

ations which represent them, are willing to ponder Dr. Poling's example and go and do likewise, they might better cease forever their cries of discontent. Votes, not talk, will count at the political

conventions next summer. And the dries, you may depend upon it, will throw their votes to whichever party promises them the most.

THE EDITORS.

Backstage in Washington

WASHINGTON, D. C.

EVEN the most pessimistic Democrats, we find, have taken heart at the barrage of criticism which spokesmen for the large and conservative interests have recently directed against Republican policies that have been embraced whole-heartedly by the Hoover Administration. More and more we hear the suggestion that by the fall of 1932 the Democratic Party may become more satisfactory to the industrial and financial groups than the G. O. P. By the same token, this possibility has given a more attractive aspect to the economic program laid down by National Chairman John J. Raskob in so far as that referred to the tariff, taxation, mergers and expansion of business at home and abroad. Should Mr. Raskob's ideas be adopted by his party or the Democratic presidential nominee, it is almost certain that the minority would at least split even with President Hoover in circles wont to support the Republican presidential slate almost invariably.

The Democrats naturally discounted the anti-tariff expressions of Representative Bertrand H. Snell of New York and W. W. Atterbury, president of the Pennsylvania Railroad and former Republican National Committeeman for that State. There is some ground for believing that both men were influenced by other things than economic considerations. Mr. Snell, for instance, is a serious candidate for Speakership of the House, and he was undoubtedly delivering little more than a campaign address when he expressed some dissatisfaction with the Hawley-Smoot duties. He was, we imagine, seeking to pick up support among Republican Progressives, if not among some of the Democrats who are not wholly sympathetic to the Speakership aspirations of Representative "Jack" Garner of Texas. Mr. Atterbury, likewise, has plenty of reason for criticism of the Hoover policies. He was, we un-

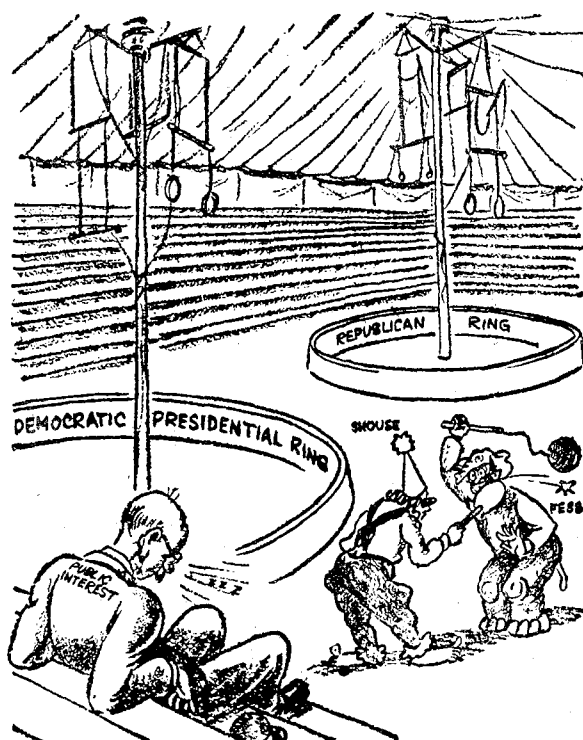
derstand, virtually asked to resign as National Committeeman when he declined to indorse Gifford Pinchot for governor last fall, and we are informed that Mr. Hoover, after some urging, had a part in getting rid of the railroad man. It would be only human nature for Mr. Atterbury to question the wisdom of the Administration's course, and to do it openly. It is entirely possible that both Messrs. Snell and Atterbury were giving voice to honest convictions, but, in the minds of the Democrats, their statements could be discounted.

There is no discounting the considered speech which Julius H. Barnes

White House to give advice and, perhaps, comfort. When he takes a whack at the Administration, even though he may profess to be offering academic counsel, it is time to sit up. In any event, the Republican elders, including "Sunny Jim" Watson of Indiana and National Chairman Sim Fess, show increasing concern as each day that brings them nearer to the 1932 election finds somebody taking all the joy out of life.

As a matter of fact, we have seldom seen the party bosses so deep in the dumps. Mr. Watson is scared sick lest he be defeated for reelection next year, and for that reason, in addition to others, would like to be named as Mr. Hoover's running mate. He has hopes that the national ticket might pull through, but he doubts if he can carry Indiana on his own. Mr. Fess's various ventures in eulogy or denunciation have been flops, and the publicity campaign undertaken by James E. West under the direction of Robert H. Lucas, Executive Director, has been an even greater failure. The Republican National Committee—and this is not an advertisement, for they are trying to conceal the fact—will pay \$25,000 annually to the man who can, as a headline-getter, produce the goods. Even poor Mr. Doak, who has got away to an awkward start as Secretary of Labor, is scouring the newspaper corps for a publicity agent. We would not be a bit surprised if the Administration, before very long, engages an advertising adviser who shall, baldly and boldly, be given the job of reselling the Republican Party to the nation. In fact, we understand negotiations looking toward such a deal are now under way.

It would not surprise us if one of the doors leading to the office of the White House secretariat should soon be labelled "Advertising Manager." Nor is that suggestion fantastic. Pending the imminent departure of French Strothers, presidential amanuensis, the secretariat is somewhat disorganized. Theodore Joslin, the newly appointed member, and Larry Richey, the boy detective, are taking turns at the position left vacant by George Akerson. So far Mr. Joslin has done little except handle the press, and his status is apparently undetermined. The talk is that, when Strothers leaves, a heavy-pressure salesman will be drafted, and the presidential household reorganized.



