

The Great Depression

*as seen in the pages of the [Daily Record](#)
June—July 1933*

“WAR TIME SCENES RECALLED HERE AS FORESTERS DEPART...one hundred and forty-one youths from twenty-nine municipalities throughout Morris County left from in front of the Morristown Post Office this morning to become a small detail of President Roosevelt’s great federal reforestation army of 250,000 men. Escorted here by Mayors, Police Chiefs, and private individuals from all over the county, the youths made a great show of enthusiasm during their brief stop here. Crowded on the tops of suitcases piled in huge heaps, they gathered in groups to sing and cheer.The group of fifteen youths from Wharton were particularly in a holiday attitude as they gathered around four of their number who entertained with an accordion, a ukulele, and two harmonicas. “Hail, Hail, the Gang’s All Here”, “Wabash Moon”, “Springtime in the Rockies”, “East Side, West Side”, and “Yankee Doodle” were among the numbers they played. In general the scene was much like that when the doughboys departed fifteen years ago, except that the group leaving today was, naturally enough, in a much lighter mood...The crowd of youths was shipped in three huge bus loads to Newark, where they receive a thorough physical examination. Those who pass...will be taken immediately this afternoon to Camp Dix, where they will pass two weeks in preliminary training for forestry....It is impossible to predict where the group will eventually be placed. Only those from eighteen to twenty-five years of age are permitted to apply for admission to the reforestation army....some of the applicants...have been unemployed for an average of about two years...Many of them are recent high school graduates...” (June 1, 1933, p.1)

“The conditions under which all of us live and work and play are determined partly by what our elected representatives do at Washington and partly by obscure economic forces which we do not wholly understand and which we have never yet had much luck in controlling; but a third factor ...is the activity of a few men of great wealth and high position—like Mr. Morgan and his partners. Under our present system, these men are responsible to no one. In the general run of cases there is no appeal from the decisions they make....Nevertheless, the kind of job he is able to get, the amount of money he is able to make, the prices he will have to pay for what he buys, the amount of security he is able to have in his own niche...these things can be influenced profoundly by the things that such men do....In putting these kings of finance on the witness stand and scrutinizing their books the government is not stepping into a field which is properly closed to it. Democracy can be nothing more than a sham if some form of social control cannot be made effective over the men whose day-by-day decisions affect the lives of innumerable citizens.” (editorial, June 1, 1933, p.4)

“**Dover**--...there had been a considerable falling off of families being taken care of by the town. The high water mark was reached in February when over 400 families were taken care of, but the report for May showed that at the present time 136 families were still on the roll. In February 2,226 adults were being fed, while at the present time the figure is about 400....nearly every head of a family on the list at the present time have taken the chance of free seeds for a gardenThe Committee also sent thirteen youths away yesterday to the Forestation movement...” (June 2, 1933, p.3)

“An epidemic of jitters is sweeping Wall Street financial district. The impression prevails that the government is “after” big bankers...A federal grand jury is probing into the situation with might and main—presumably on orders direct from Washington. The scope of the senate inquiry is being extended, with particular attention to “private bankers and their part in the flotation of securities.”...President Roosevelt has ordered a general cleanup of the situation and is determined that “nobody be spared if he is guilty.” ... The opening gun of the “cleanup campaign,”...was fired with the arrest of Joseph W. Harriman, chairman of the board of the Harriman National Bank and Trust company....later indicted on fourteen separate charges of making false entries in the bank’s books while he was president of the institution ”Irregularities” involved in the specific charges footed up to a total of \$1,713,225....Another big banker to feel the impact of the administration’s heel was Charles E. Mitchell, until recently head of the National City bank....accused in two federal indictments...of evading the payment of income taxes totaling more than \$730,103 by concocting fictitious losses through the transfer of securities which were later deeded back to him. The second indictment charges the evasion of payment of \$156,791.09 income taxes for the year 1930 by a fraudulent sale of \$759,000 worth of stock which the banker is alleged to have repurchased five months later for substantially the same sum....” (June 2, 1933, p.16)

“Helena, Mont.—One man in the street here is convinced better times are at hand. “Yes, sir, things are improving; people are loosening up,” said Harry Slenes, street cleaner. He had just picked up a quarter—the first coin he had found on the streets in four years, he said.” (June 3, 1933, p.2)

“The army came to town today...after two weeks of training at Camp Dix, one hundred and sixty-seven boys from Newark, Elizabeth, and East Side New York...Armed with baseball bats, hiking sticks, fishing poles, magazines, suitcases, and canteens, and clad in khaki....The fact that the group arriving today completes the 241st Company of the Civilian Conservation Corps means that no Morris County boys will be sent to Jockey Hollow....” (June 6, 1933, p.1)

“Butler—A delegation from the unemployed of the borough is expected to make an appearance before the Borough Council Monday night to protest the local ordinance which prohibits Sunday moving pictures.... Samuel Ettelson, manager of the Butler Theatre, has been fined twice for opening his place after he had agreed to donate part of the proceeds to the relief committee of Butler and Bloomingdale.” (June 6, 1933, p.1)

“...only three Morristown veterans will be allowed to enroll in the...Civilian Conservation Corps ...State quotas for the contingent of 25,000 veterans, added to the “forest army” by executive order, are to be strictly apportioned by counties according to population....On the basis of the 1930 population figures, New Jersey’s quota of 825 veterans means one veteran to each 4,808 of population. Morristown’s population of 15,197 would thus entitle the city to only 3 forest jobs for its veterans....All enrollments will be strictly on a merit basis...requirements including active war service, honorable discharge, present unemployment, citizenship, physical fitness to perform manual labor and good character, attested by four indorsements, including one from an official of some recognized relief agency. Preference will be given to veterans having families to support...” (June 6, 1933, p.1)

“Carrying recommended reductions for virtually every branch of the government, the annual fiscal bill was before the Legislature today, its \$18,985,897 total the lowest in 10 years... designed to give the state a balanced budget. The committee not only offered a bill \$6,170,985

below current appropriations, but announced that “perhaps for the first time in the history of the state,” no general supplemental bill would be introduced. Each spring a supplemental measure recommending expenditures from \$250,000 to \$1,500,000 to cover current deficiencies was introduced....” (June 6, 1933, p.1)

“...the new industrial bill...if adopted in its present form, would bring to American life the most sweeping change that has come since the adoption of the Constitution itself. It would put Industry on an entirely new basis....That we have in Washington a Congress and an executive willing to enact a measure of this kind entitles us to hope that we shall eventually work our way out of the depression and enter a fairer era....we have nothing to fear from a government that is willing to live up to the president’s promise of “bold, persistent experimentation.” Our greatest danger would be a government that tried too hard to play safe....The true conservative in times like these—the man who really wants to preserve as many as possible of our traditional institutions—is the man who is willing to adopt new measures. The man to be afraid of is the man who tries to stick in the old grooves.” (editorial, June 6, 1933, p.4)

“This Business of Bringing Back PROSPERITY Is your job—everybody’s job! There must be a demand for merchandise before the factories will put men back to work again. It is up to you who are able to buy to do so unstintingly. Get those things that you have want—could afford—but yet did not buy because of a “depression fear”....it is predicted that in but a few months all merchandise will sell at much higher prices. Take advantage of present low prices...” (full page ad by The Daily Record, June 6, 1933)

“Mrs. Frederic R. Kellogg...one of the early visitors at the Unemployed Hobby Crafts Exhibit yesterday, purchased the silver miniature of George Washington’s sword....The sword, which is made small enough to be used as a paper cutter, is of sterling silver and was made by an unemployed manufacturing jeweler. The small sword was made with every detail of the original....It has been proposed...that by making a die this sword could be made in quantities and could be sold at a very low price as a souvenir of the Morristown National Historical Park” (June 8, 1933, p.1)

