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THURSDAY, JULY 16, 1936.

Democratic Ticket

For President:

FRANKLIN D. ROOSEVELT
of New York

For Vice-President

JOHN N. GARNER
of Texas

ERA OF PROSPERITY NEAR

The United States is on the verge of the "greatest era of prosperity in the history of the world," the Interstate Association of Advertising managers was told Saturday by Romolo De Luca, advertising expert of John Wanamaker's Philadelphia store. Mr. De Luca said:

"The depression is over, and people realize that everything needs replacement—clothing, automobiles, houses—everything. The dominant desire today, more than ever before in recent years, is to buy." He said newspapers are the best means of advertising and:

It is your duty as advertising managers to contribute an important part in the creation of new ideas in merchandising."

GOVERNOR LANDON AND THE FARMERS

Several of the 14 reactionary Republicans remaining in the United States Senate have journeyed West to consult Gov. Alf M. Landon. Yet none impressed the corps of newspaper correspondents at Estes Park, high up in Colorado, as being more anxious for inspirational enlightment than Senator Robert D. Carey of Wyoming, who comes up for re-election this year. He did not at all conceal his determination to "draw out" the nominee on the soggily evasive farm plank adopted at Cleveland.

The senator emerged after nearly five hours with an "interpretation"

Senator Carey said the nominee is "against benefit payments to farmers as a permanent part of the nation's farm policy," as that "would constitute regimentation." And he admitted there "has been no discussion of a substitute policy."

One wonders what could have taken up so much of their time, unless there were reminders from the senator that the double-barreled denunciation of the reciprocal trade agreement act, in both the farm and tariff planks of the platform, has embarrassed Mr. Harper Sibley, president of the United States Chamber of Commerce, and Mr. William W. Aldrich, chairman of the board of the Chase National Bank, both of whom have repeatedly endorsed this basic policy of the Roosevelt Administration. But one does not need to wonder as to the extent of the terrific task that confronts the nominee in making somewhat clearer to the electorate his conception of his party's agricultural program.

For the Republican platform declared for both benefit payments and bounties. It distinctly provides "the payment of reasonable benefits upon the domestically consumed portion of such crops in order to make the tariff effective" and then promises very definitely "to furnish government assistance in disposing of surpluses in foreign trade."

In his interpretive telegram to the Cleveland convention in which he insisted upon a return to the gold standard, Gov. Landon did not mention the long and wearisome farm plank. That gave rise to the assumption that he was willing to abide by its many vague and conflicting provisions. But meanwhile a few days before the Carey visit he had gone into conferences with his principal agricultural adviser, the Curtis Publishing Company's associate editor, Earl W. Taylor. And Editor Taylor wrote in The Country Gentleman as recently as last April against "political manipulation of agriculture" and "all attempts at governmental subvention."

The truth is that in order to please those industrialists who seemingly have not yet learned what automatically happened to their ancient tariff theory when the United States became a creditor nation, the Old Guard platform drafters at Cleveland inserted the bait for still higher and restrictive duties on all competitive commodities, including those of the farm. To that they coupled a vigorous demand for collection of the war debts with a plaintiff appeal to those very same debtor nations to buy our farm surpluses.

This obviously unworkable farm "program" the Republican Presidential nominee was sworn to execute, if elected, as a matter of "private honor and public faith." If the assertion of the Wyoming solon made in Gov. Landon's presence to about 50 newspaper correspondents has any meaning whatever, the governor has made a start. Senator Carey added that the Presidential candidate "seemed to be impressed with the possibilities of producing enough beet sugar in the West to meet the domestic demand." But would not that presuppose, in fact constitute evidence, that Gov. Landon would favor giving the sugar growers still more tariff protection than they now enjoy? And where would that get agriculture—and industry—in the proclaimed purpose to extend our foreign markets? And incidentally, does any one assume that Congress would be complaisant in meeting any of these terms?

Dispelling The Fog

In default of any definite exposition of the present views of the Republican candidate for the President, it is rather informative to consider the personnel of his general staff.

Mr. John D. M. Hamilton, who, according to the newspaper correspondents who have been studying the manifestations at Topeka tells all comers, in the presence of the candidate, that he is "running the show," follows pretty carefully the technique of past National Committee chairmen. It is Mr. Hamilton who makes the attacks on the New Deal, less accurately than vehemently it is true, but he furnishes—or has furnished so far—all the emphasis. He claimed everything for his candidate from the moment of his nomination, when most of those interested were still looking up the data to estimate the quality of the Governor whom the Republican convention had made a national figure.

