

Editorials Letters To The Editor Comment Discussion

The Dallas Post

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THE DALLAS POST is a youthful weekly rural-suburban newspaper, owned, edited and operated by young men interested in the development of the great rural-suburban region of Luzerne County and in the attainment of the highest ideals of journalism. THE POST is truly "more than a newspaper, it is a community institution."  
 Congress shall make no law "abridging the freedom of speech, or of Press.—From the first amendment to the Constitution of the United States.

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A THOUGHT FOR THIS WEEK

Though the mills of God grind slowly, yet they grind exceeding small;  
 Though with patience He stands waiting, with exactness grinds He all.

FREDERICH VON LAUGAU—Retribution

The Bonus And Business

The zeal with which canny merchants are planning to appropriate the money which veterans will receive this month if they cash their bonus bonds is probably no less energetic than that displayed by the veterans in securing the compensation. It appears that the ex-buddie will have a difficult time hanging on to his new-found wealth.

Unquestionably the veteran, if only in a spirit of gratitude, must be prepared to use part of his payment in greasing the wheels of industry. That was one of the major arguments for bonus payment. But after he has paid any debts which have accrued during the lean years he should pause cautiously before he exhausts the balance of his money.

The bonds which will be distributed to veterans next week will be good investments. It is hoped that a great many of the recipients will have the power to store at least part of them away against a rainy day instead of exhausting the entire amount in one grand orgy of wasteful spending.

Conserving Land For The Future

Farmers in this section are awakening to the opportunity being offered by the new Agricultural Conservation Program and it is likely that Luzerne County will finally secure a share of the tremendous sums the government is spending to help agriculture.

It is important for local farmers to remember that the money has already been appropriated. Someone, somewhere will receive it. It may as well be us.

Eventually, every farmer has to spend money to put back in his land what the years have taken from it. The Soil Program, it seems, offers an opportunity to do just that with government assistance.

Regardless of any attitude toward the Administration which is sponsoring the program, there can be no question that it fulfills the principles of good farming.

Tampering With Teachers' Salaries

It is an amazing thing that taxpayers, who might have their choice of a hundred or more abuses of public trust, so often become worried over the item of teachers' salaries. Unfortunately, such spasms of alertness are prompted by something less praiseworthy than economy and end sometimes in irreparable damage to their school systems.

Someone in Dallas said a month or so ago that the woods are full of teachers who would be willing to serve for \$500 a year. This newspaper commented editorially that the place for such teachers was in the woods and it is of the same opinion now.

Dallas Borough School Board has proposed to engage a superintendent at a salary of \$2,400. That is not too much to pay for a good superintendent, even though it is about \$900 higher than the board paid this year. It is economical insurance on the future of the youngsters of Dallas, and any attempt to cheapen that insurance is bound to be reflected in the lives of those children years from now.

No school district can either hope to attract or to retain good teachers unless it makes its salaries high enough to appeal to experienced and capable persons. Recently Kingston Township School Board decreased the salary of its supervising principal from \$2,400 to \$2,200. It seems strange that such a reduction should be put into effect at a time like this, after clear evidence of the efficiency and ability of the man in question. Such reduction cannot be excused on the grounds of economy for at the same meeting the board elected three new teachers to a faculty already adequate for the needs of the township.

Such careless tampering with teachers' salaries and arguing over efforts to compensate teachers in accordance with their mental equipment and experience does tremendous damage to the morale of the teachers themselves and blocks every effort to establish a sound, satisfied, loyal and efficient educational force.

WASHINGTON LETTER

After remaining virtually stationary for 20 years after 1910, the number of farms in the United States increased to an all-time high of 6,812,350 in the five years between 1930 and 1935. This was revealed in a bulletin of the Committee on Agricultural Co-operation of the National Association of Manufacturers.

The bulletin, which announced results of the committee's study of the size, trend and character of the Agricultural industry, noted an increase of 523,702 farm units in the five depression years since 1930. "Where did the new farms come from," asks the report.

"Perhaps a few new farms were carved from the public domain, a few large units were divided and a few new sets of buildings were erected but perhaps also many abandoned homesteads were re-occupied and places which had served only as homes for a generation did return to agricultural life."

