

Four Essential Points

Hesse stressed the following points as necessary for a pick-up in private industry which would avoid a serious depression caused by unemployment after the war:

1. Cooperation between business, labor and agriculture and a removal of selfishness which has existed in the past.

2. A federal administration which would be favorable to individual initiative; and not prone to place obstacles in the way of private business expansion.

3. Immediate planning for post-war development; not waiting until after the war is over.

4. The necessity for creating a demand for consumer goods, and the creation of desires to buy.

Cities to Make Surveys

All cities are to be asked soon to make surveys for a community "Work Pile," which will indicate the amount of work needed in the immediate post war era. Already, in Lawrence, groups such as appliance dealers and builders are being organized to make a survey of community requirements.

In closing, Hesse related the outcome of a recent thoro survey made in Albert Lea, Minn., wherein it was discovered that careful planning now will provide hundreds of new jobs to meet consumer needs of that city. Something of that nature will be done in Lawrence.

The address was transcribed and broadcast over WREN later in the afternoon.

The birthday of Mayor C. B. Russell was recognized by John Brand.
