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Will You Be The One Who "Holds The Boom Bag?"

Just at this time when the financial wizards and boom statisticians are warning that another boom seems to be on the wing, it might not be out of place to think a few minutes over a recent news item.

Without mentioning individual names, which are not essential, the news columns recently told us that a certain man had filed a petition in bankruptcy. He once headed an ambitious real estate development that sold \$22,414,700 worth of building lots in a single day. In fact, \$11,319,650 worth of sales were turned down because the land being offered was over-subscribed.

It is decidedly worrisome reporting that three-fourths of the purchasers had not seen the property they were attracted for, leaving it to the seller to select the lots they obtained. Can you imagine people in the United States, in 1933, sending nearly seventeen million dollars to buy lots that they had never looked at? You cannot, for the simple reason that, in 1933, the nation was not in a boom and there was no speculative craze in certain real estate.

We print this article, not to awaken memories of the past, but to remind our readers that if a new boom develops they will be besieged by many wonderful offers of amazing fortunes to be made overnight. Surely a two and two make four, some of them will listen to the persuasive voice of a salesman, getting a commission on sales, and invest savings in dubious ventures. When the bubble bursts they will probably blame the government or some "goat" when nothing is to be blamed except their own avarice and greed for lust for wealth.

Not that it matters a great deal, or that it will save the victims of the new phantasy, but just for fun we again remind our readers that lasting wealth is based upon substantial values or worthwhile services. Get rich quick schemes have a glitter that attract the thoughtless and often the thinker but at bottom, they lack substance and seldom offer something for the money that somebody, in the long run has to put on the plow.

If you want to save your money, which we optimistically assume you do, when some bright young fellow offers you a fortune for little or nothing just stop long enough to ask what is in the bag for the guy who happens to hold it at the end. It will pay you to do this because the chances are that you will be the last bag holder yourself.

Getting The Home Town Dollar

The trading at home fever breaks out and again in every town and city. It has done so repeatedly in Birmingham, and unless all signs fail, we do so in the future.

None is more interested in supporting home industries and businesses than The Centric and its readers, so, we wonder, just why the many previous campaigns have failed to produce lasting impressions and permanent effect. Why the necessity for the revival of the "campaign" so often?

Merchants, interested in winning the home town dollar might ponder the query. However, as any one who has seen the signs will tell you, the places where they think they can get the most for their money. Does the home merchant always bear this in mind? Does he not, sometimes, expect to get the home town dollar without deserving it?

We can hear at once, as some local merchants read this far, the snort of superiority, as the thought goes down that The Centric is criticizing the local merchants. Well, boys, to be honest, some of you need just a bit of reform. Some of you have been careless in the appearance of your store, backward in the display of your goods and chary about extending courteous, prompt and dependable service to back up what you sell.

We have of course, exemplary local merchants. They are the pace setters. Others, who are tempted to complain of the mail order businesses and the chain stores, might cast their eyes around the community and see what the successful independents are doing, and figure out for themselves why they seem to get along in the face of modern competition.

The answer is not so hard to find. These alert, local merchants are on their toes, know their business, manage it themselves, see the public and give more for their money than their competitors. They are pleasing their public through personal service, and the people go back for more. It is the only way to get, or to keep, business. Of course, you will find that most of them are believers in advertising, recognizing its service to modern merchandising.

There is no reason that we know of why a local merchant can't meet competition. He can do it, if he will. If he does, he will get the vast majority of the home town dollars.

BIRMINGHAM'S ANNUAL Community Home Drive for funds begins April 26, and concludes May 1. This institution has proved its value to the community in this area—it is to be hoped that those who use it (and that pretty well includes everybody hereabouts) will respond to the campaign.

Enforced Traffic Rules May Save Your Life!

As a nation we continue to make records and set new high in automobile fatalities. Along the improved highways of the country we take pride in the modern automobiles that speed us along to where we are going. Sometimes the end is death, or at least for about one hundred persons every day of the year in this land of enlightenments.

Figures released by the National Safety Council reveal that January, of this year, set an all-time high in the number of riders and pedestrians killed by automobiles. Exactly 3,610 reported fatalities put the month 200 dead ahead of the former record, set in January, 1934.

The death list can be reduced. The fact has been established wherever officials, backed by public opinion, relentlessly pursue safety programs. As this includes law enforcement and adequate penalties the average American has a tendency to stress the "safety speeches" part of the drive and forget the rigorous part of the campaign to save human lives on the roads.