While the number of farm units changed but little from 1910 when there were 6,361,502 U. S. farms to 1930 when there were 6,288,648, the shift from East to West was revolutionary, the report points out. In this period acreage increased 43,696,000 acres or 14 per cent but of this increase 35,000,000 consisted of wheat, rye, barley and cotton which were all export crops.

Although the number of farm units remained substantially the same over the 20 year period, total population increased 33 1/2 per cent to 123,191,000. Among the questions that must be answered before industrialists can begin to understand the farm situation, the were they fed and clothed and other report says, are the following: "How wise provided with farm products?" "Did per capita consumption or standards of living decline?" "Did Agriculture become more proficient to provide for increasing population?" "Did exports decline?" "Were imports necessary to make up deficiencies?" These questions will claim the committee's attention in the future, said the bulletin.

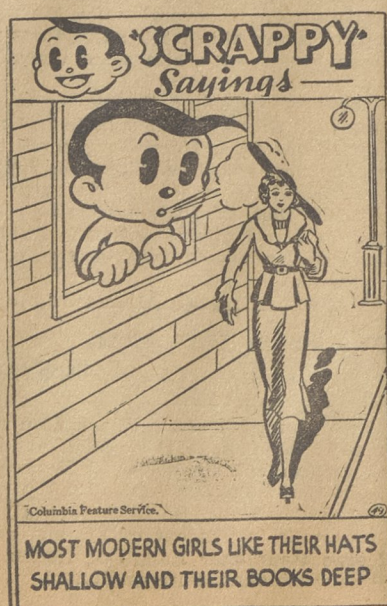
A common phrase these days is "Technological unemployment." It usually is used by those who oppose modernization because of the mistaken belief that machines take work away from men. They seem to think that the installation of a machine which lets one man do the work of five means that the other four men join the bread-lines.

The trouble with such a belief is that it is based upon thoughts that go only half way. Actually, the machine, instead of throwing men out of work, has increased employment. That is proved by facts.

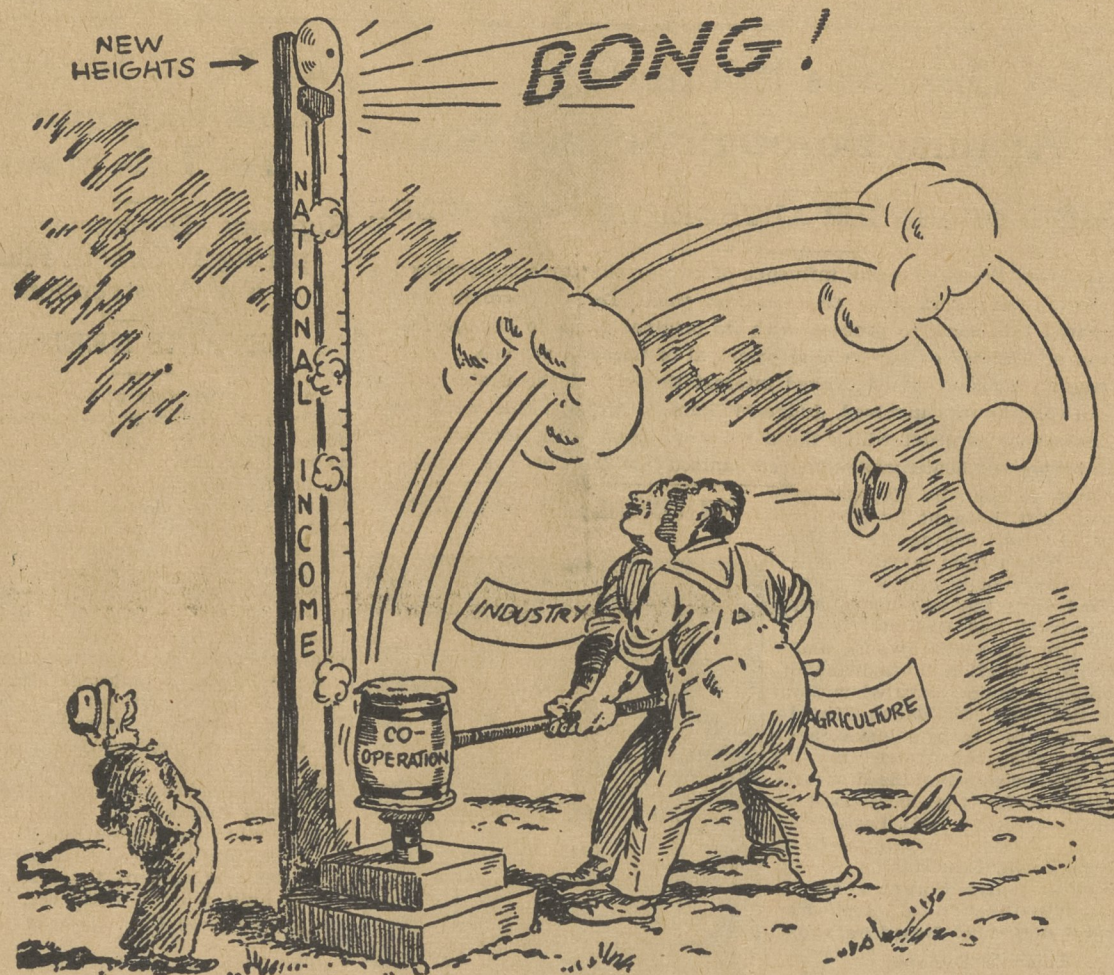
During the three decades ended in 1929, the United States went through the most rapid development in its history in the application and invention of machines. And what was the result? The number of persons employed rose 88 per cent while the population increased only 62 per cent mechanization increased 331 per cent and production rose 216 per cent.

