

L.T. SUNOCO - January 1, 1933

Good Afternoon, Everybody:-

Well, it seems as if even the weather man were determined to emphasize the fact that we are passing from one year to another. And how that old north wind did blow last night. Down, down went the thermometer. It hit zero at my farm this morning. And so, after a spell of muggy, damp, warm unseasonable weather, 1933 begins with the correct, bright and frosty touch. And maybe that's symbolic.

All over the country the New Year was celebrated with appropriate revelry. Some hilarious spirits declared they were celebrating so enthusiastically because of their conviction that this would be the last New Year under prohibition. In fact several of them called me on the long distance at two o'clock this morning, while that north wind was blowing.

While on the subject, I note that 1932 was a dry

year, not only figuratively, but ~~also~~ literally. The Weather Department reveals that rainfall was more than four and one-half inches below normal during 1932. *In fact the* weather for the year was ~~quite a bit~~ too dry, but you can't repeal that.

One thing that strikes a fellow about the New Year, as he goes wading through the papers, is the fact that it does begin a new era politically in ~~so~~ many places. Of course, ~~the~~ <sup>my</sup> national administration doesn't change until March, but just the same, there are plenty of state and municipal offices that change hands on the first of the year.

All of which ~~are~~ <sup>is responsible for</sup> a lot of oaths. No, I don't mean that people swear at the new governors, mayors, and so on -- although ~~the~~ <sup>outgoing office holders do.</sup> maybe they ~~do~~ What I mean is that the office-taking functionaries themselves do the swearing -- ~~that is,~~ ~~they~~ take the oath of office.

( In New York, for example Governor Lehman and Mayor D'Brien were sworn in, together with a whole string of

other victors at the last election.)

The New York American gives us the interesting detail that Governor Lehman was sworn into office by his brother, Judge Lehman. Well, it was no new job for the Judge. Judge Lehman swore at Governor Al Smith twice.....Now wait a minute, I mean he swore in Governor Al Smith twice. I must be careful about those prepositions. And he swore in Governor Roosevelt twice. He also swore in his brother twice as a Lieutenant-Governor. That gives him a record of seven swearings-in, <sup>enough oaths for anybody.</sup> ~~It would be terrible if the Judge started~~

~~to swear at somebody.~~

And now let's <sup>for</sup> glance over the news <sup>of</sup> this past week; ~~xxxxx~~ although on New Year's Day you can hardly <sup>resist the</sup> ~~temptation~~ <sup>temptation to try and</sup> ~~take~~ look back over the whole year.

(For the most part, I suppose, 1932 <sup>will not be</sup> a particularly <sup>joyous</sup> ~~brilliant~~ era, ~~full~~ of cheer and abundance. ~~and~~

<sup>In fact it</sup> ~~many good things.~~ <sup>going for most folks from</sup> ~~It~~ was rather tough ~~for a lot of us~~ <sup>especially the Republicans</sup> ~~in the U.S.A.)~~ I think we can find a bit of

<sup>come to Zanzibar and</sup> ~~sound, hard-headed~~ philosophy in <sup>our November</sup> ~~the~~ election. ~~back in~~

~~November~~ The whole human race has taken a licking ~~recently~~ --

-- ~~in the~~ <sup>in the</sup> depression. And that has made

some folks ~~very~~ pessimistic. ~~and you'd think~~ <sup>In fact</sup> to hear them

~~you'd think~~ talk, ~~the~~ <sup>you'd think</sup> the human race couldn't stage a come-back.

<sup>But take</sup> ~~well~~ the Republicans <sup>for instance?</sup> ~~took a licking in November~~ <sup>are they</sup>

~~And what are the hard boiled politicians doing now?~~ Well,

they are ~~very~~ calmly laying plans to win in 1936. Do you

suppose ~~that~~ they believe that the Republican party is never

going to win an election again? Not at all. And I suppose

that's the right state of mind for the whole world, which

took it on the chin when the big bonanza went floating out of

the door. The <sup>now</sup> idea <sup>is</sup> to lay plans to win the next time.

RUSSIA

Today is something more than merely New Year's Day over in Soviet Russia. It marks the end of the world-famous and tremendously advertised Five Year Plan. ~~And~~ So now is the time to ask that oft-repeated question -- "Has the Five Year Plan been a success? Has it worked?" Well, you can fill in the answer to suit your own taste. As with most controversial matters in this world you can make a strong case for "Yes," but on the other hand you can also make a strong case for "No."

