

LAGUARDIA FOR PRESIDENT. Mayor Fiorello LaGuardia, who combines a sense of humor with a sense of reality, is being urged by his friends to become a candidate for President. LaGuardia, however, always demurs. He says he is too busy running New York city.

One of those who has mentioned the presidency to LaGuardia is none other than Franklin Roosevelt himself. "Fiorello," said F. D. R. the last time the two men were together, "I'm for you, not only because I'm for you personally, but because you know so much about government."

"Isn't that what he tells everyone?" a friend asked LaGuardia afterward.

"Maybe," shot back the Mayor, "but it sounds good anyway."

MERRY-GO-ROUND.

Rex Tugwell, handsome former undersecretary of agriculture and brain-truster, is well under way on a history of the President's public career.

Tugwell has access to all of Roosevelt's private papers and records. . . . Pare Lorentz, brilliant director of the government movies "The Plow That Broke the Plains" and "The River," has launched a movement to turn the colorful Florida keys between Key Largo and Key West, once the lair of pirates and rum-runners, into a national park to save them from commercialization. . . . A key man in the Caribbean neutrality patrol, is Lieut. Commander Fort Callahan, navy radio ace, who as communications officer at the Key West base of operations handles all the messages of the force of under-surface, surface and aerial craft that constitutes the patrol.

\$350 HUNCH. If President Roosevelt doesn't run for a third term, his secretary, Gen. Edwin ("Pa") Watson, is going to be \$350 out of pocket. Just before his boss left on his fishing cruise, Watson was doing his best to entertain a group of congressmen and government officials who, because of a mixup in the appointment schedule, had been waiting overtime to see Roosevelt. The conversation dragged through the weather, the war in Europe, and finally one of the callers shot at Watson:

"General, you're close to the President. Tell us, is he going to run for a third term?"

"Well, it's going to cost me \$350 if he doesn't," beamed the genial Watson. "Just between us boys, I've bet a friend that amount that the President will be nominated and that he will accept."

You could have heard a pin drop as the group digested this choice bit of inside information. "Well, General, you sure must know something," remarked the impressed questioner.

Watson hesitated, then grinned broadly and drawled, "Now boys, don't get me all wrong. I haven't any inside dope. I'm just operating on a hunch."

FREE EATS.

A very popular custom that has grown up on Capitol Hill in recent years is the distribution of "free eats" by members of congress in the form of products from their home districts.

These spreads always get a big hand. The variety is far-flung, ranging from southern fruits and western vegetables to Michigan smelt. Delighted congressmen and senators pile in with gusto, carting home what they can't eat.

This session the free eating was inaugurated by Rep. J. Hardin Peterson with a truck load of Florida tangerines. The next day Rep. George Johnson of West Virginia treated with a big consignment of winzap apples.

Next spreads eagerly awaited are Rep. John Kunkel's Pennsylvania "bologna feast," Rep. Fred Bradley's Michigan smelt dinner, and Sen. John G. Townsend's early strawberries from his Delaware farms.

Each of these occasions is a real treat. The press is invited and the boys aren't bashful.

Other gastronomic events on the calendar are early Georgia peaches from Rep. Paul Brown, pink grapefruit from Rep. Joe Hendricks of Florida and Rep. Milton West of Texas, and a repast of Wisconsin's famed cheese from the makers.

CAPITAL GO-ROUND

As the transatlantic plane bearing Ambassador Bill Bullitt from France soared down over the Baltimore airport, a news photographer asked Tony Muto, ace newsreel man, to point him out. "Don't worry," replied Muto. "You'll spot him without any trouble. He'll be the best-dressed man aboard." Soon Bullitt came jauntily down the ramp attired in a snappy brown business suit, greenish tweed topcoat and a tan Hornburg hat.

Welles Expedition Bears Fruit In Shower of Peace Rumors; Russo-Finnish Truce Forecast

(EDITOR'S NOTE—When opinions are expressed in these columns, they are those of the news analyst and not necessarily of this newspaper.) Released by Western Newspaper Union

The Wars in Brief

Finnish Front. Soviet troops reached the suburbs of Viipuri, western stronghold of the Mannerheim line. Northeast of Lake Ladoga, the Finns claimed they had destroyed the thirty-fourth Red tank brigade, sent to relieve the badly shredded eighteenth division.