The linotype machine was one that let a single man do the work of about five. It was introduced in the early 1890's. Yet in 1889 there were only 50,000 employed in the printing and publishing business as against 150,000 in 1929. That 150,000 does not include the thousands who got new jobs to supply paper, ink, and machines needed by the stimulated printing business.

The real result of this marvelous invention has not only increased employment but better education. Costs dropped so that now everybody can afford to buy printed matter. And illiteracy dropped from 10.7 per cent of the population in 1900 to 4.3 per cent in 1930.



TOGETHER THEY'LL RING THE BELL



THE MAIL BAG

In this department The Post presents letters from its readers on current problems—suggestions, criticisms, bouquets. The Post need not indorse any sentiment or criticism expressed here, nor can it vouch for the accuracy of any sentiment. It recognizes only that in this country people have, within reason, the right to express themselves.

Dear Editor:

American industry has been the continual target of the present administration. The severe taxes already levied upon it and proposed are actually in the nature of a penalty for any success or growth that it has or is likely to attain. Should Mr. Roosevelt be re-elected American business can expect only higher taxes and additional interference in the nature of unfriendly regu-

lations. Industry today needs a business man instead of a politician to guide and protect it. None of the men mentioned as possible candidates for the Presidency by the Republican party is sufficiently outstanding to overcome the powerful Farley machine in the coming election. A coalition ticket would capture the votes of conservative Democrats and independents.  
 —C. G.

Dear Editor:

Practically all the wars in recorded history have had an economic base—the desire of one group of people to grab lands owned by other people. Abolition of all tariffs, and recognition of equal rights for all mankind to the use of the earth's natural resources, would be the first long step toward universal peace.  
 —C. I.

Rives Matthews

If your name appears on the society pages of a big metropolitan daily, don't ever think it was because some Society Editor knew your grandmother was above eating peas with a knife, or that your great-grandfather gaggled over cod fish, and thus became a Yankee aristocrat.

There is only one reason why the people whose names you will find on the society pages rate such a distinction over the thousands who fork over their pennies to buy these Manhattan dailies.

Dubbed socialites, these people are not exalted, primarily, because their weddings, luncheons, dinners, dances, debuts, arrivals and departures can have any considerable interest to thousands of subway riding gum chewers, to whom a dinner jacket is something they rent to be married and photographed in, and a wing collar is a "Board of Health collar," required of hash-house workers.

For every paragraph of society news printed, there is only one reason, and that is, business.

Not by a long shot do newspapers as big as these live by news alone. They live because their advertisers want them to live. They live and sometimes flourish by the business they can drum up for advertisers, either directly through advertising, or indirectly by giving their advertisers tips on where business can be found. This last is the chief function of the social page.