Presumably he was following the precedent of the Democratic Chairman, whose claim along the same line was so strikingly vindicated by the election of 1932. There might appear some evidence of difference in the respective conditions of the Farley and the Hamilton phophesies, but Mr. Hamilton was following a pattern and incongruities did not swerve him. Somebody might have mentioned the ten Southern states, when Mr. Hamilton suggested that six might be the limit of Roosevelt electorial votes, but the percocious quality of the venture was too amusing for anybody to take the statement seriously.

As he gets further into the campaign the Republican National Chairman may be expected to do better. Experience will teach him the unwisdom of impossible forecastings. He may likewise improve the character and quality of his assaults on the Roosevelt policies. More practiced orators of the duPont Liberty League stable have already said, better and more forcibly, what Mr. Hamilton has been trying to get across.

On One Subject Mr. Hamilton Is Silent

That suggests another campaign manifestation—the subsidence of the Liberty League. The circumstance argues some good judgment on the part of Mr. Hamilton. He has apparently realized that close identification of his candidate with the reactionary organization that has financed the Republican campaign might not be good medicine, particularly in the West, so the members and affiliates of the duPont outfit will probably say it with their pocketbooks exclusively from now on. Their spell-binders may be expected still to fulminate on the topics of constitutionalism and such other generalities, with considerable appearance of detachment from the actual election.

But the Republican candidate is not to be entirely deprived of the benefit of such advice as the Liberty League has been furnishing. The face of the advisory body has been changed, but the council is still forthcoming. For example in the Governor's brain trust there now looms Mr. Charlton McVeigh, formerly connected with J. P. Morgan & Co., unheard of in politics up to now, but functioning as Chairman Hamilton's assistant.

Associated with him is Mr. Ralph West Robey—a distinguished financial writer, formerly associated with the Curtis Company, the most prominent of whose publications is the always reactionary Saturday Evening Post. He was likewise financial editor of the New York Evening Post, when that Curtis production was a Wall Street organ and, of course, before it was sold to David Stern and became a Liberal newspaper.

Mr. Robey, so the newspapers at Topeka inform us, was brought into the Republican councils by Mr. Charlton McVeigh. I note, on the authority of the Baltimore Sun's correspondent, that Mr. Robey's acquaintance with the Republican presidential candidate began when the financial commentator arrived at the Kansas Capital in response to Mr. McVeigh's summons.

The Saturday Evening Post outfit is pretty well represented among the G. O. P. board of strategy, for Mr. Earl H. Taylor is among those present, with the rank of "political secretary." He used to be associate editor of the Country Gentleman—the twin of the Saturday Evening Post.

The Silence Stems from Another Source

So it is fairly evident that no matter how ingenuous, and how Liberal the Republican candidate may be, Chairman Hamilton is a practical politician, and mindful of the circumstance that campaigns are not conducted with no other expenditure than argument. This does not imply that Mr. Hamilton is neglecting what might be described as the cultural side of his job.

Perhaps his influence may have had to do with another phase of the Republican campaign. The candidate cannot go through the period between now and election day in silence, or depend entirely on written pronouncements. The custom of the country demands that he show himself and do some public speaking. Hence this paragraph quoted from the dispatch of Mr. Paul Ward, of the Baltimore Sun—which paper also numbers Mr. Frank Kent among its shining lights and which has never been accused of New Deal sympathies:

"Landon has been trying to improve his microphone technique and has taken at least a few lessons in elocution." I do not quote Mr. Ward's comment on the net result of these efforts.

Actually there is nothing either wicked or even incongruous in a man doomed to public appearance trying to better his delivery of such messages as he feels charged with presenting. A great many of our public speakers have found the same course advisable, for eloquence, or even ease, in making speeches is not always native.

It is to be hoped that the process will prove so successful as to make the Governor fluent in delivery and free in expression. For there are lots of things the public wants to hear from him and would prefer they should come from his own lips rather than those of Mr. Hamilton. Because actually it is not Mr. Hamilton who is running for the Presidency. Nor are the views of Mr. Hamilton of paramount importance in this campaign, even though—in his own language—he is "running the show."

