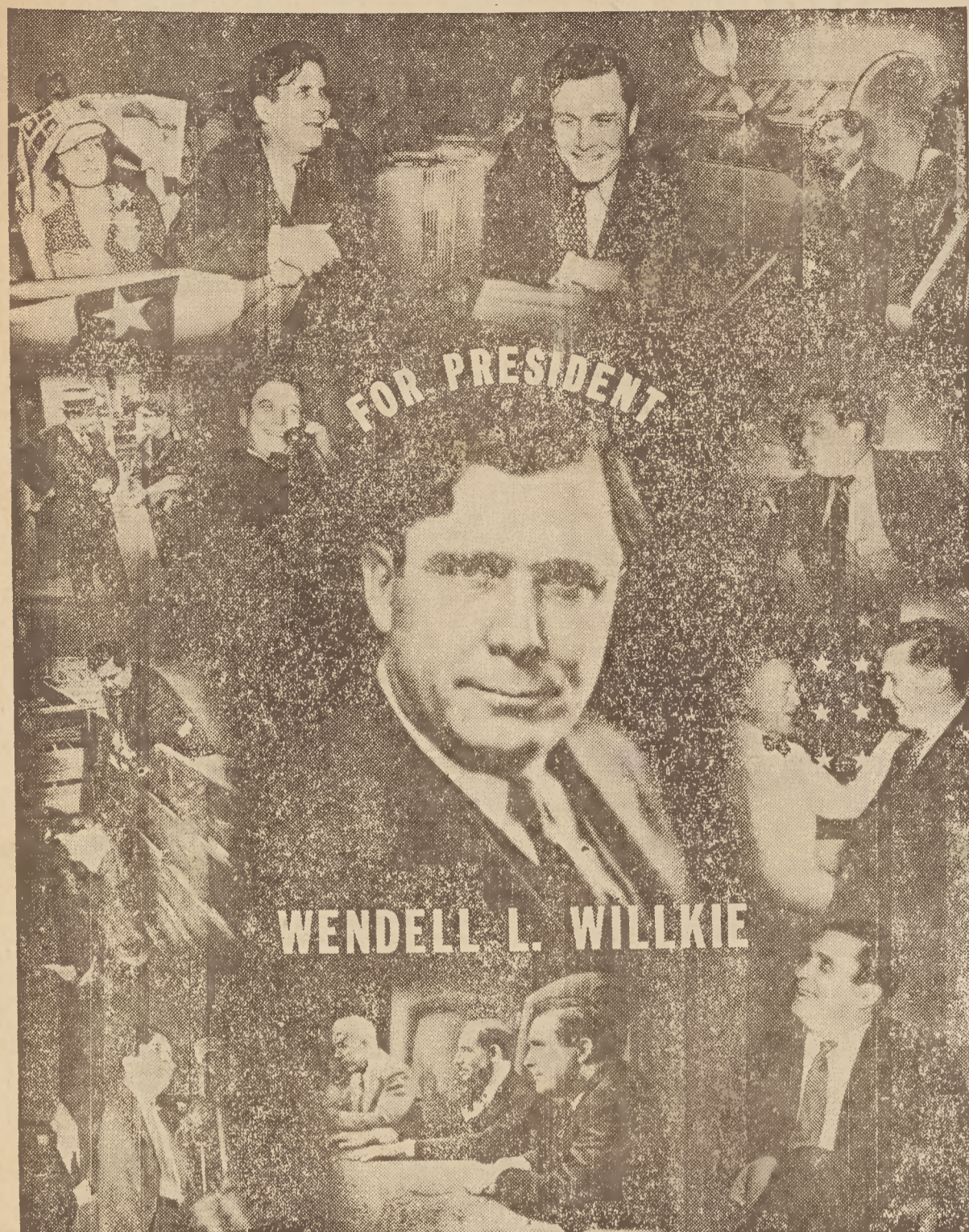


# WENDELL WILLKIE MAN OF ACTION

Republican Candidate for President, Like Thomas Jefferson, Has Wide Interests.



In the two and one-half months since his unprecedented and spectacular nomination for the Presidency, by the Republican National Convention, Wendell Willkie has demonstrated to the country his dynamic personality and driving energy as well as his quick and clear mind.

Few men have ever been nominated for the Presidency who have as wide and universal an interest in many fields of endeavor as Wendell Willkie. In that respect he has been compared to Thomas Jefferson who was as well versed in architecture as he was in the law—knew as much about farming as he did about political philosophy.

Born 48 years ago in the small town of Elwood, Indiana, Wendell Willkie was educated for the law. But before he received his degree in that profession, he taught history in the high school at Coffeyville, Kansas; drove a bakery wagon; worked as a barker for a tent hotel in Aberdeen, South Dakota, as a field hand

in harvesting wheat in Oklahoma and as a laborer in California. He has labored in steel mills and sugar fields.

Once embarked on the practice of law, Wendell Willkie defended labor unions with his father; enlisted in the army the day this country declared war on Germany in 1917; became a lawyer for a rubber company; and finally went to New York, first as counsel for Commonwealth and Southern Corporation and then, when the sick company needed resuscitation, as its president. Even critical New Dealers always have paid tribute to Willkie's candor, honesty and ability.