When, for instance, you read in the Tribune's curiously named column, "Personal Intelligence," that "Mr. and Mrs. George Cushing are at the Madison from Milton, Mass.," you can be sure that the Madison's manager is glad to have it known that the Cushings are stopping with him. You can rely upon it that he hopes more people from Milton, with bankrolls to match the Cushings', will stop at his expensive hostelry. You can be pretty sure it was from the Madison's management that the Tribune's Society Editor got the news.

No doubt, too, Mrs. Cushing is happy to have members of her bridge club back home know that George can afford the Madison, and doubtless George, himself, who may be in New York to put over some deal down in Wall Street, doesn't mind at all to have it known he's putting up in such

a swell dump. It makes him seem such a high priced guy.

This little item should also prove useful to the telephone company. It is likely to keep Mrs. Cushing's telephone ringing with calls from swank dress shops and theatre ticket brokers, to mention only a few business anxious to have her trade. Useful information it is likewise apt to prove to Milton porch-climbers, who might like to lay their hands on the Cushings' flat silver while they are away.

Perhaps of all the items carried on a social page, the wedding announcement is potentially the most commercial and that is why so much space is given to the weddings of people who may never, thereafter, see their names so close to a dollar spangled Vanderbilt again.

For one thing, the presumption is that people who are about to get married are going to spend a lot of money. People who can afford five bucks to have their names carried in that convenient little address book containing the names of people who can afford five bucks to have their names included, are generally the sort of people outfits like Tiffany and Cartier can expect to make some formal gesture in the way of engraving, since their friends can always be counted upon, after generations of finger-training, to detect almost instantly, whether "requests the honor of your presence" stands out from the paper sufficiently to indicate the expense of a copper plate.

Once your intentions to wed have been thus publicized, you should not be at all surprised if a coolness springs up between you and your postman. For days his back will be bowed down under mountains of direct mail advertising, all addressed to you, all designed to part you from your money. I know, because I got married, once, myself.

Tiffany, Cartier, Black, Starr & Frost made me feel like a regular tycoon with their offers to lend me their expert lapidaries to help me select a suitable diamond for my bride. A publisher offered to sell me a book which would tell me how to predetermine the sex of the infant I would shortly beget. Florists clamored for the honor of making the bride's bouquet. Life insurance salesmen wrote me long letters about the serious responsibility

I was undertaking, and begged for the opportunity of making it possible for my widow to take West Indies cruises after I had passed on, worn out by the struggle of keeping up the premiums.

What I received in the way of direct mail advertising was nothing to what my mother-in-law got. Every dressmaker in New York wanted to whip up something out of white satin, lace and tulle, and so completely outfit my wife that I would never have to give a thought to buying her clothes, or she to current fashions. Caterers made wild claims for their several brands of parties. Awning companies, more florists, jewelers, department stores, all wanted to share our happiness with us to such an extent that if all of them had had their way, we should all have been impoverished, but, presumably, still happy.

Then, of course, such announcements are expected to bring on an avalanche of presents. Here again, the jewelers hope to profit most. That is why they have insisted for years it is good form to give a bride silver, in a pinch, Spode or some other imported china. Tiffany, I think, made the most out of our wedding. They did the announcements and our well-wishers into sending us china. Not that Cartier, and the rest, didn't bid on the job, wouldn't have enjoyed getting a piece of it, at least.

Last week, however, appeared an announcement that should create havoc along Fifth Avenue and Park. The notice read: "Miss Allison Moore, daughter of Mr. and Mrs. Louis de Bebian Moore, of 800 Park Avenue, will be married next Monday to Mr. Alexis Carrel Coudert, son of Mr. and Mrs. Frederic E. Coudert."

Where, jewelers will wonder, will Miss Moore have her invitations engraved? Where will she buy her flat silver? Where can her friends buy her Spode? Where can Mr. Coudert find a suitable diamond? Where a wedding ring? Surely not at Cartiers, nor at Ovingtons can a wedding guest dare to select a present for Miss Moore. And yet, how embarrassing to send her a check, or press a five dollar bill on her!

Which is what they might just as well do, considering the fact that Mr. Louis de Bebian Moore is a vice-president of Tiffany & Co.