"ENTERTAINMENT" ★ "ON THE AIR" ★

By "DIAL"

Versatile Jimmy Dorsey has skyrocketed to front rank among the band leaders since he has been featured on the Thursday night Music Hall programs with Bing Crosby. The job is one that requires a capable, even brilliant musician, extraordinary skill at directing accompaniments, unique and original arrangements and expert showmanship. For instance, he has played accompaniments in the last few weeks for such completely different types of artists as Virginia Bruce, of the screen; Feodor Chaliapin, the great Russian basso; Rose Bampton, of the Metropolitan Opera; Joan Blondell, Una Merkel and a score of others.

Virginia Bruce

*** Most distinguished audience that any radio program regularly is one which sits across the footlights from the Radio Theatre performance every Monday night in Hollywood. Leaving no stone unturned to catch the spirit and atmosphere of the movie capital and get it across the airways to the listening audience, Cecil B. DeMille, producer of Radio Theatre, installed the show in a real theatre on Hollywood Boulevard.

*** Newest gag on Radio Row is Frank Fay's split personality. Script-cutting every Friday before the broadcast brings out the Fayslan equivalent of Dr Jekyll and Mr. Hyde without the sinister aspect. It's a knockdown-dragout fight between Fay, the comedian, and Fay, the singer, with Fay, the writer, as referee. Neither the comedian nor the singer ever wants to give up a chorus or a line but Fay, the writer, bears down and makes the two get together.

*** The man who works while Hollywood sleeps is Victor Young, band leader of the Saturday night Chateau varieties. Vic is doing some picture scores as well as the arrangements for the broadcast. The latter itself is a full-time job and so most of Vic's original composition is done in the wee sma' hours. A party of celebrating screen stars on their way home stopped at his house recently, rather early in the morning, saw that the plucky little maestro was looking tired and forcibly took him out of the house. They drove down to Malibu Beach and back, and warned Vic to go right to bed. Having worked three successive nights to deliver a score on time to a film studio, Victor went right on working until dawn anyhow.

Victor Young

*** Probably the most serious singer on the air today is baritone Phil Duey, star of that Tuesday ciggy show on NBC. Yet, during rehearsals he presents a portrait of complete joviality and his easy manner does much to relieve the pre-broadcast tension which marks most broadcasts. His manner and personality help explain the success he has enjoyed on the air for the past ten years, which is considered a century along Radio Row.

Phil Duey

*** When Pearl Pickens steps up to the microphone to sing of the West with Carson Robison's "Buckaroos," she has no difficulty catching the atmosphere of the song. Not even the conservative setting of a studio fazes her, for Pearl is a native of Lebo, Kansas, and has spent most of her life on the plains. A radio program is just another community sing to this prairie flower.

*** Tim Ryan and Irene Noblette, who are filling in for Jack Benny on his Sunday night NBC spot while the suave jester vacations in Hollywood, are doing something new in the comedy line. Like Benny, Fred Allen and Phil Baker they are adherents of situation humor, but instead of introducing a new set of locales and characterizations on each broadcast, their entire series is based on a continuous plot.

Tim Ryan

*** A noted auto manufacturer has announced that when Major Edward Bowes gives his broadcasts in September as radio representative of the motor maker's products as a group, the Major's well known amateur hour will be heard over Columbia, Thursday evenings from 9 to 10 o'clock, E. S. T. In order to avoid any possibility of conflict with the interests of Major Bowes' former sponsors, it was the belief of the management of the motor company that the change in the Major's sponsorship should also be accompanied by a change of time, thus leaving the way clear for the previous sponsors to continue on the air at their accustomed time without interruption.

Dr. Fink
SURGEON DENTIST
162 WEST MAIN ST.
ELKTON, MD.

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Potatoes 5 lbs. 17c
Spinach 5c lb.
Sunkist Oranges 29c doz.
Raspberries 2 boxes 25c

Beets bunch
Radishes bunch
Scullions bunch
Cucumbers
Peppers large
Rhubarb bunch
2 for 5c

Fancy Slicing Tomatoes 2 lbs. 15c

Cabbage lbs.
Onions lbs.
Carrots bunches
Corn ears
Egg Plants
Squash
3 for 10c

Large Telephone Peas ¼ pk. 15c
Jersey Grown
Sweet Potatoes 3 lbs. 13c
Plums 15c doz.
Large Juicy Lemons doz. 45c
Bananas 4 lbs. 19c

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