

The American

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ARTHUR EDWARD POWELL
Editor and Proprietor

EDITORIALS

DO YOUR PART!

Fire Prevention Week is to be observed from October 6 to 12. And here is a thought worth considering in the meantime:

Friendly fire—fire under control—is one of man's greatest boons. It keeps us warm, cooks our foods, motivates our industries, and serves us in countless other ways.

Unfriendly fire—fire out of control—is one of man's greatest enemies. It destroys property—causing irreparable economic loss. It menaces life. It hampers progress. It threatens community development and industrial activity and employment.

A building for example, represents something beside money. It represents energy, achievement, labor. If it is a factory building, it represents creative, productive wealth. When fire destroys that building, insurance will give back part of the money it cost, but nothing can give back the energy that was wasted. Nothing can make up for the work lost, the jobs destroyed, the diminished purchasing power the fire caused. The indirect costs of fire—costs which cannot be put into a balance sheet—are the real measure of our national fire waste. Those indirect costs are

many times the direct costs. Somewhere, as you read this, a home is being burned to the ground. A factory building is a smoldering ruin. A man is screaming in pain from a burn that will prove fatal. All this is the result of someone's oversight, someone's carelessness, someone's stupidity. Are you willing to do your part to minimize such happenings in the future?

PEDESTRIANISM IS NO JOKE

The National Bureau of Casualty and Surety Underwriters points out that of the 36,000 fatalities resulting from automobile accidents last year, 16,000 were pedestrians.

Two elements of this situation are important. One, the statistical truth that by far the greater number of pedestrians involved in accidents are doing things which they should not do. The other is that a pedestrian may be in the right, but that doesn't reduce the disadvantage at which he will always be until collision-proof armor is invented.

Ironically the pedestrian has become standard material for the joke-smiths and cartoonists just as the hen-pecked husband or the taxpayer. No doubt we shall have new versions of the old wheeze, making it the pedestrian, not the chicken, who crosses the road to get to the other side.

The premise of many jokes, that the pedestrian is a persecuted animal, does not hold water. The pedestrian is safe from any automobile if he observes a few commands:

1. Cross only at intersections.
2. Cross with the traffic signal whenever there is one.
3. Keep children ever from the street.
4. On rural highways walk to the left facing oncoming traffic.
5. Avoid walking from behind parked cars.
6. Look!

SELF-HELP SUCCEEDS

The agricultural cooperative movement is making rapid strides among dairy farmers.

The United States National Milk Producers' Federation now has 53 affiliated cooperative dairy associations, with a total membership of more than 360,000 farmers distributed over 40 states. Their annual production is valued at \$250,000,000.

More than 35 per cent of all creamery butter produced in the United States is manufactured by cooperative associations. About a quarter of the cheese is manufactured by cooperative cheese factories. And about one-sixth of all the butter produced in this country was marketed by the five large cooperative sales agencies.

Progress such as this—much of it made in the face of the hardest times American agriculture has ever experienced—is exceptionally encouraging. It indicates a willingness to work, to expand, to progress and to try new ideas on the part of farmers. It indicates that the cooperative movement has been the most beneficial influence affecting agriculture in recent years. All other farm relief efforts may have failed or be in the process of failing—but the cooperatives march on, a testimonial to the American farmer's spirit of independence and self-reliance.

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(See Answer Next Week)

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