Western Front. Local patrol activity. Nazis reported building pontoon bridges to reach Luxembourg frontier. Aerial reconnaissance increased by both sides.

At Sea. War again invaded the western hemisphere. A British freighter was attacked 130 miles east of Puerto Rico, and a Nazi freighter burned in the West Indies.

Oriental Front. Chinese claimed one of their Yangtze river mines had downed a Jap destroyer.

Slovakia, Poland, Hungary and Austria; (2) return of former German colonies; and (3) destruction of Britain's control over world sea lanes.

But the Welles expedition was not without fruit. Europe had suddenly become filled with peace plans, and all the powers were talking tough about the minimum terms they would accept. This indicated they were at least ready to talk peace.

Welles Sideline

Aside from his announced mission, Sumner Welles was instrumental in two other developments. First, his visit apparently paved the way for a return to Washington of Dr. Hans Dieckhoff, German ambassador recalled in 1938. Second, and most important, he had evidently smoothed U. S.-Italian friendship by trying to settle Italy's coal problem. The trouble:

Britain, enforcing her blockade of German exports, had first tried to persuade Italy to buy coal from her instead of the Reich. Failing, she stopped German coal bound for Italy, drawing an angry protest from Rome. Whether by accident or not, Mr. Welles' arrival coincided with reports that Italy would seek a \$100,000,000 credit to buy coal from the U. S. Obviously this pleased the allies, for Italy would not only be freed from blockade pressure but would find her cooperation with Germany restricted.

Finnish Loan

Passed by the senate in jig time were house amendments to a bill boosting by \$100,000 the Export-Import bank's capital. Purpose: To make loans for non-military purchases to nations whose war debts are not in default. Principal beneficiary was Finland, whose \$20,000,000 Federal Loan Administrator Jesse Jones allocated even before President Roosevelt signed the bill.

Unexpectedly, Mr. Jones also announced loans of \$15,000,000 to Sweden and \$10,000,000 to Norway, both funds to be used for financing U. S. exports. Happiest of all was Finland's Minister Hjalmar J. Procope, who immediately began buying gasoline, oil, grain and vital supplies. Said he: "When the war started, most people thought we would be beaten within two or three days. We've been fighting three months now and we'll fight on, confident that help will come."

U. S. Mediation?

Even more persistent than rumors of an Allied-German peace were reports that Finland and Russia may soon reach a settlement, probably under U. S. sponsorship. European observers who watched Sumner Welles confer with Adolf Hitler also noticed that U. S. Ambassador Laurence Steinhardt broke bread in Moscow with Russian Premier Viacheslav Molotov.

Whether the initiative came from the U. S. or elsewhere, the Finns were indeed ready to talk peace. Sorely tired, they had a choice of accepting Russia's terms or calling for British-French aid (something, contrary to popular opinion, they have not yet done). Some observers thought the mysterious mediator was Sweden, a possibility which might have unhappy consequences. Should Finland be made a sort of Russian Slovakia, Norway and Sweden would be even more firmly held under the Russian-German boot.

CONGRESS:

Politics, Front & Center

Tanned from his Caribbean trip, Franklin Roosevelt stepped back into the White House and began his eighth year as President. A Gallup poll showed 64 per cent of the nation supported his policies, yet only 46 per cent would vote for a third term. Another Gallup poll showed 55 per cent expect a Democrat, F. D. R. or somebody else, to be next President.

Politics, thus evident at the White House, also held sway in congress. As the senate looked favorably on Secretary of State Cordell Hull's reciprocal trade program, Candidate Hull's 1940 presidential stock took a precipitous boost. It jumped still higher when Republican Thomas W. Lamont, a Morgan partner, wrote in support of the trade program in Collier's weekly. Already passed by the house, a resolution to extend the Hull plan three more years seemed a cinch to get through the senate.

Meanwhile the senate jumped waist-deep into politics by arguing a bill to extend the Hatch act. The plan: Prohibit pernicious political activity among a half million state employees paid in whole or part with federal funds (state highway departments, social security branches, etc.).

