

MUESTER ENTERPRISE

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GRATITUDE

This week we have the privilege of telling about a totally different kind of birthday party. It started with a Mass of Thanksgiving.

Those of us who are still old fashioned enough to appreciate that there is a Supreme Being who gives and sustains life can readily agree that a religious service of thanksgiving is a reasonable courtesy to which God is entitled.

Back in the times when Christianity flourished it was a foregone conclusion that any celebration began with formal thanksgiving to God. In those days people took their religion more seriously. It was regarded as a binding link between themselves and their Creator, a thing as vitally a part of themselves as their very existence.

But times have changed. During the past few centuries our civilization has been so deeply absorbed in its material progress that the thought of God slipped farther and farther into the background. Nowadays an alarming percentage of our population is reluctant to give to the Supreme Being even the short time required for Sunday religious services. To consider God as a personal friend, a giver of blessings and protections finds little favor with the masses.

By keeping our eyes fixed on worldly affairs we have become blind to spiritual realities. We forget that this little world which seems all important to us was created and is controlled by someone far more worthy of our attention.

Most of us do have the courtesy to thank our fellowmen for favors. As regards thanksgiving to God we are usually too busy with our other affairs to give it a thought. We are guilty of a neglect that becomes all the more discourteous because the One neglected is our greatest Benefactor.

ON HIGHWAY 5

Dallas News: We are told they also serve who only stand and wait. That is it—they serve—they do not master or rule. And while patience and humility are certainly lovable characteristics, when life itself is in the balance, humanity needs courage and initiative.

History is replete with instances of how fighting hearts converted odds against them into victory. Those who avert their faces from threatening death do not often elude it. Those who face it to fight it with bare knuckles and iron will often indeed win through.

Ben Otto won through. The odds were against the Cooke County farmer of Highway 5 when the desperado who had lured him on an errand of mercy turned kidnaper. Ben Otto knew that his life was in the balance when he turned and fought but he took the chance. Humanity is safer and Otto is alive today because Providence aided in that struggle.

To the fine fighting spirit of Ben Otto—hail and salute!

THE TOWNSEND DREAM

Again some people are working themselves into a white heat over the Townsend plan. In Gainesville some of the people who indulged in air castle construction a couple of years ago are again permitting their imaginations to soar into the realms of unreality.

It seems very much like a revival of a scheme to get something for nothing. That it is a hopeless task has been shown by hundreds of attempts to build perpetual motion machines. Brilliant theories

are set forth as working plans that will carry on of their own momentum and bring prosperity to the nation

Unfortunately, the momentum to carry on such a scheme would have to be supplied by the working people, the ones who are not coasting. The entire system is based on the fantastic ideas of a few who see visions of a heaven on earth. Still it is defended in all sincerity by a large number of supporters and on that basis only is deserving of a searching analysis.

Champions of the Townsend plan modestly propose to give each person over 60 years of age a salary of \$200 per month by a transaction tax of 2 per cent on 900 billion dollars annual business.

It all seems simple and sweet until we realize that the 2 per cent transaction tax is repeated many times before commodities reach the final consumer, and the entire tax then falls on him. An automobile, for instance, that now sells for \$800 would be subject to several assessments before it leaves the factory—several transactions are involved in the materials used and several more in the manufacturer's equipment. Transportation and the actual sale constitute more transactions. Furthermore, the price added after each transaction must include not only the 2 per cent but the increased cost of transactions in regular business routines. That \$800 car would cost about \$1200, which means that one-third of the consumers' money would go to Townsendites.

Taking one-third from \$1000, the average worker's income, we leave something less than \$700 for his family to live on. But at the same time an old couple has \$4800 on which to live.

No matter how we look at it the same problem stands out. Townsendism attempts to extract 18 billion dollars from the 50 billion dollar payroll of about 50 million workers—for the money can come from no source other than the income of people who create wealth. The 18 billion dollars will be for seven and one-half million persons, the 32 billion (50 minus 18) will be for the remaining population of about 120 million.

LABOR

With all the labor problems now threatening the economic structure of our nation we wonder what was uppermost in our leaders' minds last Monday. In recent times industrial centers have come to regard the word labor as synonymous with confusion and turmoil. The observance of Labor Day must have had a slight taint of mockery.