“Butler—The scrip of the Chamber of Commerce will be issued tomorrow. There will be \$250 worth of the scrip in folders of \$1 denominations circulated in Butler and Bloomingdale. It will be distributed among the unemployed on the relief lists by the directors and the merchants have agreed to accept it for goods. There are over forty merchants who have agreed to the plan....As thirty-six transactions are necessary before the scrip is redeemable, it will take some time to work it around and no merchant will be over-supplied with scrip at any particular time.” (June 8, 1933, p.1)

“After Many Years THE CAPITOL MEN’S SHOP STOCK TO BE SOLD OUT! DOORS CLOSED! CREDITORS DEMAND THEIR MONEY! LIQUIDATING ENTIRE STOCK AT ONCE / CREDITORS WON’T WAIT!....” (June 8, 1933, p.7)

“Sherwood Anderson, novelist, has put in most of this year wandering around America...trying to find out if there is any sign of a revolution in this country. He reports now, in The American Spectator, that there is not....The situation in America, he points out, is entirely different from the situation overseas....the jobless millions are not talking about the “decline of capitalism,” about socialism or communism, Marxism or any other ism. Instead, he says, they are simply saying: “Give us work!...It is this damned standing still here, doing nothing, that is taking the

heart out of us.”...There is, as Mr. Anderson points out, enough work left in America to keep the nation busy for a thousand years to come....It ought not to be such an impossible job to get the wheels moving.” (editorial, June 12, 1933, p.4)

“With the prospect of putting 7,000 men to work for two years, the women’s Committee for Flood Control and Mosquito Extermination, (Passaic River Valley) has taken on new life....The plan recommended by the experiment station...is one costing \$12,000,000 and using 7,000 men 200 days each for two years....A large lake is planned on the Troy Meadows, three times the size of Lake Hopatcong, which would retain about a third of the water of the whole river watershed ...Local engineers and men will be assigned to the job, and the whole cost will be born by the federal government, if accepted.” (June 12, 1933, p.6)

“The school boards of Morris County are probably doing more to cut the costs of government than any other department for the activities have been little curtailed and enrollments have increased but operating expenses have been slashed greatly....The total for all of the 37 school districts of the county shows a reduction of 15 per cent in operating costs over last year. This is despite the fact that the total number of pupils have been greatly increased, in fact there has been about a 20 per cent jump in the registration. In addition...there has been a big influx of high school students, who are continuing their regular studies or taking post graduate courses whereas usually a good percentage of these leave school to go into the business world.....Municipalities, as a whole, have cut their budgets ten per cent and this has largely been due to curtailment of all new public works, reduction in many places of police and other departments, elimination of street lights and cuts in salaries.” ((June 14, 1933, p.1)

“Dover—Chairman Samuel Chiles of the Unemployment Relief Committee has announced that the books of the relief fund will close as of June 20. He requests that all those who signed pledge cards in the campaign last winter to make final payment on or before that date....Mr. Chiles pointed out that the committee is paying out over \$2,000 each month to take care of those in want and that over 100 gardens have been provided for those out of work to produce vegetables for their consumption next winter.” (June 14, 1933, p.5)

“We all know that over-production is largely responsible for our present ills. What we frequently overlook is the fact that overproduction is inevitable under our old system. Without an all-inclusive control from the top, there is no way of preventing it....Our fondness for free competition was justified in the old days of scarcity. Over-production was almost non-existent then; when it appeared, rarely, it always adjusted itself sooner or later. Now, however, unlimited production of practically everything is possible. Under such conditions free competition is a curse rather than a blessing.” (editorial, June 15, 1933, p.4)

A somewhat different take on the issues appears on the same page:

“The promise by President Roosevelt of government cooperation to industry in a voluntary effort by the latter to get back on a sound basis seems, in its broad purpose, to offer a promising plan for recovery....The wage earner will find encouragement in the fact that the president, in his eagerness to aid business, did not overlook the worker but recognized that if there is to be sound recovery the latter must receive a just share of the profits from his labor....He emphasized that wages have declined faster, in the last four years, than has the cost of living....Most industrial leaders will oppose, and wisely so, we believe, any extensive intervention by the government in business. There already has been too much of this....But there are ways in which the government can be of assistance without stifling individual initiative and action, and if this is the

kind of assistance the president's program contemplates it can be accepted as an encouraging development." (editorial, June 15, 1933, p.4)

"The gross income of farmers declined \$6,775,000,000 or 57 per cent, from 1929 through 1932 to \$5,143,000,000 in the latter, while their cash income, after deducting various production expenditures, declined about \$3,400,000,000, or 72 per cent, the Department of Agriculture announced.... The 1932 gross income of farmers compared with \$6,911,000,000 for the preceding year, and was the lowest gross income in any year on the department's records, which go back to 1909....The department estimated that the amount available to the farmer for capital, labor and management purposes was \$1,291,000,000 for 1932, compared with \$5,574,000,000 in 1929. The amount available for such purposes last year, the department said, "not only provided no return on investment, but also fell short by nearly \$1,200,000,000 of rewarding the farm family for their labor, even at the reduced wage rates for hired labor." (June 13, 1933, p.9)

"Close to 800 appeals from assessments in the county have been filed with the Morris County Tax Board...The number of appeals is the largest in history and is slightly above last year. One reason why the total is so high was a blanket appeal filed by the National Home and Farms Association of Florham Park....There are several other blanket appeals of a similar nature....The McEwan holdings at Whippany have filed a series of appeals...." (June 16, 1933, p.1)

"Some interesting facts relating to the causes of bankruptcies have been revealed in a study... by experts of the bureau of foreign and domestic commerce and Yale university's institute of human relations and law school. Among the conclusions reached was that, in bankruptcies of merchants, responsibility does not rest entirely upon consumers who failed for various reasons to pay for the goods bought. The merchants, in a large number of cases, share the blame..... "Too many merchants have followed the policy," said the report, "of selling the merchandise and getting the name of the purchaser on their books, how or when he is to pay for it being a secondary matter...With the whole machinery of modern business set to stimulate sales, the tendency to overload the consumer with credit is almost irresistible." In other words, bad business judgment was shown by inducing consumers to buy beyond their needs and means... .Of the 266 consumer bankruptcies studies, less than 5 per cent were regarded as "dishonest." The great majority had intended paying when they made the purchases but later found out they could not do this...." (editorial, June 16, 1933, p.6)

"Just why anyone should fear that the new industrial control bill will give organized labor too much of a break is something that is hard to understand. ...it ought to be plain that a closed shop of the kind contemplated here is quite unlike the closed shop as we have known it in the past; and, besides, if American employers can be frightened by the specter of a closed shop after all the other terrors they have faced in the past three years, their nerves must have suffered more than anyone has supposed. The American laboring man needs a break of some kind very badly....At this moment a shift in our whole form of government seems to be taking place; a shift which carries over into the industrial and financial fields those standards of freedom and democracy which we have always cherished in the political realm....We cannot do it if we follow the lead of Tories of whom organized labor is anathema...." (editorial, June 16, 1933, p.6)

"The great Roosevelt Dam, only a few miles from Morristown, is in the process of construction. When the army came to Jockey Hollow, its experts discovered that the old spring the Continental soldiers used a century and a half ago wouldn't yield sufficient drinking water for over 200 lusty reforesters, so they decided to impound the stream at a point about a quarter of a mile south of

the spring. For four days a gang of 20 boys has been at work on the construction of this miniature pond, and the work is about completed....Altogether, five small brooks contribute to the new Roosevelt Lake...The kitchen storehouse...canned goods...are received from the government commissary on Governor's Island in the East River...Fresh vegetables and other perishable foods are purchased from local merchants...." (June 17, 1933, p.1)

"Carrying reductions for every state department, the annual appropriations' bill, totaling \$18,958,897, lowest in 10 years, was passed by the Assembly late yesterday....the measure provoked sharp debate for more than an hour but was passed 50 to 6...." (June 20, 1933, p.1)