Poge in Louisville Courier-Journal

The big show

delivered before the United States Chamber of Commerce. The grain exporter, besides representing an influential section of American business men, has been a personal friend of Mr. Hoover. He was one of the first to propose Mr. Hoover for the presidency, and, until the President permitted Alex Legge to enter the wheat market as an active competitor of private business, Mr. Barnes was frequently called to the

President Hoover, we happen to know, places little stock in all the criticism directed toward his business, financial, industrial policies. He thinks that he has simply suffered from a series of bad breaks. He believes his difficulties

have been due to a lack of proper methods rather than a forward-looking and courageous political philosophy. He believes—and his advisers agree with him—that bigger and better advertising will yet win the day. A. F. C.

The Week in Business

Business Wary—Quite Contrary

BUSINESS, like the weather, continues variable. The big news of the week was, of course, the unfavorable report on steel earnings. This obscured other factors which might have been interpreted encouragingly, such as the improvement in revenue freight loadings and the increase in electric power production.

In declaring the regular quarterly dividend on its common stock in spite of first quarter earnings equivalent to only five cents a share the United States Steel Corporation has held fast to the policy it has maintained with fair regularity since the corporation was organized in 1901.

This policy and that of maintaining wage schedules during a period of declining commodity prices have doubtless been inspired, at least in some degree, by the corporation's position of leadership in American industry, and there is a general disposition to believe that the organization will, if possible, continue its regular dividend rate through 1931 for the psychological effect it will have on our smaller industrial units.

Whether or not the corporation will be able to do this depends, of course, on what happens in the industry during the current quarter and the last half of the year. Second quarter earnings generally exceed those of the first, and unless general conditions get definitely worse the autumn quarter may show results better than either of these.

Chemistry Carries On

As THE chemical industries have come through the depression in better condition than any other major group of enterprises, their annual exposition (held in Grand Central Palace, New York City, May 4-9) combines the best features of a world's fair, old home week and a ratification meeting.

This year's show is notable in many ways. It attracted 450 exhibitors and thousands of engineers, chemists and high industrial executives from North and South America, Europe and the Far

East. Exhibits shown for the first time include a rapid vacuum pressure pump with a range of pressure from 20 pounds to the square inch down to a vacuum of one ten-millionth of an atmosphere; unbreakable tableware made of new plastics; and a new series of alloys designed especially to resist the action of acids.

An intensive course for students, under the direction of Dean W. T. Read of Rutgers, rounded up more than 500 students from Yale, Harvard, Princeton, Columbia and fourteen other universities and schools of technology. The advisory committee of the exposition was headed by Dr. Arthur D. Little of Cambridge and had as one of its members another representative of the Outlook Business Hall of Fame, Dr. L. H. Baekeland.

Jewett of the Bell

LIKE Mees of Kodak Park, Frank B. Jewett goes into our Hall of Fame by a unanimous vote of the electors. Vice-president of the American Telephone and Telegraph Company and president of Bell Telephone Laboratories, Inc., Dr. Jewett has led the way to such breath-taking wizardries as permalloy (the magnetic metal which speeded up the transmission of messages by submarine cable), long distance telephony



FRANK B. JEWETT

and the latest miracle of television.

Born in Pasadena in 1879, Jewett studied successively and successfully at Throop Polytechnic Institute (now California Institute of Technology) the University of Chicago, and Massachusetts Institute of Technology. In 1904 he entered the engineering department of the A. T. and T., and that great organization has been wise enough to hang onto him.

Thanks to Jewett and his helpers (who now number more than 4,000) you can now call up your wife in England, France, Germany, Holland, Belgium or Sweden and find out how much she needs for the return trip. And thanks to the same miracle men, you may soon see her smile as she tells you.

Dunnigan on Forecasting

ONE can scarcely disagree with the opening statement in William Dunnigan's *Practical Stockmarket Forecasting* (Financial Publishing Co., \$2.50). The statement is: "A considerable increase of public participation and interest in stock market affairs has been witnessed during the past few years." That would seem to qualify the author for the Harvard-Pulitzer-Nobel Prize for Statements That Cannot Be Refuted.

Mr. Dunnigan reviews eight major trend forecasting barometers: the Harvard B and C curves; index of volume of manufacture and commercial paper rates; pig-iron furnaces in blast; pig-iron production; bar-iron, pig-iron and coke prices; dividend yields in relation to interest rates; and interest rates in relation to bond yields. He then combines the eight methods into a "composite major trend barometer," with this rule: "Buy stocks when five or more of the eight barometers dictate to buy; sell stocks when five or more of the eight barometers dictate to sell."

The author does well to concentrate on a simple, straightforward exposition of his composite barometer and avoid the complications of statistical theory. The literature of statistics finds its audience composed almost entirely of students of economic problems. Mr. Dunnigan wisely recognizes the fact that mathematical formulae and discussions offer little attraction to the average man in search of a practical forecasting method on which to base his investment or stock-trading commitments. As only the simplest statistical tools are essential to the use of the composite barometer, the author has been able to present his message without recourse to the involved terminology of statistical methods.

FRANK A. FALL.