Leaving aside the theoretical aspects of the great Communistic experiment, it seems that things don't look so rosy over in Red Moscow; ~~They look~~ <sup>just</sup> red, but not rosy. ~~just to keep the color scheme straight.~~

The New York Herald Tribune prints a long cable today from Moscow concerning the Soviet New Year and the end of the Five Year Plan. ~~The~~ <sup>The</sup> Tribune ~~xxxxxx~~ correspondent describes Russia as being virtually under martial law. And the most acute evil is the food shortage. The standard of living has been ~~xxxxxxx~~ dropping steadily for the past two years. Industrial production is far below estimates. And the quality of goods produced is

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poor, much below the standards of western industry. In trying to cope with the situation the Soviet authorities ~~will~~ are still further easing up on the rigors of Communist theory. They are resorting more and more to capitalistic methods, such as wage scales and private initiative. It is announced that for the New Year the peasants will have a lot more freedom. They will have to turn ~~in~~<sup>in</sup> a percentage of their crops as tax. Then they can sell the rest of it just as they please. And in trying to check inefficiency and corruption they are using the sternest methods -- almost martial law -- with death as the penalty for theft and graft.

In The New York Times, ~~to quote~~ Walter Duranty, who ~~usually~~<sup>generally</sup> writes about Bolshevism from a sympathetic viewpoint, declares that the Communist authorities face the New Year with unshaken confidence. They admit there is a bad food shortage and a serious lack in all the other things that go to make living comfortable. They don't deny that their industrial production is far behind the program which was announced for

the Five Year Plan. But just the same they are still confident.

*And the Communist party is being shaken up again.*

<sup>4</sup> last-minute bit of Russian news tells of the

arrest of twenty-two ~~some~~ *Red* leaders ~~of the Communist party in~~

*in* South Russia, including the director of a big tractor station.

They are to be put on trial for what is called -- "betrayal

of the workers class." They are charged with being responsible

with the failure of wheat production in their section.

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## JAPAN

From Japan comes a strange word. The word is -- "boom." It seems to me I've heard it before, but I've forgotten what it means. Anyway, the news from the Mikado's kingdom is that the folks over there are enjoying a boom. Business is on the upgrade. One reason, <sup>remarks</sup> ~~says~~ the New York Times, is ~~that~~ the inflation that resulted when Japan went off the gold standard. Another reason is the rise in the price of raw silk. ~~and~~ So today is quite a cherry New Year for Japan.

One prominent Japanese newspaper, however, utters a note of lugubrious warning: ~~It says~~ that the present transitory boom will be succeeded by a crash.



SPORTS

Now comes a <sup>really</sup> sad and doleful voice crying in the wilderness. ~~It is my old friend,~~ <sup>It's</sup> W. O. McGeehan, the cynic of the sports world. In his column today in the New York Herald Tribune ~~Bill~~ McGeehan undertakes to prognosticate the future of ~~the~~ sports in 1933. And the future of ~~the~~ sports, according to Bill, is something to make you <sup>take out your</sup> ~~wipe~~ handkerchief. ~~to your nose.~~ In other words, all is lost.

~~As he~~ <sup>As he</sup> ~~Bill McGeehan~~ phrases it, "The sports of 1933 are trembling on the brink of an abscess," <sup>Not an abyss-</sup>  
<sup>an abscess!</sup>

Concerning the manly art of self defense he bewails in these terms: "Nob<sup>o</sup>dy can see either money or interest in the fight racket -- and the number of millionaires of Madison Square Garden will be reduced to exactly no millionaires whatever."

Concerning baseball Mr. McGeehan predicts that the Yankees will <sup>again</sup> win the pennant in 1933. "The venerable Babe Ruth," he declares, "May have begun to creak slightly in the joints, but he is far from being through." And Colonel Jake Ruppert, the famous brewer and owner of the

Yanks, is said to be in a state of preparedness for the return of beer, and also for the purchase of whatever players may be needed to put the Yankees through.

In football, gate receipts fell off in 1932, and this, W.O. McGeehan, the sporting Jeremiah, believes will continue in 1933, this necessitating a cut in the athletic budgets.

The brightest prospect for 1933 is in tennis, he says. It seems almost certain that the Davis Cup will come back to the United States. The French Old Guard has passed its peak, and the American youngsters are sweeping along.

McGeehan sums it all up in these words: "There will be plenty of sports in 1933, but they will be less expensive."

Well, that sounds okay -- even from a pessimist.

CHACO

Let's look at the development during the past week of the bitter struggle that is going on among the forests and plains of the Gran Chaco, in the remote heart of South America.

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I must be a simple minded, old fashioned person, because I never can quite get used to the way folks nowadays will stage a regular military campaign with all sorts of better fighting, and still ~~they are~~ <sup>be</sup> not at war. Can it be that one result of the movement for world peace is to just change the names of things, and that all they will get rid of is the word "war" and that they will keep ~~the~~ battle just the same? Anyway, the fighting is still going on. The principal developments have been diplomatic. In Washington a conference is underway with the object of persuading Bolivia and Paraguay to stop their scrapping. A money wrench was thrown into the peace-making machinery when the Paraguayan representative took his hat and walked out.