"Boonton—The Community Relief Bureau...initiated its block canvass by distributing over 2,000 circulars and questionnaires....The purpose...is to find out how many unemployed and employed there are and how much relief the former needs and how much the latter will contribute for unemployment relief...."The organization of the relief bureau is a result of the invitation of Mayor Oscar P. Myers to the various organizations to meet and devise some method of more adequately giving relief and to prevent overlapping and duplication of work...By thus centralizing...it is believed that such relief, will be given more efficiently and with a minimum of expense to the people of Boonton." The letter said that all material collected will be treated confidentially by those in charge." (June 20, 1933, p. 2)

"As the long drama of the Morgan investigation continues...the ordinary American begins to get a clear picture of a state of affairs which he had frequently surmised but at which he had never before got a really good look. ...Now our eyes are being opened. Security issues that go to insiders at bargain rates before they find their way into the open market; wealthy men who have found a fool-proof way of defeating the income tax by year-end sales of stock;...interlocking series of loans so complex that even the man who negotiated them cannot remember how it was done without looking at his private records....Now the general run of these operations were not wrong legally; most of them, in fact, gauged by current standards, were not even wrong morally. We had devised the kind of economic and social set-up which made it necessary for the financing of big affairs to be conducted in that way. To get indignant at the individuals directly concerned is to miss the point entirely. For the real point of it all, of course, is that it was our whole basic system that was at fault...." (editorial, June 20, 1933, p.4)

"Our whole system of representative government was on trial when this Congress convened. People were impatient of delay, of protracted talk, of petty politics. If Congress had failed, a profound shift in our democratic form of government would have been almost inevitable. Congress came through; and it came through, not because its members were finer, more patriotic men than the members of preceding Congresses, but because the right kind of leadership was forthcoming from the White House. It proved that the legislative branch of a democratic government can work efficiently and speedily if the executive branch knows how to demand it. It justified our traditional faith in our representative democracy." (editorial, June 21, 1933, p.4)

"The commonest way of explaining America's industrial depression is to say that the nation is suffering from great overproduction....Technically, of course, we are overproduced....But there is another side to it...If, instead of calling it overproduction, we call it underconsumption, that other side becomes clear....Not until every citizen has all that he needs of this multitude of goods shall we truly have overproduction....On every hand we have had millions of people needing all sorts of commodities very badly; but because they have been unable to buy them, factories have operated at a fourth or a fifth of normal capacity....Let the ordinary man get his hands on enough

money to buy the things he needs and we shall have a broad and enduring prosperity.” (editorial, June 22, 1933, p.4)

The Herblock editorial cartoon of June 22, 1933, p.4, is entitled “The Gates of Paradise”. It depicts a workingman standing outside the gate of a functioning factory, smoke coming out of its smokestacks. On the wall is posted a sign, “Men Wanted”.

“Work in the new reforestation camps...is to be well balanced with play.... Maj. Gen. Hugh A Drum, deputy chief of staff, and his aides, have been busy drafting a recreation program for the new army of labor....Baseball will, of course, head the list of sports for the quarter million unemployed city dwellers who are to be given jobs in the healthy outdoors....Camps will be located near a stream whenever possible, and this will provide another much-loved sport—swimming....For the long, cool evenings in camp there will be indoor games of all sorts, and movies. Cards will be provided, and there will be checkers, dominoes and the inevitable jig-saw puzzles....there may be instituted in the camps educational courses designed to prove highly valuable to the recruit when he leaves the conservation corps and goes back into the life he came from....The food will be just as good as army rations. Often it will be better....Medical reserve corps officers will be stationed at the camps. Field medical kits will provide everything necessary for treatment of injuries except those of a major nature....In the field of safety from fire there will be new telephone lines strung, new landing fields set out for airplanes, new fire breaks, lookout towers and observatories, and range water development....” (June 22, 1933, p.15)

“As the great depression of the ‘thirties sinks into what we all devoutly hope will be its final coma, it is instructive to look back at the death-bed scenes of former depressions and see how they compare with this one....In former times, as now, the upward turn began before people realized it. Commodity prices began a slow but steady climb, security prices advanced, scattered factories began to put men back to work, people started buying things again—and then, the first thing anyone knew, we were out of it and there was a clear road ahead again. That seems to be very much the way things are working out now. But there are one or two differences...In the first place, no previous depression led to such far-reaching and drastic action by the federal government....Secondly, the international situation is different. Never before did the climax of hard times in America coincide with such a near approach to chaos in international relations.... Last of all, it is probably true that never before have we been so thoroughly disillusioned—with our leaders, with our institutions and with ourselves....Radical as our recovery program may seem, it is mild as milk compared with what the great mass of people will demand if recovery is delayed along the way....” (editorial, June 24, 1933, p.6)

“**Dover**...Fearful that the proposed reduction by one-half of the operating force at the Picatinny Arsenal...will cripple economic life...and place an unbearable burden on local relief organizations, a committee of five today sought means of providing other work for those about to be laid off. The civilian force at the arsenal now numbers about 1,600. War Department orders have been issued to cut this in half....At a protest meeting attended by representatives of fifteen Sussex and Morris County communities last night, Mayor John Roach, Jr. of Dover said the purchasing power of this section would be diminished by \$100,000 a month....Mayor Frank Fishbourne of Wharton said 500 families in his town would be affected and to aid them in the event the bread winner lost his job would paralyze local relief activity” (June 29, 1933, p.1)

“THE NEW DEAL—WHERE WILL IT LEAD US?”

“...it isn’t yet at all clear in what direction we are going....Nobody can tell...and so far nobody seems to care very much....We still have plenty of time to decide whether we are to go on to outright socialism or whether we can build our next century of progress on a controlled, carefully regulated capitalism....Where we may fetch up, in the end, is something for the seventh son of a seventh son. Meanwhile, we are on our way.” (editorial, June 29, 1933, p.4)

“...approximately 387,000 world war soldiers receiving disability allowances for troubles not directly connected with their service go off the roll at 12 sharp tonight for an estimated savings of \$83,000,000.” (June 30, 1933, p.1)

“**Dover**—Commander Samuel Chiles, Chairman of the Unemployment Relief Committee announced yesterday that...all unemployed men and women on their lists who worked for the town and received orders for their work, a five cent an hour rate for the time they worked during any one week, would be paid this afternoon in cash by him. The state unemployment officials claim that the receiving of food orders from the various municipalities...had seriously broken down the moral [sic] of those receiving the orders...they thought it best for all concerned to give them the small amount so that they might have some cash in their pockets....” (June 30, 1933, p.5)

“AT AUCTION IN COMPLETE LIQUIDATION REAL ESTATE Machinery, Stock and Equipment of West Works of THE ROCKAWAY ROLLING MILL, ROCKAWAY, N.J. THURSDAY, JULY 6, 1933 at 11 A.M., D.S.T. “(June 30, 1933, p.5)

“Wall Street probably never was the focus for more public disapproval than has been the case this year. If left to fritter itself out in sporadic attacks on individuals, this wave of disapproval will eventually waste itself. If it turns on the Wall Street system as a whole, however, it can be made one of the most useful bits of public sentiment the country ever displayed. And in speaking of the “Wall Street system,” it is worth while to quote from a recent article in Harper’s Magazine by John T. Flynn, a noted financial writer. Mr. Flynn declares bluntly that the stock exchanges nowadays are chiefly “devices for creating excessive debts”...” (editorial, July 1, 1933, p.4)

“Uncle Sam is reading a message of increasing prosperity in the rising wreaths of smoke from increasing billions of cigarettes. These spell unmistakably...: “Times are better.”...government experts have found that the nation’s cigarette bill is a sensitive index of the financial state of the nation. Perhaps it is because the cigarette is on the borderline between necessities and luxuries. When acute depression hit the country, federal revenues from cigarette taxes slumpedThe smoke from nearly thirteen billion cigarettes sold during the month of May was a signal to... experts that the people generally are feeling better times. This was an increase in consumption for that month, as compared to May 1932, of more than four billion one hundred million cigarettes. Even though the bulk of these may have been bought by their users at a dime a pack instead of the old rate of fifteen or twenty cents, they increased the government’s tax return from this source from \$26,060,000 in May 1932, to \$38,470,000 from May 1933.” (July 5, 1933, p.2)