Still a third political issue was the proposal, sponsored by Sen. Charles W. Tobey (Rep., N. H.) to strike inquiries about personal income from 1940 census questions. A senate subcommittee was reported voting 3 to 2 in favor of the Tobey proposal.

Idea-of-the-Week



AT NEW KENSINGTON, PA., high school students watched demonstrations of a testing machine powerful enough to flatten a locomotive boiler, yet gentle enough to crack a watch crystal without harming the works. Installed in research laboratories of the Aluminum Company of America, the machine showed how it could squeeze 3,000,000 pounds or pull 1,000,000 pounds. After exerting a million pounds pressure to crack a solid oak tree trunk, the machine staged its neatest trick (above): It cracked the shell of an egg about to hatch. Out stepped an Easter chick.

MEDICINE:

Indeed a Trade

Almost two years ago the U. S. justice department brought suit against the American Medical Association, two of its affiliates and 20 individual physicians. Charge: That defendants had violated the Sherman anti-trust act by opposing activities of a group of health association in Washington.

Last July Justice James Proctor of federal district court upheld an A. M. A. demurrer. His argument: The A. M. A. could not be prosecuted under the Sherman act because it was not a "trade." The legal concept of the word "trade" had long been settled, he said, in a Supreme court decision "expressly excepting the learned professions."

Last October the Supreme court refused to pass on the case, but Trust Buster Thurman Arnold was adamant. Up he went to the U. S. court of appeals, which ruled in long last that the indictment was indeed valid, that A. M. A. and other defendants could indeed be prosecuted under the Sherman act. Back went the case to district court for trial.

PENNSYLVANIA:

Sinking City

For years the earth under mid-city Shenandoah, Pa., has been honeycombed with anthracite mine workings, long since abandoned. Early one morning after a 24-hour rain Shenandoahans were awakened by a rumbling. It felt like an earthquake, but everyone knew what had happened. While police scurried about, residents fled from a 16-block area and watched their city sink. After seven hours, some buildings had settled 18 inches. Homes split in two, widening cracks streaked across sturdy brick buildings. Gas and water lines broke and pavements caved in.

UTILITIES:

Death Sentence

Several weeks ago the Securities and Exchange commission threatened to take the initiative unless U. S. utilities voluntarily proposed integration plans as provided under the "death sentence clause" of the 1935 holding company act. By early March, SEC was well at work. The far-flung Middle West corporation, operating 25 companies in some 15 states; Electric Bond & Share company, and Engineers Public Service company were ordered to integrate.

Next day similar orders were issued to the \$837,616,000 United Gas Improvement company and the \$422,595,000 Cities Service Power & Light company. Both were ordered to show by April 12 how their properties should be reshuffled. (The act requires holding company systems to be integrated into geographic units and simplified in their corporate structure.)

NAMES... in the News

Pope Pius XII observed his sixty-fourth birthday and the first anniversary of his papal election by celebrating a pontifical mass in St. Peter's for inhabitants of his native city, Rome. It was the first special mass ever said by a pope for the Romans.

Gov. Leon Phillips of Oklahoma announced the body of Will Rogers, humorist, will soon be housed in memorial erected at his birthplace, Claremore.

George Washington Hill, president of American Tobacco company the past 14 years, threatened to resign if stockholders change the "incentive compensation" plan under which top officers share in profits. Hill's 1939 remuneration: \$420,300.

Prince Aage of Denmark, professional soldier, member of the French foreign legion for 18 years, died at 52 in Morocco.

Premier Refik Saydam of Turkey tried to spike rumors of impending war with Russia. Said he: "Turkish-Soviet relations are normal and good."



GENERAL HUGH S. JOHNSON Says:

The Republicans' lot is not a hopeless one. They could win in the coming election, but they can't do it with nothing and, as has so often been said, they can't beat somebody with nobody. Their job is to recapture some of the great groups the New Deal took away from them.

The biggest of these is the farm population of the midwestern states, especially Ohio, Indiana, Illinois, Iowa and possibly Nebraska. That is not as hard as it seems, both Ohio and Illinois are distinctly doubtful now. But to make a Republican victory certain in those states they must have two things—a definite farm program, and a candidate who can convince the farmers that they really mean it.