Nurtured in a home filled with books, Wendell Willkie throughout his life has been a constant reader of books—all kinds of books. He reads rapidly and, with a photographic-like mind, retains what he has read. He demonstrated his rich background of information on the "Information Please" programs on the air and in motion pictures. He is a qualified authority on English

Constitutional history and writes much better than many professional writers. Had he not been a great lawyer, he would have been an outstanding newspaperman.

Though Willkie has sat among the great and learned, he has never lost his touch with his Indiana origin. Though he likes books, he likes people more. He is as much at home in conversation with a truck driver or farm laborer as he is with an industrial tycoon or college President. Typical of the man is the fact that his faith in American agriculture is so great that he placed the savings from his salary in Indiana farm land. Operating these farms on a 50-50 basis with tenants, Willkie now knows as much about farming as he does about law.

Indeed, like the Roman of old, Willkie might say "nothing human is foreign to me." But that thought would never occur to Willkie because he believes that when a man commences to compare himself to a Cicero or Napoleon, people had better look out for him.

## WHO IS WENDELL L. WILLKIE?

"A true liberal is a man who believes in freedom for himself and other people."—Wendell L. Willkie.

Born Elwood, Indiana, February 18, 1892.

He is a worker—has sold newspapers, washed dishes, driven bakery truck, harvested wheat, dressed tools in the oil fields, picked vegetables, puddled steel, husked corn, and milked cows.

Graduated Indiana University in 1913; Law school 1916.

Taught history at Coffeyville High school, Coffeyville, Kansas.

Enlisted in the army the day United States declared war; served in the 325th Field Artillery; in France for 10 months. Won a reputation for defending the under-dog before courts-martial.

Married Edith Wilk of Rushville, Indiana, January 14, 1918.

First law case won after return from the war was one defending workers charged with violating anti-picketing injunction.

Practiced law in Akron, Ohio.

Fought and won battle against Ku Klux Klan, 1924-26.

Twice commander of Summit Post No. 19, American Legion, Akron, O. Owns and runs his own farm in Indiana.

Became president of Commonwealth and Southern in 1933. Hired additional salesmen and cut the price of electricity in half and doubled consumption.

When TVA tried to force owners of Tennessee electric power to accept \$51,000,000 for a property the owners considered worth much more, he fought the deal single-handed until TVA finally admitted a fair value of \$78,000,000, which was paid.

### Philosophy.

1. Our government should open the eyes of the people to the future, and get them back to work to build a new and better country with a higher standard of living for everyone.
2. Abandon the attitude of hate and antagonism and replace it with co-operation between business and labor for the benefit of the consuming public.
3. Give the people a business administration of their government, instead of wasting billions.
4. Do away with monopolistic government as well as monopolistic industries.
5. Liberate the people to govern themselves by law instead of by bureaucracies. Tyranny is but the exercise of discretionary power over lives and fortunes of others.
6. Give the people an honest accounting of hidden taxes of the cost of government, so that they may control the vast sums it has become necessary to spend.
7. He opposes war, and he favors

every realistic step to keep out of war. But he will not accept the proposition that it makes no difference to the United States what sort of world exists outside.

8. National defense is not a question of Army and Navy alone. It is a question of adequate productive capacity to produce essential supplies. It is a question of a happy, united and active people. It is a question of sound government finance.

This philosophy will interest only those who believe that the United States can regain prosperity through industry, thrift and enterprise of the people.

Wendell L. Willkie is a conscientious student of American history, writes well, debates excellently.

Is not a politician and is not obligated to any politicians.

Has that old-fashioned Midwest honesty now so foreign to Washington.

Has the confidence of everyone who has ever known him and worked with or against him.

You can't scare him; you can't expose him; you can't outrage him.

Panhandler: "Lady, I've asked for money, begged for money, cried for money—"

Lady: "Did you ever try working for money?"

Panhandler: "No, ma'am. I'm doin' the alphabet and I ain't come to the 'W' yet."

Counties having the greatest farm population based on the 1940 farm census of the State Department of Agriculture are Robeson, 44,080; Johnston, 41,520; Pitt, 35,730; Nash, 34,330 and Sampson, 31,730.

## TEXAS DEMOCRATS SPLIT OVER ISSUE OF THIRD TERM

Political forces in the rock-ribbed Democratic state of Texas are badly split up and ready for a bitter struggle over the New Deal's third term movement and whether Wendell L. Willkie will carry the Lone Star State in the coming November election.

Headed by Mike Hogg, of Houston, a son of the late Governor James Stephen Hogg, the "No-Third-Term Democratic Party" was formed a few nights ago at a meeting in Dallas.

A crowd that fairly well filled Fair Park auditorium, seating 5,500, applauded every attack on New Deal philosophy and personalities and yelled approval of Willkie as the standard bearer to end what speakers said was "a threat to democracy and an opening for dictator."