“Among the tremendous changes which were slipped into our national set-up...along with the industrial control bill, none is much more significant than the “new deal” which has been given organized labor....A fair sample of the change can be seen in the bituminous coal industry....the United Mine Workers of American are working feverishly to unionize coal miners in every coal-producing state....Unionization of the coal fields, with its accompanying improvement in the

distressing conditions under which the miners have to live, is in a fair way toward being accomplished as a mere by-product of a larger struggle.” (editorial, July 5, 1933, p.4)

“The encouraging part about the hearings on the industrial recovery act now under way at Washington is that practically everybody seems to recognize the importance of giving the laboring man a better break. Those minimum wage scales may sound extremely low...but the trend they represent is a healthy one, and the fact that their provisions are being written into law stands for protection of a kind that American workingmen have not had before. What we are doing, in a slow and roundabout manner, is to adopt the viewpoint first popularized by Henry Ford—that industry can prosper only in a direct ratio to the amount of money it pays out in wages....No individual employer can afford to follow it unless all of his competitors do....The measures that are being taken now...set him free...from the competition of the sweatshop, the fly-by-night operator, the industrial pirate.” (editorial, July 6, 1933, p.4)

“Further important work on State Highway 10 through Morris County was ordered by the State Highway Commission yesterday after it had received \$6,346,000 Federal funds under the National Recovery Act. The Commission approved a number of large jobs, all of them designed to give work to men throughout the state....Local labor is used exclusively on the grading projects.” (July 7, 1933, p.1)

“Gen. Hugh S. Johnson, administrator of the government’s industrial recovery machinery, promises that this tremendously important new experiment is going to take place “in a goldfish bowl.”...It means that...The lobbyist who tiptoes about the corridors, lurks in the shadows of the capitol pillars, buttonholes congressmen on the quiet and talks softly in the privacy of a bureaucrat’s office—he has stepped out into the open...all that he says and does takes place in the brightness of the spotlight....But...A sizable army of them still remains...They are trying to work in the traditional manner...exercising all of the old tricks. If anything is obvious, it is that the time for this sort of thing is past....The country is embarking on a vast new experiment in economics, and it has a right to know which of its business leaders are going to play ball and which are trying to drop a monkey wrench in the machinery....” (editorial, July 7, 1933, p.4)

“America’s biggest banker today is the Federal Government which is now operating fifty-two financing institutions, says Professor John Hanna of Columbia University in the American Bankers Association Journal. “Forty of these are owned entirely by the Government,” he says. “In twelve more the Government has already a two-thirds interest....The Government also supervises 4,600 local agricultural loan associations with Federal charters. All this takes no account of the relations of the Government to the twelve Federal Reserve banks, nor of the authority recently given to the Reconstruction Finance corporation to buy preferred stock in national and state commercial banks.” “(July 7, 1933, p.14)

“Afternoon mail deliveries, in Boonton and other towns, will be discontinued during the months of July, August and September as a result of an order issued by the Federal government. Nine-day furloughs for post office employees during these months were also included in the order. These measures are being taken as a part of the government’s economy program. Employees in the postal department have all ready taken a salary cut of fifteen per cent. This cut will be continued.” (July 8, 1933, p.9)

“In the interest of economy, and in accordance with the Federal requirements, all regular classified government employees are required to take 7 ½ working days furlough, each without

pay, during July, August and September....this effects the local Post Office, which means 240 days or 1920 hours without additional help....” (July 10, 1933, p.1)

“Bread is going up in price, and soon the depression nickel loaf will be but a fact of history. Local bread-dealers and bakers...all agree that the increase in the prices of all ingredients going to make up a loaf of bread, together with the new government wheat processing tax, will cause a definite upswing....Wilbur F. Day, local baker and caterer, stated this morning that he contemplated no immediate addition to his present prices. Local chain stores, representing the Atlantic & Pacific Tea Company, on the other hand, carried signs indicating that today the price of 13 and 20 ounce loaves of bread go up from five to six cents, and from seven to eight cents, respectivelyThe Majestic Bakery on Speedwell avenue will augment its low prices early next week....the government processing tax...has been recently enforced with a view to yielding \$150,000,000 in relief for wheat farmers throughout the nation.” (July 10, 1933, p.1)

Rodney Dutcher’s Daily Washington Letter, July 10, 1933, p.4: “there ought to be special medals for one small group of men whose outstanding performances have caused the most widespread amazement....Vice President John Nance Garner...who turned down an offer of \$52,00 a year to talk five minutes a week over the radio. Dr. Arthur E. Morgan, chairman of the Tennessee Valley Authority...whose conscience as a public servant caused him to deliver to the attorney general a statement of all property owned by himself and his wife. President Henry W. Kendall of the Kendall Manufacturing Company, operator of northern and southern textile mills, who urged at the first industrial recovery hearing that the cotton mills be required to make minimum wages and maximum hours apply to cleaners and outside help as well as operativesPresident E.G. Buckland of the New York, New Haven and Hartford railroad, who refused J.P. Morgan’s offer of United Corporation stock at \$75 a share when it was selling at \$99 simply because his road was going to negotiate a contract with a power company.”

“An appropriation of \$100,000 from the \$3,300,000,000 bond issue for public works has saved 600 jobs among the civilian personnel at Picatinny Arsenal, according to...Washington....It is expected this appropriation will enable the arsenal to carry on with the present force of between 1,000 and 1,1000 employees until August 1, when other plans will have been worked out to enable the War Department to resume operations on the same scale that prevailed prior to the reduction order.” (July 11, 1933, p.1)

“THE CHALLENGE OF THE NEW FRONTIER” (editorial, July 12, 1933, p.4)

“One of the reasons why America always came out of its 19th century depressions so completely was that it always had a frontier awaiting development. When industrial stagnation in the east had reached a certain point, the country could turn west....No one needs to be told today that the old frontier is no more....But we have a new frontier these days...less tangible than the old ones...It includes practically all of industry and nearly all of agriculture....The old, physical frontier represented an obstacle to be conquered, new paths to be found, job to be filled, daring decisions to be made....This new frontier represents exactly the same thing. It is a challenge, just as the old one was, to our daring, our ingenuity and our endurance....The possibilities are as unlimited as any that an early pioneer saw when he climbed an unexplored mountain peak and looked off to the west....The future can be finer than anything in our past has been, if we just recognize our new frontier and tackle it as a frontier should be tackled.”

Kidnaping for huge ransoms was a rampant criminal activity during this period. The Daily Record on July 13, 1933, p.13 highlights one such case. Pictured are the home and portraits of

August Luer, a St. Louis, Illinois, banker, and his wife. “This home...was no haven from kidnapers who dragged the aged banker away after brutally abusing the wife who tried to defend him....Valiantly Mrs. August Luer, 75...fought the kidnapers...The abductors inflicted deep scalp wound on the helpless woman...August Luer, 77...has been a victim of frequent heart attack, his son said...” (July 13, 1933, p.13)

“One of the things the events of the summer are bound to show us is just how progressive—or, if you prefer the word, how radical--the national administration really is...it has erected a vast framework which is the very essence of daring progressivism for the control of industry, the expansion of employment and the raising of wages and commodity prices.... In its outlines, that law is all that the most ardent progressive could desire. Every worker is to be free to join a labor union of his own choosing. He is to get direct representation, in all disputes over pay, hours and other working conditions, before a government board which is empowered to make its rulings stick. But....Some of the very largest industries in the country have never had any use for organized labor; and spokesmen for certain of these industries have been hinting pretty broadly that they don’t propose to change their policy now, no matter what the new law says. Some...are evicting employes who join unions and blacklisting men who try to organize them. Before very long one of these industrialists is going to collide head-on with the industrial recovery law—and then we shall see just how progressive our administration really is....If...it stands up boldly toe to toe with the reactionary employers and starts battling to make the law mean what it says it means—then it will justify the hopes of the people who voted it into power last November.” (editorial, July 13, 1933, p.4)

