bureau of Home Economics on the ground that "the proposed diets represent an attack upon wheat growers and flour millers."

The National Food Bureau, a publicity organization for food producers, sent a Mr. Corsen through the wheat-raising states organizing mass meetings and distributing literature characterizing the Bureau of Home Eco-

nomies as "subversive." Mid-west newspapers and the millers' and bakers' trade journals took up the hue and cry. As a result of organized appeals to Congress, a rider was attached to the 1935 Agricultural Appropriations Bill making it illegal for any employee of the Department of Agriculture to say or write anything that "might be construed as advocating reduced consumption of any wholesale food."

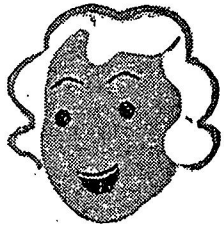
Nor are the restrictions placed upon the employees of this bureau unique among Federal agencies. Governmental comment derogatory to commercial interests is simply not tolerated by Franklin D. Roosevelt any more than it was by Calvin Coolidge or the Great Engineer from the west. —C. S. W.

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