Hogg said he was glad to do his bit to "stop this third-term humbuggery." He was authorized to name an executive committee of 31 members representing each of the state's senatorial districts.

Resolutions were adopted declaring the purpose of the organization to oppose the election of any man at any time for a third term for President and to undertake to obtain an amendment to the federal constitution precluding the "recurrence of such perilous conditions as confronts us today."

Willkie was hailed as "a courageous liberal Democrat" whose announced convictions conform to the principals of the group.



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### Wallace Wrong Again!

Democratic Vice-Presidential Candidate Henry Wallace in his Acceptance speech asserted that during the seven years that President Roosevelt has been in office farm incomes "have been more than doubled." Like so many New Deal statements, that one simply is not true.

Figures supplied by the United States Agricultural Department show that cash income from farm marketing in 1933, the year in which Mr. Roosevelt became President, totaled \$5,278,000,000 and that in 1939, the last full year for which we have a report, they were \$7,625,000,000. This is an increase, to be sure, but it is NOT MORE THAN DOUBLE.

Of course, it is never fair to compare one year against another unless account is taken of all circumstances. A fair basis of comparison is that of the full seven years of the New Deal and the seven previous years. What does that show in the case of farm income?

Cash farm income for the seven Republican years preceding the New Deal—including the worst years of the depression—averaged \$9,046,000,000 a year. The average annual total for the New Deal seven-year period was \$7,247,000,000. Annual average income per farm for the 1926-32 period was \$1,432 compared with \$1,062 for the 1933-39 period. Average annual income per farm person for the Republican period was \$298 compared with \$228 for the New Deal years. The figures for the New Deal years include benefit payments from the Federal Government.

It is no wonder Henry Wallace devoted most of his speech to the foreign situation!

### New Deal Drops in Exports

In the depression year of 1932 exports of American products had a value of \$752,000,000. In 1939 agricultural exports had a value of \$693,000,000.

### McNARY OFFERS SOUND PROGRESSIVE IDEAS

Senator Charles L. McNary, the Republican nominee for Vice President, demonstrated in his Acceptance Speech that he remains a symbol of the pioneering West, believing in progressive but sound ideas of government.

The Oregonian gave the New Deal credit for trying—but, as he pointed out so forcefully, it has failed to achieve its objectives because of a lack of capacity to govern and because of its "political and economic heresies which have deflected us from our course."

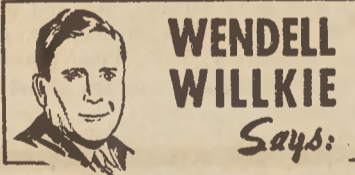
Speaking of the farm problem, Senator McNary asserted that "the prosperity of agriculture should be the first charge on the attention of any administration." Those who have followed his career as a battler for the farmer during the last 23 years in the Senate know that Charles McNary speaks with sincerity on that subject.

"The New Deal has administered the farm problem for more than seven years," Senator McNary asserted. "What is the present state of the American farmer, who, with his dependents, makes up a quarter of our population? In the year 1939 his share of the national income was the lowest since statistics have been kept."

Senator McNary strongly advocates preserving the American market for the American farmer, believing it is "far and away the greatest market" and the "only one we can hope to control."

### Indirect Taxes

The Northwestern National Life Insurance Company finds that families with a monthly income of \$80 pay an average of \$116.04 a year in indirect or so-called hidden taxes. This is about 12 per cent of the average income. Who said only the big fellows pay taxes?



"Maybe it is all right for the politicians to assume that an order



"On Order" for a rifle is the same thing as a rifle. But a doughboy has never been known to make that mistake."

### NEED INSTRUCTIONS

President Roosevelt Should Tell Mayor Hague to Obey Law.

President Roosevelt talks a great deal about keeping bright the fires of democracy. But in Jersey City his henchman, Mayor Frank Hague, Vice Chairman of the Democratic National Committee and ardent third term supporter, thwarts the workings of democracy by refusing to install voting machines as directed by the State Legislature. What does Mr. Roosevelt say about that? Nothing.

### All Promise, No Performance

Including his campaign pledges, President Roosevelt has promised to balance the budget no less than eleven times. During the seven years of his Administration, however, Mr. Roosevelt has never balanced the Federal budget. The average annual deficit for these seven years has been \$3,237,400,000.

But "The Masses" were not so foolish, after all!

LESS LOUDLY NOW, you may still hear an occasional agitator blasting away at the American system of business—which depends on big factories, big networks of dealers, trade-marked goods, heavy advertising, and low prices.

Agitators complained for years that "the masses" were injured by this system, and that we'd all be richer if we went back to the old cracker-barrel days.

But in spite of the complaints, little factories which have made dependable goods grew into big factories. Dealers insisted

on having trade-marked goods which their customers could recognize. And the heavy advertising helped to give us our modern newspapers, magazines and radio.

Who built this system? The masses built it, by insisting on crackers they could recognize in the package, on automobiles, soups, soaps, chewing gum, cigarettes, and all other articles that carried well-known trade names.

So the agitators have had to pipe down. They have discovered that "the masses" were not so easy to lead astray after all.

Courtesy Nation's Business