Following is a radically different point of view:

“Everybody....continues to convey to neighbors and business associates how very bad business conditions are and the great amount of unemployment...; all of which is mostly rumor or propaganda and much of which is not true....There is unemployment and some factories are not operating, but neither is due to poor business conditions. Consolidation and centralization in industry has closed some factories and abolished some jobs and modern machinery dispenses with some man-power, but production is being maintained. Another cause that has thrown upon the labor market thousands of men and women is workmen’s compensation which compels employers, for their own protection, to reject workers who cannot meet physical and age requirements.” (editorial, July 13, 1933, p.4)

But the very next day we read in Rodney Dutcher’s Daily Washington Letter, July 14, 1933, p.6: “Industrial recovery will not come fast enough to save any of the \$500,000,000 appropriated for unemployment relief. Four million families-- about 18,000,000 persons —are estimated to have been “on relief” at the peak point in March. Federal Emergency Relief Administrator Harry L. Hopkins estimates that perhaps 10 per cent are now “off” relief as a result both of seasonal factors and the recent pickup in employment....the impoverishment of many states and communities means that the federal government will be carrying a heavier share of the load in all areasThe problem of making the states provide a fair share of relief before receiving federal funds has been one of Hopkins’ chief worries. Distress relief goes through various stages of progression—relatives, neighbors and localities, communities, counties, states and federal aid— but it was found that state governments had refused to use their taxing power for state relief. For the first three months of this year, recent figures show, federal funds were carrying nearly all the relief load in more than half the states. Half the \$500,000,000 is to be distributed on the basis of one-third the amount raised for relief by the recipient state government. The rest is to be granted at discretion. Hopkins has been successful in causing some of the largest states to raise

or promise to raise proper amounts, but he finds that some states are dead broke and must be financed 100 per cent for relief.”

“Income tax payers in Morristown dropped 73 in one year, according to a report made public today by the bureau of internal revenue. The report is for the year 1931, the latest year to be made public. It shows that in 1931 there were 1,496 income tax payers in Morristown as compared to 1,569 the year previous.....In all of New Jersey there were 181,975 tax payers in 1931 as compared to 187,943 the year previous.” (July 15, 1933, p.1)

[Morristown] “Additional cuts of five per cent for the year beginning July 1 will be made in the salaries of certain employees connected with the local high school, according to a resolution adopted at the regular monthly meeting of the Board of Education...yesterday afternoon. This is in addition to the regular ten per cent cuts taken last year. Individuals whose pay is to be slashed again are John Watson, Lessie W. Smith, Thomas H. Wiss, Olive M. Goble, and four school nurses...” (July 15, 1933, p.1)

“Police here are anxious to keep Morristown off the map if the means whereby it should become suddenly famous are those of a kidnapping. So they are maintaining a continuous guard at the Madison avenue home of Miss Marguerite Keasbey, against whom threats of abduction are said to have been made recently. The entire situation is shrouded in a veil of mystery, for the police won’t talk and persons at Miss Keasbey’s home are pledged to a policy of complete silence.... there have been all kinds of queer and unusual happenings during the past week. Among other weird events, all of which grow out of rumors, is the story of telephone wires being cut, of hasty exits from the grounds, and of loud noises and tussles in the yard.” (July 15, 1933, p.1)

“**Dover**—Attributing the increase in relief cases here to the over 500 employees of Picatinny Arsenal laid off July 1, the Board of Aldermen has requested the State Relief Administration to raise the monthly contribution for August from \$1,600 to \$2,000. While the town has been contributing \$700 and the State \$900 monthly, the local funds have dwindled to \$500. During the month of June the local committee took care of 134 families made up of 536 individuals and at the present time, due to the layoff, 145 families are being taken care of with the members totaling 508 persons. Commander Samuel Chiles who is in charge of the relief work here states that his committee is planning to hold athletic events and other ways of raising funds to continue the relief during the fall and winter.” (July 15, 1933, p.3)

“Jobless and dissatisfied men and women are pushing on into the wilds of Northern Ontario in search of economic independence or to make for themselves homes to replace those lost by foreclosure....When civilization can no longer support all mankind as it would like to be supported the discontented pull up stakes and turn to the wilderness for opportunity Pioneers... are colonists and builders....When the West was in the making the older communities in the East were constantly complaining that towns and even states were being drained of their population by the westward migration. These communities could not see that their departing citizens would contribute more to their growth and prosperity by their absence than by their presence. The golden age of the industrial East drew its life blood from gold rushes, land grants and migrations. More frontiers to conquer would be a boon to America in this hour of overpopulation, overproduction and unemployment.” (editorial, July 15, 1933, p.4)

“**Boonton**—Demands on the welfare committee of the Boonton Woman’s Club and a lack of contributions have created a desperate need, according to a request for children’s clothing issued,

yesterday. In one case an undernourished boy of eight years will be unable to go to a health camp, Thursday, if someone does not respond with a gift of clothing. The camp requires that the boy have three suits of underwear, three pair of pajamas, socks or stockings, bed room slippers, a sweater, two pair of overalls and a pair of size 10 ½ shoes. These clothes need not be new but must be in good condition. Other exceptional needs are a complete layette for a newborn baby and boy's clothing of all descriptions, principally blouses and knickers. Contributions should be sent to Mrs. Robert J. Budrick, chairman of the committee..." (July 17, 1933, p.11)

"One of the fortunate developments of the last few years is that we are able nowadays to look an extremely radical idea in the face without getting the jitters. A case in point is the suggestions which Donald Richberg dropped before the Merchant Association of New York in his recent speech there—the suggestion that unless the directors and executives of big business recognize their social responsibilities, and act on them, they will presently be elected by the general public and not by the several stockholders. Here is a notion which would have earned a man the indelible label of "Bolshevik" if it had been voiced as recently as six months ago...It comes down... to this: we are awakening to the fact that the man who directs a large industry occupies a position of public trust just as much as does the politician who has been elected senator, judge or governor. Accepting that simple fact carries us farther, perhaps, away from the philosophy of rugged individualism than any other thing that has happened to us....What the industrial executive does affects the whole country....if he is a fumbling incompetent we are apt to get dropped....The incompetent business man is just as much a parasite on society as the incompetent politician, and society ought to have the power to dispose of him. It would have been the height of radicalism to say that a year or so ago; today it is nothing but plain common sense." (editorial, July 17, 1933, p.4)

Two photographs on page 9, July 17, 1933, are captioned: "First of the nation's mortgage-burdened home owners to seek relief from the federal Home Owners' Loan Corporation was Mrs. Leandra Boni, widowed mother, ...as she discussed her plight with John F. Hamilton, Michigan manager, when the Detroit office, first in the country, was opened. Below are the leaders in the crowd of 2000 eager applicants who jammed corridors and stairways leading to doors of the Detroit office."