The Centric urges the people of Birmingham to organize a campaign for the enforcement of public regulations, with punishment for those who violate them, regardless of whom they may be. We do not, at this time, attempt to outline any set of traffic rules, these have been formulated by competent officials. What we urge is that officers be upheld in the strict enforcement of them. It is the way to save lives, and it may be, the way to save your own life.

How To Clean-Up The Movies

Every now and then, for various reasons, the makers of the movies are denounced and, at times, we are inclined to agree with the criticisms made. However, E. L. Kuykendall, of Columbus, Miss., president of a theatre owners association, says that people who "wanted the movies purified seem to be staying away from clean classics in droves." He says that the public will get what it asks for on films "but it has to do something more than say the word on the lecture platform."

Mr. Kuykendall thinks that the movies have been cleaned up but declares that "one of the most beautiful pictures of the world which was awarded the Academy Award and Europe" actually "lost money and hand over fist." The film to which he refers is "The Informer." He declares that "Romeo and Juliet" and "A Midsummer Night's Dream" and are losing money and their exhibitors.

The point of this theatre man brings home is that if you want clean moving pictures you should patronize them and if you want to discourage bad ones stay away from them. This ought to be easy for the public.

Practical Paragraphs

By John Edwin Pugh

THE WAY UP IS SOMETIMES DOWN
A young man once wanted to go to the top of a tall office building which was under construction. He based to find that the first thing to be done before he could go up, was to go down a few steps to the ground. When climbing a mountain one often has to go down and around to get up and beyond a jutting peak.

The same idea emphasizes itself in the construction of a skyscraper. The way up is down. An engineer starts at a concrete pier (or diggers) he digs a huge hole the equivalent of a story or more below the surface.

After that deep wells are often dug to bed rock and concrete piers are thus made. Some years ago I read of how some men gave their lives in such a project in the city of Chicago. They had to dig and failed to climb out at the end of his stint. Another volunteered to go and see what the matter. He died of gas. A third volunteer went down with a gas mask. A rope was attached to his safety belt. He was finally hauled up. Upon being revived he told the story that penetrated his mask and which overcame him as it had the others.

Since time began, some men have been going down to dig and then call for buildings, institutions and other men might go up.

The way up is sometimes down. Most men who have reached the top of the mountain, or the top of a tall office building, got there by going down to the bottom, or to the ground, or to the water, or to the air, or to the earth, or to the sky, or to the sun, or to the moon, or to the stars, or to the planets, or to the galaxies, or to the universe.

It meant getting down in humility before superiors in the knowledge that one's theoretical knowledge had to be made good in accordance with the practical application. It meant going down to the ground, or to the water, or to the air, or to the earth, or to the sky, or to the sun, or to the moon, or to the stars, or to the planets, or to the galaxies, or to the universe.

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My Country, 'Tis of Thee

The Wagner Bill Supreme Court Decision

The Supreme Court has held the Wagner Act Constitutional, and no constant with the amendments repeatedly expressed in this column, and wether one likes it or not, we bow to the Supreme Court, because in labor disputes that law is now the law of the land.

A Courageous Decision

Contrary to the view of and the griefful New Deal claims, we do not consider the Supreme Court's decision a reversal of previous decisions. Rather, must we acknowledge and rejoice that, despite the Presidential broadside against the "nine old men," they nevertheless had the courage of their convictions to take a forward step.

It is Up To Congress Now
A careful perusal of all the facts in this epochal decision, despite all partisan opinions to the contrary notwithstanding, reveals that unerringly the Court has pointed out to Congress the way toward a possible peaceful solution of the chaotic conditions in the labor relations in both commerce and industry.

The Cases
That portions of the decision dealing with the discharge of Mr. Watson in no way touches or reaches the freedom of the press, associated press had charged Watson for incompetence, but in the case of the discharge, they completely failed to show any incompetence, but ignored that question. They merely rested their case on the ground of absence of jurisdiction; because, as they claimed, to be forced to register Watson interfered with the freedom of the press.

On the other hand, Watson was discharged because of his Union Labor activities, which is particularly pointed out in the Associated Press having failed to argue this point. The Court could not cite or approve the lower court's decision, and Watson re-employed. However Jones stated that this decision in no way restricts an employer in the discharge of an employee for unsatisfactory service.

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"U. S. TREASURY RECEIPTS" EXPECTATIONS"



Whether these strikes have come about as a natural development coincident with industrial and commercial development, or whether the growth and power of strikes is due to the increasing weakness of state governments, or is due to a combination of both, is hard to say. But it is certain that the Millenium on Earth cannot be established by Law, and that law is only a word unless there is force to back it up. Now that this validation admits the Federal government into industry, it may hold promise of less labor trouble, especially if unions can be made responsible for their acts financial and otherwise. It may also, due to the inevitable enlargement of Federal government into industry, lead to full control of industry, as it has of the railroads. It must be watched.