Without attempting to place any blame for our industrial mess we do express regret over the fact that it exists.

But we of this community are fortunate to leave the subject at that point. For us it is not necessary, except as we are affected indirectly, to worry about the problems of industrial centers. We can turn our attention to our individual labors as our ancestors of centuries past were privileged to do.

Labor Day should recall to our minds some of the early ideas on the sanctity of labor. It should remind us that our happiness is dependent on our work. Rather than looking upon labor as the necessary drudgery by means of which we earn the wherewith to enjoy leisure hours, we must, if we are to enjoy life and be of service to humanity, derive a real pleasure from the work itself.

The artist who spends patient weeks and months on his masterpiece derives pleasure from the fact that he has created a new object of beauty. The doctor who spends his time on charity cases is pleased because his service has helped humanity. The knowledge of worthwhile achievement is a far greater source of joy than the fleeting entertainments purchased with the earnings of drudgery.

This fact makes it all important for every young person to determine the work he likes. While it is true that he must earn his bread by the sweat of his brow he must also consider that his chief goal through life is happiness, which is measured in spiritual, not in monetary values.

It does seem ridiculous to think that a person should slave through a job for even a good wage and then have so little time to do the things he enjoys. By choosing the right work he can devote his life to both pleasure and service.

It is significant that some of the greatest men in history died penniless. Their success was measured by their work, not by their bank balance.

What Others Have to Say--

PLENTY OF ROOM

DALLAS NEWS: Revised statistics of the Year Book of the League of Nations place the population of the entire world at 2,100,000,000 (billions). This is a sizeable number, yet a little simple arithmetic reveals that every man, woman and child on the surface of the globe could be herded into a corral no larger than the area of metropolitan Dallas, allowing each person five square feet to stand on. Putting it another way, the entire population of the world could be drowned in Lake Dallas simultaneously, leaving the surface of the water serenely void of evidence of the tragedy that lay beneath. Yet man must eternally slay man for space!

There are two developments under way today that make the eternal struggle for land seem peculiarly futile. The birth rate of the world is decreasing slowly, according to the League of Nations Year Book, so that the population of the globe will be stationary in the not-distant future. Again, the productiveness of the soil is being increased enormously and at the same time synthetic products are coming to the aid of land production in supplying human wants. In a recent book, A. O. Wilcox, one of America's leading agrobiologists, predicted that the time will come when a fertile area the size of Manhattan Island will supply sufficient food for a population as great as that on Manhattan.

Yet man goes ahead slaying man because he thinks he needs more ground to stand and make a living on. Truly, "what fools we mortals be!"

AN OUNCE OF PREVENTION

THE EASTLEST and surest way to enjoy the distinction of living to a ripe old age is to properly care for that God-given mechanism—your body. There are no spare parts for sale at bargain counters. When one of your vital organs fails prematurely, through neglect or hard use, you're finished. With the blessings of modern medical science that now exists, there is little excuse for this happening.

Recently a life insurance company in its adver-

tising, stressed the importance of taking the tuberculin test. This little test adequately proves the soundness of the old adage that "an ounce of prevention is worth a pound of cure." You should make it your business to investigate the tuberculin test and protect yourself and your children with it.—Exchange.

A VACATION AT HOME

FOR THOSE who have been unable to take a vacation during the summer, the Baltimore Sun suggests that it is not yet too late to have all the thrills of a summer resort right at home. Here is how it may be done:

Move into the smallest bedroom in your house; if possible one immediately over the kitchen.

If your bed is soft and downy, put a couple of bricks in it.

Dig a hole in the garden, get into it and cover yourself up to the neck. When you get tired of this diversion, wash yourself off with the garden hose.

Don't have any clothes washed for two weeks.

Sit on a rough board in the hot sun and hold a baited fishing line in your hand.

If you wish to take a quiet nap in the afternoon, put a radio next to your bed and turn it on full blast.

In the evening, remove the screens from the bedroom windows so that the mosquitoes can get in to you.