"When you look at the figures in the current business revival, you get a picture of a nice bright sunrise which has an ominous fringe of black, thunderous-looking clouds all around it...We get...a set of facts which show in the most decisive way imaginable that our recovery from the depression is not going to be an automatic affair...Things are picking up, but the revival contains the seeds of a new collapse...When production outruns consumption, when prices rise faster than wages, when the registers of factory activity show greater gains than the employment figures, storm signals are flying in no uncertain manner. All of which, of course, puts everything up to the great experiments now under way at Washington. These schemes for raising wages, keeping retail prices from advancing too fast., increasing employment and regulating production are as vitally necessary now as they were in March." (editorial, July 18, 1933, p.4)

"Secretary of Labor Frances Perkins has taken up the case of Picatinny Arsenal personally, in an effort to save the jobs of 1,200 men who are slated for separation at the end of the month, it was learned today. After conferring with a delegation of Morris County officials, Secretary Perkins said she was going to take up the matter personally with President Roosevelt and Public Works Administrator Harold L. Ickes, according to the office of Senator Warren W. Barbour, of New Jersey." (July 19, 1933, p.1)

“We may...delude ourselves into thinking that the “normal processes” of business recovery will put people back to work, restore buying power and bring back prosperity unaided. According to the classical theories of economics, that is precisely what ought to happen. But already it is becoming evident that unless our industrial machine is held under strict and intelligent control, we shall merely be gathering momentum for a new plunge into the ditch....The successful working of our traditional system depends entirely on the impetus supplied by the profit motive. In the last few weeks the profit motive has impelled industry to adopt certain tactics which must inevitably betray any recovery which is made....Manufacturers are hurrying to pile up surplus stores of goods before higher wages go into effect. The diehards are preparing to fight organized labor....these developments...indict the traditional economic system under which these individuals have to operate....We need to remember every minute that the dawning recovery cannot be permanent or healthy unless a very real restraint is put upon the scramble for profits.” (editorial, July 19, 1933, p.6)

“EDITOR’S NOTE: The National Industrial Recovery Act, now commonly called the NIRA... is perhaps the most far-reaching measure ever passed by Congress in peace time. Enacted by the last Congress as part of President Roosevelt’s “new-deal” program, it literally puts the government in partnership with business. It aims at putting men back to work, increasing their pay, and shortening their hours by eliminating cut-throat competition within each industry by mutual agreement of producers (with government sanction) on hours, minimum pay and trade practices. It also gives the government a measure of control over production and insures the right of labor to organize and negotiate collectively. Codes of industries are now being submitted for government approval, and the whole complicated machinery set under way by Gen. Hugh S. Johnson... General Johnson here tells **YOU** what **YOU** can do to help put over the measure and bring about the recovery all desire.” In General Johnson’s article, he concludes, “I have made as a general suggestion...especially to help the widely scattered smaller businesses in their thinking, the average figure of 32 hours for the work week at not less than 45 cents an hour for the lowest paid class of workers...**IT CAN** be translated into fact in every community, step by step, as fast as local leaders go to it with confidence, public spirit and guts. This whole recovery administration is a challenge to the self-governing capacity of management and labor everywhere.” (July 20, 1933, p.6)

“O’er the Land of the Free and the Home of the Brave” is the title of Herblock’s editorial cartoon on July 20, 1933, p.4. It depicts a typical suburban street. A dark shadow of a forearm and hand with outstretched fingers overlays this placid scene; the shadow is “THE KIDNAP MENACE”.

“Our danger...is not that we shall be overwhelmed by external enemies or turned over by the downtrodden masses. It is that our order of things may collapse of its own weight because the men at the top have set up an establishment that they can’t quite master....We have neither an Attila nor a Robespierre to fear; if trouble comes, it will be entirely our own fault.” (editorial, July 20, 1933, p.4)

“Every citizen was summoned today to a covenant with President Roosevelt to re-employ the jobless millions by Labor Day. To more than 5,000,000 employers was addressed a request from the President to join his National Recovery Administration in a mass attack on the depression by voluntary agreements to lift wages and shorten hours. To the public...”by supporting and patronizing employers and workers who are members of the N.R.A.” ...The heart of the plan: Child labor is outlawed. A minimum of \$14 to \$15 a week and a forty-hour week for so-called

white collar labor is provided. A minimum of 30 to 40 cents an hour for a thirty-five-hour week and an eight-hour day maximum for factory and mechanical labor is provided. There will be equitable readjustment of pay above the minimum.” (July 21, 1933, p.1)

“**Whippany**—Pierce J. Welsh, Hanover Township Director of Municipal Relief, reported today that...approximately 50 men who have been working at odd jobs for the township, have resigned from the relief list and are apparently definitely “on their own.” He declared that during the height of the depression over 300 men were listed as being jobless and were receiving aid, such as food, medical care and work on the township roads and in other odd jobs, but this number has been cut in just about one-half. Now less than 200 men are without work...” (July 21, 1933, p.7)

A photograph on July 21, 1933, p.8 depicts three young women sitting together with handkerchiefs pressed to their eyes. “Pennsylvania’s widespread labor troubles took a serious turn at Lansdale when Sheriff’s deputies turned tear gas on hosiery strikers and brought from Governor Gifford Pinchot a demand for an investigation by state police.”

“**Dover**—The recent lay-off of 500 men at the Picatinny Arsenal will not be followed by any further reduction in the personnel at that establishment, according to word received by Mayor Roach...Last night he received word that President Roosevelt had agreed to the request of the War Department officials and authorized the granting of additional funds...to keep arsenal forces from being curtailed at this time. It was expected that 600 men would be dropped at Picatinny within the next ten days. Approximately 500 were dropped some time ago.” (July 22, 1933, p.1)

“One of the most interesting of all the experiments the Roosevelt administration is going to make will be its venture in “subsistence farming” for industrial workers on the fringes of big cities. A \$25,000,000 fund is available for this, and the first colonies will be established soon...Land will be obtained on the edge of a city and will be subdivided into small farms of one, two or three acres. A small home...will be established on each plot. In the middle of the colony will be a store, a playground and social hall, and the like. Occupants of these homes will be industrial workers from the city. Each family will have enough land to raise vegetables, chickens and a little fruit—and, possibly, to keep a cow....If the factory that employs one of these men shuts down, for instance, the man doesn’t starve. He stays at home, raises his own food, keeps his expenses down to a very low minimum—and has, on the whole, a pretty fair sort of time.... To be sure, it may not work out as expected...” (editorial, July 22, 1933, p.4)

Front and center, page 1 on July 25, 1933, a black and white facsimile of the NRA badge. An eagle with wings outstretched, one foot clutching a gear, the other foot clutching lightning bolts. Above the wings and head are the letters **NRA** in bold, the word **MEMBER** just below. To the right of the foot with the lightning bolt, the letters **U.S.** Below, the legend **WE DO OUR PART.**

“**Dover**—There was much rejoicing here yesterday when it was made known that... sufficient funds had been allotted for ordnance manufacture which will insure the return to work of many of the Picatinny Arsenal employees who were furloughed last month. Colonel A.J. Stewart, commanding officer at the Arsenal, stated...that Mayor John Roach Jr. had performed “Yeoman service” in an attempt to restore the appropriations necessary to again employ the furloughed employees. “The munitions project has been approved,” said Col. Stewart, “involving an allotment of \$13,000,000 which includes the funds for Picatinny Arsenal...” Last year Picatinny

Arsenal was allotted \$2,400,000 and it is believed that \$3,000,000 will be allotted for 1933-34. The monthly payroll at the Arsenal last year was \$220,000.” (July 25, 1933, p.1)

“**Denville**—The Board of Education had a special meeting last night to discuss the...possibility that the schools may have to be closed due to the lack of funds. The Board was in receipt of a letter from County Superintendent of Schools Walter B. Davis...he had been informed by the State Department of Public Instruction that a board has a right to use its best judgment in closing a school and transporting pupils to a central school building....one proposal is that the two-room Union School be closed and the thirty-five pupils from there be transported to the Main street building...Residents of the Union section fought this proposal before and are expected to do so again.” (July 25, 1933, p.1)

“Our economic system can survive in recognizable form only if the whole population of the country is kept pretty steadily at work at a living wage....All of our fine talk about economics, cooperation, price levels and all the rest comes down to that, in the end. People have got to have jobs, and the jobs have got to pay them enough so that they can buy the things that they produce. Unless we find some way of accomplishing that, our eventual collapse seems certain. Viewed in this light, the administration’s program is clearly the very essence of conservatism....The old system must be modified at least as greatly as the “new deal” modifies it if it is to survive at all. A good many years ago Abraham Lincoln warned that the nation could not continue to exist half slave and half free. Both the compromisers and the die-hards tried to find a way of getting around that unpleasant truth, and the disaster of the Civil War was the result. Today we are facing the fact that the nation cannot continue to exist half prosperous and half destitute....” (editorial, July 25, 1933, p.4)