A winning farm program is relatively easy—a direct and simple subsidy on domestic consumption financed by a processing tax and coupled with a minimum of registration.

Yes, a processing tax is a sales tax. So in greater or less degree is every other tax. The bulk of federal revenue is from sales taxes—apparent or hidden.

Yes, consumers will kick, but what difference does it make to them whether they pay a higher price for farm products engineered by Mr. Wallace's destructive and artificially created shortages of production, gigantic stored surplus and lost export markets, or pay the same price part in cost or part in tax? I have written this argument several times and shall write it several times more, because it is both right and important and it hasn't yet been accepted.

After trying and failing with every other farm scheme known to man, the fourth New Deal thinkers are probably aware that this is the only practical approach of the farm problem, but won't advocate it openly, not only because they did not devise it but have opposed it in favor of others which promised greater political regimentation and control.

It therefore remains available as a winning Republican weapon in the corn, wheat and Bible belts, but those that great open spaces have been fooled so often by Republican promises of "equality for agriculture" that the G. O. P. would need an automatic convincer to be sure of selling them.

Although it isn't my business to be nominating Republican presidential candidates, I have offered the crown to several including Bruce Barton, Fiorello LaGuardia and Wendell Wilkie—who used to be a Democrat—so maybe I can risk anointing another.

For this particular strategy the Republicans have a ready-made candidate in Sen. Charlie McNary. For 12 years he led the farm fight for the McNary-Haugen bill, which would have worked for wheat at least at the time he proposed it—even though it wouldn't work now. It didn't win, but that fight made the election of Mr. Roosevelt possible, made the country conscious of the farm problem and the farmers conscious of Senator McNary.

He wouldn't need any selling to agriculture. They would know that whatever he proposed he would fight for with bulldog tenacity. Otherwise, he is a veteran public servant, a charming personality and a good speaker. He is as presentable a candidate with other groups as any of the rest of the boys who think they hear the call.

Senator Taft stuck his neck out on this problem and so far revealed his lack of familiarity with it that even so halting a talker as Henry Wallace could and did make him look like an amateur. Mr. Dewey would have as much trouble convincing midwestern farmers that he knows what makes them tick as Al Smith did. From this particular angle, at least, Senator McNary is a natural.

WHISKY TRADE 'CZAR'

If this writer doesn't know something about fair trade practice codes, in all their forms and varieties, it isn't from lack of opportunity.

The simplest, cleanest, fairest and best implemented effort of this sort that has come to my attention is the proposed code for the distilled spirits industry by the executive director of the distilled spirits institute—which is the trade association of the hard liquor boys.

So Dr. Sturges gets his beautiful magna carta all on paper and a committee of the institute seems to have approved it.

But Seagram and Schenley, objected or stalled. They were afraid that a code reciting or condemning abuses of the 10 per cent chiseling fringe would make the public think that they were prevalent in the industry. If that is good argument, we know from the Ten Commandments that everybody steals, murders and commits adultery. We should repeal our penal code for fear some will think we are all crooks.



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Sweetest Flower

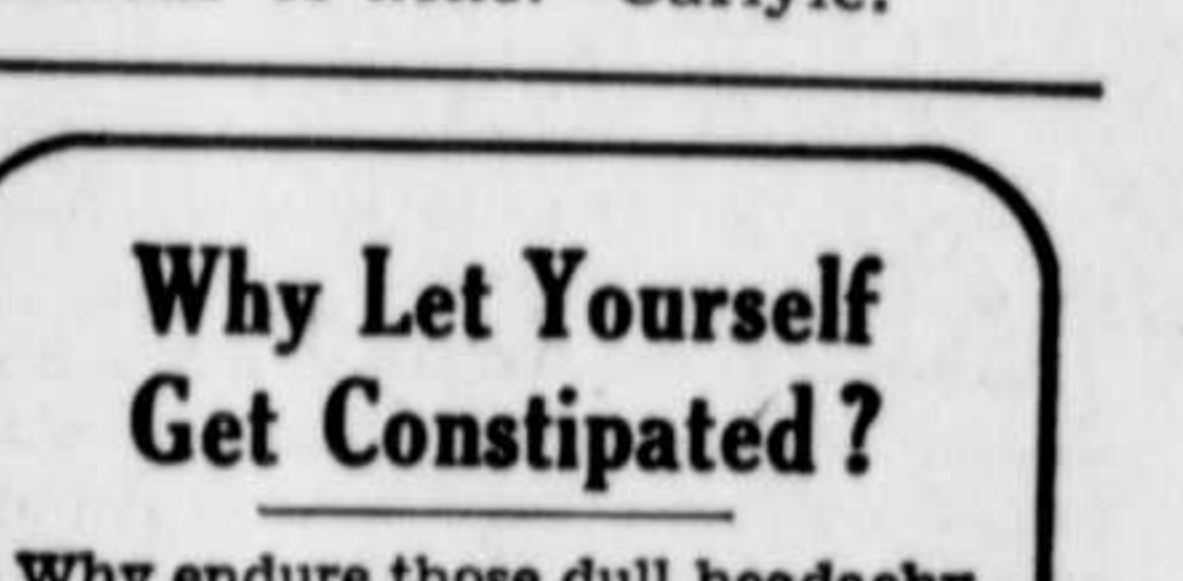
The flower of sweetest smell is shy and lowly.—Wordsworth.