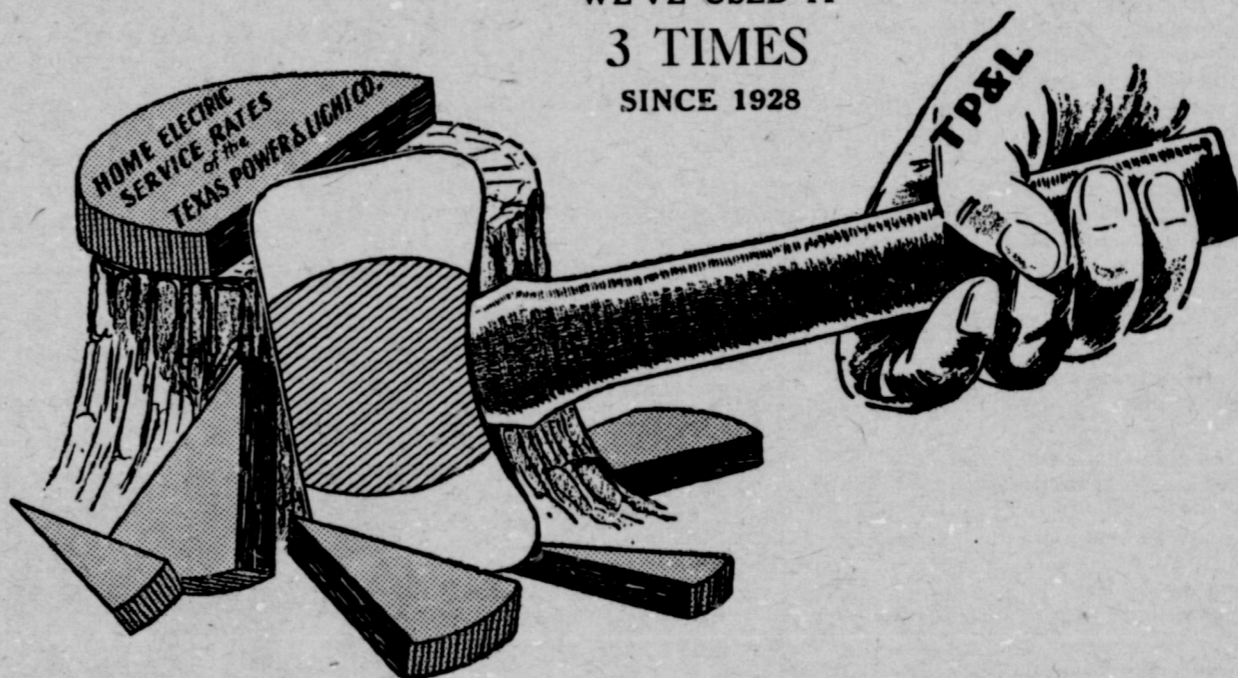
Get up to the roof and expose yourself to the sun until you are nicely burned. Then take whatever exercises will make you stiff and sore.

When you have wearied of all this and wish to return to a normal life, send yourself a bill for \$20 to \$25 a week and don't forget to give a nice fat tip to the cook.

Pray as though it all depended on God alone; then work as though it all depended on you alone; the result will be a home in the homeland of the soul.

Religion cultivates the inward look, the outward look, and the upward look.—The Lord's Way.

WE'VE USED IT
3 TIMES
SINCE 1928



... and we've still got our

RATE CUTTING AXE!

WE'VE still got our Rate-Cutting Axe. And we'll use it again! We don't "peg" our rates. We cut them when, and as we can... voluntarily! We've demonstrated that over a period of time... through good years and bad years.

You understand, of course, when you stop to think about it, that we, as your public servant, must keep our service ready for you all the time, night and day, regardless of conditions! We, on the other hand, understand that you want to buy your electric service just as cheaply as you can. Between us, then, there should be mutual confidence and understanding.

When it becomes possible for us to cut rates and still maintain the type of service required of us and desired by you... we'll do so! We'll do it without fuss or bother. Voluntarily. When you get right down to brass tacks... that's what you want.

Today, we're delivering a far better electric service to you than any isolated light plant is capable of giving. Because of our voluntary rate cuts in the past this service is costing you less, in proportion, than any other item in your cost of living.

Remember this: We don't "peg" electric service rates!

A BARGAIN