“Victory was claimed today in President Roosevelt’s latest move for the re-employment of jobless millions by Labor Day even though the campaign has yet to reach top speed. Five million agreement blanks, asking volunteer pledges of higher wages and shorter hours for all workers, will be laid tomorrow on the desks of American businessmen. Today, Hugh S. Johnson, the general of the industrial recovery campaign, exulted at the testimony of thousands upon thousands of telegrams that the country was ready to back its President all the way.” (July 26, 1933, p.1)

“Grey W. Higbie, President of the Chamber of Commerce, has sent to President Roosevelt the following letter: Dear Mr. President: The Morristown Chamber of Commerce and the Morris County Credit Bureau, a division of the Chamber of Commerce, employing seven people, are very glad to pledge our whole-hearted support to the Blanket Code which you have put into effect. We are also more than willing to do anything possible to help carry out the aims and purposes of the National Industrial Recovery Act.” (July 26, 1933, p.1)

“A ten to fifteen per cent wage increase for employees of the Van Raalte Silk Company was announced by officials of the firm today, it taking effect immediately. The company has five plants, including one at Boonton, N.J. A reduction of the working week to forty hours was also announced. This, it is believed will allow extra help to be employed.” (July 26, 1933, p.1)

“Assurances of cooperation in the National Recovery program have been sent to President Roosevelt from a variety of sources in New Jersey. One of them is the town of Dover....Last night the Board of Aldermen there adopted a resolution pledging the “full cooperation of the citizens and officials of Dover” to the recovery program. Mayor John Roach, Jr., who

introduced the resolution, said the town will apply the provisions of the voluntary code to municipal employees.” (July 26, 1933, p.1)

On July 26, 1933, p. 2 appeared a lengthy essay, which originally appeared in a publication called *The Forum*, by Francis H. Sisson, President of the American Bankers Association, entitled “How All the People Had a Hand In Building Nation’s Credit Structure; Banker Describes the Way Loans and Securities of Banks Are Based on the Hopes and Plans of All Classes—Values Dependent on Public’s Ability to Meet Obligations”. A few excerpts follow. “Credit may be informally described as future hopes, plans and good intentions converted into present purchasing power...Even under the best conditions the plans of a small percentage of borrowers go wrong through mistakes, hard luck or dishonesty... The losses caused under such conditions are ordinarily fully met by funds set aside out of the earnings of the banks for just this purpose...Such was the structure of hopes, good intentions and common confidence in one another that existed among all classes of the nation’s community life when the series of economic shocks began to shake the nation’s social fabric in 1929....These destructive changes cut right through the qualities and values of the loans and investments, the notes and securities in the banks....This meant...that the ability of borrowers...had become impaired to a far greater extent than had ever before occurred in the nation’s history....It was in loans and investments whose values...became so...impaired, that the banks, in all confidence...had entrusted the billions of dollars of deposits customers entrusted to them....The inevitable result was that, when the banks urgently needed the money they had entrusted to those assets, so that they could meet the unreasoning demands of their depositors, they could not get it back. It was not that our banking system and methods were of themselves weak or reprehensible...It was not that our banks were permeated with incompetency or dishonesty or with lower standards of business ethics...the banks carried their share of the burden and suffered their share of the misfortune.”

The editorial page of *The Daily Record* on that same day, July 26, 1933, p.4 recommends that “captains of business organizations” emulate captains of sinking ships, and go down with the ship. “there emerges unmistakably the conclusion that a lot of big-wig bankers worried a lot more...about saving their own precious hides than they did about the fate of their depositors and stockholders. Over and over again, in city after city, we get reports of high bank officials who “bailed out” at the last minute—disposed of their stock, withdrew their own accounts, and otherwise made certain that whoever else went to the bottom they themselves would get nice seats in the lifeboats. Some of them, in fact, seem to have got into the lifeboats before the other folk aboard even suspected that the ship had sprung a leak....Study the accounts of the collapse of industrial concerns, of the looting of going businesses through holding companies, of the various brands of chicanery and self-seeking practiced by men in positions of trust, and you get the same sort of picture. There have been splendid exceptions, to be sure. Many a business man, many a banker, has sacrificed his own fortune and his own career in an effort to save his firm. But all too many have done just the reverse.”

“The Roll of Honor” titles the editorial cartoon on July 26, 1933, p.4. It depicts a mother, father and son looking respectfully at a large posted list with the heading “Signers of the National Industrial Code / WE DO OUR PART”.

Page 11 on July 26, 1933 features three striking photographs. “One of New York’s most unique communities, not many minutes from Times Square is the Box Car Village in upper Manhattan where 50 men are living happily paying \$3 a month rent or \$6 a week for board and shelter. The village, operated by two women, is shown in a general view above. The interior of a typical box

car, which is equipped to sleep four men, is pictured below. At left the village chef...prepares supper....”

“The elimination of coroners and the substituting of a county physician as a means of cutting down expenses was suggested at the Board of Freeholders meeting...In 1925 the appropriation was \$2,500 and it steadily increased until this year it was \$7,000. Last year there was \$6,000 set aside but the actual costs were \$7,366...[Freeholder Howard F. Barrett] believed that in other counties, the county physician did the work in a more satisfactory manner and for less money. He said that in Somerset the cost was \$1,000...while in Union and Middlesex the salary was \$2,400 but there was some added help granted. Even with this, these large counties were getting service for less than Morris County....” (July 27, 1933, p.1)

“Local employers will meet en masse at 8 P.M. tonight at the Republican Headquarters in the Park Square Building for the purpose of receiving details regarding blanket codes which every employer is asked to send into the President within the next three days. The gathering will be one of the largest ever to be held in this city....A Telegram has been received by E.J. Mac Ewan, Secretary of the Morristown Chamber of Commerce, reading as follows: “Will you take the initiative immediately in organizing a campaign committee in your community to be composed of the mayor, the official heads of the Chamber of Commerce, Clearing House Association, Rotary, Kiwanis, Exchange, Retail Merchants, Federation of Labor, Advertising club, Federation of Women’s Clubs, Welfare societies, Ministerial Association, Real Estate Association and any other civic organization which in your judgment is representative of an important element in the economic life of your community. The function of this committee is to direct a campaign of education and organization which is to be a part of a national movement to speed the return of prosperity through the expansion of consumer purchasing power in accordance with the principles set forth in the National Recovery Act...HUGH S. JOHNSON, Administrator National Recovery Administration, Washington, D.C.” (July 27, 1933, p.1)

“It has often been said that if only a people could get together on a peace-time project with the spirit that is displayed in time of war, it could surmount almost any obstacle. That is the chance that is open to us now. We are being asked to submerge selfish interests for the common good; to be Americans first and self-seeking individuals later; to stand united for the sake of those fellow-citizens who have not yet had a fair break....” (editorial, July 27, 1933, p.4)

“**Dover**—The new regulations as to orders and stores the unemployed were to purchase their merchandise from was started by the local unemployment relief committee by order of the State Committee yesterday. The state officials after inspecting stores here picked out nine independent dealers and 21 chain stores and ordered them to display a large yellow sign, marked “This store is approved by the State Emergency Unemployment Relief Committee”. At the inspections of the stores the inspectors had as their standard, cleanliness, amount of stock, standard of goods and prices. One dealer was rejected because two cans of peas were found in his store not up to the U.S. government standard. It is said that a reinspection of this store will be made this week and he will be placed on the approved list. The prices at both the independent and chain stores will be identical and the prices will be set each Monday by a committee of four representatives from the chain and independent stores....Those on the list for orders are given three slips, one of which after being filled out by the merchant must be returned to the local relief committee. The Dover committee at the present time is rated as one of the highest in the state as to efficiency.” (July 27, 1933, p.8)

“A rush of merchants and businessmen to sign up and get the blue eagle of N.R.A. posted in their windows today stimulated the men who are working for President Roosevelt’s re-employment campaign to more vigorous efforts. The thousands of telegrams which pledged support in the hour shortening, wage-raising, job-creating endeavor were being backed up by signed reemployment agreements with the President....” (July 28, 1933, p.1)