The latest move is a request to the neighbors -- that is, to the neighbors of Bolivia and Paraguay. The idea is for folks who live around ~~them~~ the two battling households to step in and say, "Now listen fellows, it doesn't help the neighborhood to have all this trouble going on in your backyards."

( Reports of fighting in another remote and obscure part of the world come ~~as~~ as a special cable to the New York Times from China. The country involved is Mongolia, a vast country deep in Central Asia, on the borders of China and Soviet Russia. For some time past, Mongolia has been under the influence of the Soviets. A sort of Communist government has been in power, and that was the cause of the trouble. )

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The men of the Mongolian tribes don't seem to like the idea of having their property collectivized. They seem to think that that means having their property taken away from them, which, in fact, it does. And so an extensive revolt ~~got~~ is underway.

During the past week reports of heavy fighting have come drifting from the almost inaccessible wastes of Mongolia. The latest word is that after a bitter struggle, the insurrection has been put down, but that in doing so the Communistic leaders have been compelled to abandon their program of radical socialism. And so for the present, at least.

the wild tribesmen, the descendents of the hordes of  
Ghengis Khan and Kubla Khan, won't have to live according  
to the doctrine of Karl Marx.

TECHNOCRACY

One of the curious developments of 1932 --  
and it came along in the last few weeks of the year --  
was the rise of technocracy. People are talking about it  
everywhere. It is the new fad. The ~~December 31st~~ number  
of the Literary Digest <sup>for 1932</sup> gives us a summarizing article, which  
quotes both sides of the controversy.

Technocracy, to begin with, is a theory that  
modern science is <sup>building</sup> ~~bringing~~ machines so efficiently that the  
machines are figuratively running away with mankind. That  
is, the machines produce more stuff than we know what to  
do with. The machines need so little labor that pretty soon  
we will hardly know what to do with human beings. The  
notion is that our whole business and financial structure  
is hopelessly behind the times when confronted with these  
battalions of ~~tremendously~~ tremendously efficient labor-saving  
devices -- machines. And the Technocrats say that the  
whole industrial system will have to be scrapped, and the  
conduct of affairs must be turned over to the Technologist,  
who ~~creates~~ <sup>creates</sup> the machines.

From the other side of the fence comes the complaint that technocracy is just a lot of high-sounding words full of mumbo jumbo, and that its attraction lies in its general mystification.

3 John H. Vanderverter, editor of the Iron Age, attacks technocracy on the score that its figures are wrong.

The technocrats declare that <sup>productivity</sup> ~~productively~~ in pig iron has increased 650 times in fifty years. The editor of Iron Age declares ~~that~~ this is all wrong, that productivity in pig iron has increased only a little more than twenty-three times in fifty years. He points out that in the last thirty years there has been a great increase in the use of machinery. Has that decreased the amount of employment in that period? Not at all. In 1900 there were 383 bread winners for each thousand of the population. In 1930 there were 398. The rate of employment actually increased.

Of course the answer there is that while the machine may do the work of many men, the demand for things keeps on increasing tremendously.



A friend of mine, Louis Sherwin, ~~ix~~ once expressed a highly anti-technocratic viewpoint in Vanity Fair, in which he declared that the more time-saving machines you have, the less time you save.

We might as well stop for a moment and emit three ~~loud~~ cheers -- hip hip hurrah! Hurrah for "quantum mechanics and chemistry with particular reference to reactions involving conjugate double bonds." Doesn't that take the prize?

In fact it does, it takes a prize of one thousand simoleons, which would make 1933 look pretty cheery for most any of us.

One of the large and important affairs of last week was the annual meeting of the American Association for the Advancement of Science <sup>at Atlantic City,</sup> Day after day those learned gentlemen announced to an astonished world various matters, profound and difficult to understand. The climax came yesterday when the annual one thousand dollar prize was awarded for the best scientific paper read before the meeting. The lucky winner was Doctor Henry Eyring of Princeton University. Well, I ~~once had~~ <sup>once had</sup> ~~was~~ an academic affiliation with Princeton, but somehow I never seem to have got as far along in science as the learned doctor. He's only thirty-two years old, but he is certainly one Princetonian who didn't devote most of his time to investigating the chances of the football team.

The prize-winning paper had to do with the application of Chinese mathematics to Chinese chemistry -- by Chinese I mean something that makes you go goofy when you try to figure it out. It's a process of applying the quantum theory of mathematics to the magnitude of the valence force in chemistry -- all of which makes it more Chinese than ever.

The New York Times informs us that the title of the learned Dr. Eyring's paper was "Quantum Mechanics and Chemistry with Particular Reference to Reactions Involving Conjugate Double Bonds." What does he mean by conjugate double bonds? Sounds something like matrimony to me, but maybe it's just some more Chinese. In any case, however, the Princeton tiger is giving a scientific growl of triumph. But I'm through growling and everything else. Here's wishing you a happy New Year -- and

SO LONG UNTIL NEXT TIME.