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Greatest Fault

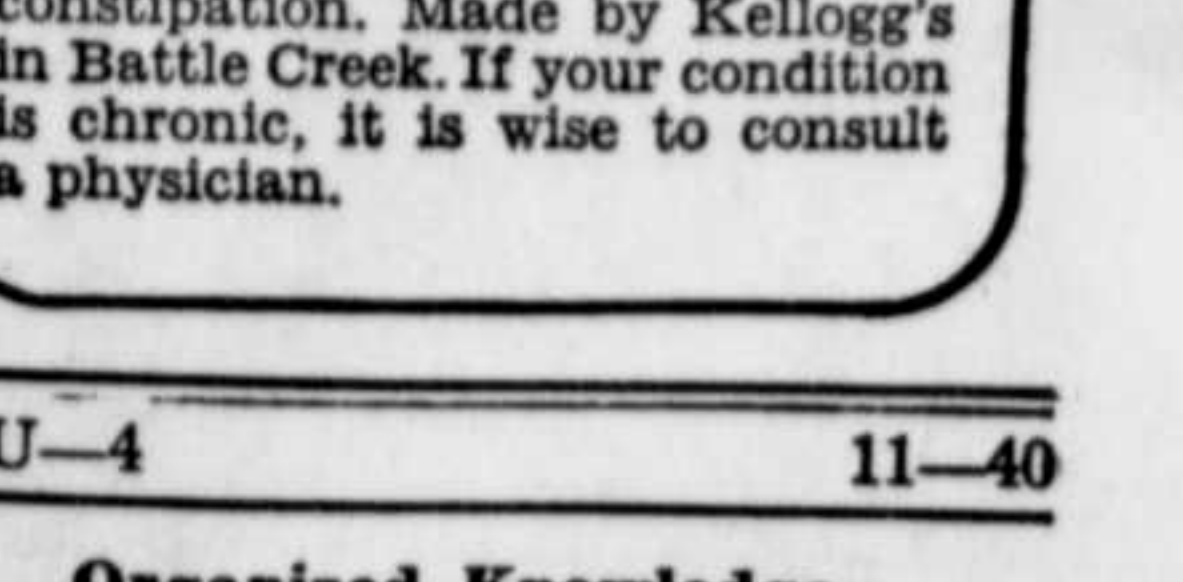
The greatest of faults is to be conscious of none.—Carlyle.



Why endure those dull headachy days due to constipation, plus the inevitable trips to the medicine chest, if you can avoid both by getting at the cause of the trouble? If your constipation, like that of millions, is due to lack of "bulk" in the diet, the "better way" is to eat Kellogg's All-Bran. This crunchy toasted breakfast cereal is the ounce of prevention that's worth a pound of emergency relief. It helps you not only to get regular but to keep regular, day after day and month after month, by the pleasantest means you ever knew. Eat Kellogg's All-Bran regularly, drink plenty of water, and see if you don't forget all about constipation. Made by Kellogg's in Battle Creek. If your condition is chronic, it is wise to consult a physician.

Organized Knowledge

Science is organized knowledge.—Herbert Spencer.



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