“A large cut in the number of bushels of wheat to be raised in Morris County in 1934 has been ordered by the U.S. Department of Agriculture. Figures released today showed the allotment for Morris to be 11,639. This is said to be a very drastic cut from the amounts raised in past years ...One of the last published governmental reports was for 1920 and showed 43,975 bushels raised in Morris County. The 1930 Government census gives figures for 1924 as 113 acres under cultivation and in 1929 there were 19,980 bushels of winter wheat raised....On every bushel allotted to a farmer for production he will receive about twenty-eight cents from the government....” (July 28, 1933, p.1)

“The local Chamber of Commerce will probably call a meeting of local civic groups on Monday night for the purpose of creating a community organization to publicize, explain, and back the NRA blanket code, as adopted by fifty employers here last night....This committee is to form along military lines...by electing a General to have charge of the city campaign and a Lieutenant General who is to be a woman. The General is to select three Colonels, each of which is to have charge of a specific phase of the campaign. Colonel No. 1 will control the “man power” or organization department, which body will make a block-to-block canvas during the closing week of the drive, checking up on every block on the compliance with the President’s Emergency Re-employment agreement. Colonel No.2 shall organize and conduct the publicity and education campaign feature of the drive, mobilizing the talent of local writers, advertising groups, outdoor advertising, street car cards, motion picture theatres, etc....Colonel No. 3 will have charge of the Speakers’ Bureau....The Colonels will appoint Majors, and they in turn will name Captains, who will line up companies. In connection with the publicity angle of the drive, lapel buttons will be issued to all consumers who support only NRA employers’ products....(July 28, 1933, p.1)

“The President’s re-employment agreement goes into effect on Aug. 1.... Under the agreement, employers may not engage persons under sixteen years of age after Aug. 31. They may not work any clerical, accounting, banking, office, service or sales employes (except outside salesmen) for more than forty hours a week. Factory or mechanical workers or artisans must be employed a maximum of thirty-five hours a week until Dec. 31, 1933, but a forty-hour week may be put into effect for any six weeks within this period. The minimum wage scale in industry is 40 cents an hour and for white-collar workers ranges from \$12 to \$15 a week.” (July 28, 1933, p.1)

“Fifty local employers pledged their support to the National Recovery Administration blanket code at a meeting held in the Republican Headquarters in the Park Square Building last night. This city, by virtue of last night’s action, becomes one of the first in the state of New Jersey to take the initiative of backing President Roosevelt’s great drive against unemployment....Grey W. Higbie, President of the Chamber of Commerce, wielded the gavel at last night’s meeting. He said in part...”We are going through a bloodless revolution, a great economic change, and a great experiment....We must approach the signing of this pledge in a patriotic spirit, and in much the same way that we put across the Liberty Loans....If this country were invaded by a foreign army there is no doubt that every man in this room would rise up and go to the country’s aid.... We have been through four years of a terrible depression. It stole upon us in the night and none of us knew what it was all about or how to combat it. It left in its wake tremendous suffering

among millions. There isn't a person in the country who hasn't felt the effects of it. For more than three years the condition continued to prevail, without any concerted action being taken. We can tell now that the government is going at it on a war basis....I believe we will put it through voluntarily. If not, then we will be forced to put it through....The \$3,000,000,000 for public improvements is inflation. I am certain the government is able to control it....The machine age put many men out of work, and unless there are shorter hours the people as a whole will never be employed again." (July 28, 1933, p.1)

"In the old days the country's admiration went to its builders, its doers, its men who got things done and made it possible for their fellows to get things done. The railroad builders, the steel builders, the auto magnates and their brethren may have been guided by some cloudy ethics now and then and they may have profited unduly occasionally—but at least they gave the country a definite return for their wealth. A decade ago we started shifting our admiration to the clever lads who put up their booths at the cross-roads and levied toll on passing commerce; the men who made their fortunes by juggling stocks... Unless we can turn our admiration back to the builders instead of the takers, the recovery which is now in progress will do us precious little good." (editorial, July 28, 1933, p.4)

New York: "Some weeks ago a score of young women stepped out of a motor bus into the cool, wooded quiet of the Catskill mountains. There was weariness in their steps, lines of bitterness, fatigue, and undernourishment were etched in their faces....Faces that were pale and haggard are now sunburned; there is a new spring in their walk, an eager light in their eyes. They have healthy appetites and food is plentiful. Worry is not now a concomitant of their lives as they bask in the sunlight of Camp Tera on Lake Tiorati, in the heart of Palisades Interstate park. The campers once were members of New York city's army of unemployed. That they have been able to...leave behind them the travails of months of fruitless job seeking has been due to the joint efforts of New York relief agencies and the federal government. Camp Tera is the country's first experimental camp for unemployed women under a plan sponsored by Mrs. Franklin D. Roosevelt and Miss Frances Perkins, secretary of labor....The cost for each woman at the camp is estimated at about \$5 a week. In the camp routine recreation comes first, then vocational work, for the primary aim is to build up the women physically, in order to make them fit for regular employment. The women do no manual work other than that required to keep their quarters tidy and to take occasional dish washing assignments. They are in no sense comparable with the conservation corps workers....The women may smoke anywhere except in their cabins." (July 28, 1933, p.6)

"American cities pay out 17 per cent of their income as interest on bonded indebtedness. Because of growing tax delinquencies throughout the country, these fixed charges are making it very difficult for many cities to balance their budgets....Since the war, the per capita indebtedness of American cities has tripled....These debts were contracted for the most part during the boom period, and in many if not most cases, are considerably out of line with present economic conditions, when reduced incomes are calling for substantial lowering of taxes....the debt situation...has been further complicated by the fact that most of the bond issues were for short terms, necessitating frequent refunding..." (July 28, 1933, p.7)

"Edward Ehlers of Montclair, president of Rockaway Rolling Mills, has made a statement...that the adoption of the steel code by American manufacturers means complete ruin to the industry and throwing of thousands of men out of work...Ehlers said..."The iron and steel industry of America has been hard hit by foreign competition and we have been barely able to survive. The

competition of cheap labor in foreign mines and smelters has almost wrecked the iron and steel industries on the Atlantic seaboard, it being cheaper for the user of pig iron to buy abroad and have it shipped to America than to buy at the mines and smelters within the seaboard area. That has been the reason for the shutting down of the many mines in Morris and Warren counties, which before the World War were being operated profitably....steps must be taken to end the threats to the industry...if the iron and steel mills were to aid in the effort at industrial recovery.” (July 29, 1933, p.1)

“**Boonton**—Rev. L. Harold Hinrichs, chairman of the Community Relief bureau’s clearing house records committees...emphasized the fact that though economic conditions are improving the need for unemployment relief is as great as before. According to the report 185 people have applied for employment. Of those, sixty-three require food and clothing...With the aid of Mayor Oscar P. Myers and Alderman Alex Scerbo, four men were employed last week. The week the group found work for five more. The committee has pledged amounting to \$55 per month and an amount totaling \$147 in the treasury. Emphasis was placed on the fact that no contribution can be too small.” (July 29, 1933, p.3)

The Herblock editorial cartoon on July 29, 1933, p.4 is titled “Financial Advice”. The top half depicts three men in straw boater hats berating a fellow in a porkpie hat with the words “Why don’t you invest your money? Whatsamatter —Haven’t you any confidence in business?” The bottom half shows those same three men mocking the innocent investor with “Speculation again! Guess he doesn’t remember 1929. What a sap!”

“One of the changes we need to make is in relation to our attitude toward debt....In the old days people had if not a horror of it, at least a very real distaste for going into debt....People borrowed only when they had to, and they did so, usually, with great reluctance....In the last decade or so the hallmark of the successful man has not been his ability to keep out of debt but his ability to get into it....Not only did business firms borrow to expand their plants; rich men borrowed to speculate in stocks, poor men borrowed to buy automobiles, furniture and what-nots; and while many of the results of this were very good, the way in which it made us willing to mortgage our futures to satisfy present wants was, all in all, anything but wholesome.” (editorial, July 29, 1933, p.4)