The President too Ambitious
The President has said that because the food, animals and grain of a farm largely go into interstate commerce, agriculture is legitimately subject to Federal control. In this, exceeding properly the concern of labor relations, the President certainly goes too far.

State Governments Weakening
The constant seeking of Federal financial aid by states, cities and municipalities weakens local governments and opens the door to Federal encroachment. Is the government passing out of the picture?

Wrong Number
Irate Subscriber to Operator—“Am I crazy or are you?” Operator—“I’m sorry, but we do not have that information.”

Whiskers
Ernie—“My uncle can play the piano by ear.”
Burns—“My uncle’s nothing. My uncle fiddles with his whiskers.”

Mentions Racket
She—“Is there much graft in the Army?”
He—“Oh, sure. Even the bayonets are fixed.”

Profit
Wife—“I’ve put your shirt on the clothes horse, Jim.”
“What odds did you get?”

FOR WINDOWILLS
A red geranium on a window sill
Transforms a simple room
And makes it outdoors
with its bloom.

A window pot of loveliness to cheer
The folks who roam
Sprays fragrant beauty all about
A home.
—Beatrice McDonald.

WASHINGTON LETTER

New Farm Tenancy Bill on Way to Congress After Pruning
BY SPECIAL CORRESPONDENT

WASHINGTON—The farm tenancy bill, which the House Agriculture committee sends to Congress after much pruning, has been described as "paternalistic," as was the original Jones bill. Nor are there any hopes voiced that it will be as progressive.

The original bill would have safeguarded tenants who might become land owners. Under this plan, the tenant could purchase land which the government was authorized to buy for the purpose, and he would have been given from 20 to 40 years to amortize his indebtedness. Further, titles would not have passed in less than 20 years. In the meantime, a federal agency would have supervised the farming, as a protection to the farmer and the soil.

The committee has produced a "compromise" measure. It would provide loans out of a \$300,000,000 fund for tenant farmers who want to become land owners. Attempts were made to whittle down this sum. As it is, the compromise bill is criticized because it will place no restriction on tenants to prevent them from selling their property, getting into other debt, neglecting their farms, and finally reverting back to tenancy.

The point was made by the President's Committee on Farm Tenancy that tenant farmers who had been given a purchase contract might easily be persuaded by land speculators to sell out. A rise in land values might induce them to pay off the loan, get a deed to the property,

Federal government were denied the power to control, and if the state of Illinois should be unwilling or unable to correct the evil or refuse to ask Federal help, national disaster would ensue.

Random Remarks

Francis Carter Wood, cancer research director:
“There are no patents and no profits in a cancer-research laboratory.”

Charles C. Dawes, banker, former Vice-President:
“This year and the next will probably cover the peak years in this present period of prosperity.”

Resolution of Socialist convention:
“The object of the Socialist party, in the event of war, is to persuade labor, to turn the war into social revolution.”

William Green, President, A. F. of L.:
“The sit-down strike was not a new weapon, but it is one that women and labor of America.”

Joseph W. Bailey, U. S. Senator, from North Carolina:
“The greatest danger in America today is inflation.”

Charles Evans Hughes, Chief Justice:
“The Constitution does not recognize an absolute and uncontrollable liberty.”

Statement, National Consumers League:
“State legislation is no longer sufficient to meet the needs of a complex industrial society.”

Homer Martin, C. I. O. Leader:
“The sit-down strike may be a new weapon, but it is one that brings peace instead of bloodshed.”

John R. McCarl, former Federal Controller General:
“What are we going to have in this country, self-government or fascism?”

Joseph Daniels, Former Secretary of the Navy:
“On the surface more causes exist for war today than in 1914.”

George W. Norris, U. S. Senator, from Nebraska:
“I wonder that laboring men have not gone further than they have, although they may sometimes have transgressed the letter of the law.”

Henry C. Sherman, chemist:
“What are we going to have within his own control by proper nutrition to add life to his years and years to his life.”

Lots 'n Jest
SURVEY shows college students are two inches taller than their forefathers. But then it's time they were growing up.

Engineers now have machine that remembers every thing it probably on the order of a robot wife.

Editor offers prizes to woman reader with funniest hat. We hope he doesn't give duplicates in case of ties.

Report says sidewalks unlikely in Hollywood. But then the stand-ins would probably represent the players, anyhow.

Wrong Number
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Operator—“I’m sorry, but we do not have that information.”

Whiskers
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Burns—“My uncle’s nothing. My uncle fiddles with his whiskers.”

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