

# Will for President.

THE revolutionary potentialities within the suggestion of Will Rogers for President are boundless.

First in importance is his value to the Nation. He would be the first occupant of the White House who could charge each visitor a dollar and give each ticket purchaser a dollar's worth of return—office seekers, political wheel-horses and mere callers, all similar. By collecting an extra dollar from each person in group photographs it would be possible to make another reduction in income taxes at the end of the first fiscal year of his term.

Another source of national revenue would be the daily messages to Congress. By syndicating them and supplying one daily regardless of whether or not the lawmaking body is in session a considerable portion of the overhead expense of the legislative department of Government could be met. Besides, while Congress would doubtless continue its well established practice of trying to run a counter attraction to the White House program its personnel would be confronted with the handicap of having to learn tricks as individualistic as feats with a rope and scientific oratory with gum chewing accomplishment. The best orators of Congress merely attempt to imitate Demosthenes and his pebbles.

President Rogers could easily earn for the United States Treasury \$365,000 a year for a 15-minute radio skit each night. The democratic idea could be maintained by permitting those aspiring to be announced "by courtesy of" in advance of the evenings' monologues to send in their checks and be placed on the "first come first served" list. That would be sufficient advertising for the price and would permit the President to give the people their first real acquaintance with the difference between the "duties" of the office and the "stance" of the officeholder. Then there is the movie-talkie field of endeavor. One made during each Summer vacation should easily gross a sum sufficient to pay for such peace pacts and war debt conferences as are due to arrive by force of habit.

As a "depression" antidote, the suggestion possesses more of merit than any of the relief bills now being deliberated on in Congress. It would be the first time any President has shown any revenue producing powers. Never was there such a remarkable opportunity for injecting "productivity" requirements into an erstwhile system of charging White House expenses to the "profit and loss account" of national affairs. Besides bringing in a tidy sum for congressional appropriation—which the President could veto when the bills named excessive expenditures—one term of such a President would serve the urgent need of so disrupting all present political alignments as to start the American people off on a new set of Government standards.

As for Will, himself, he doubtless would say, if approached, "I would rather be a joke-wright than to be President" but the "peepul" could come right back at him with, "We had rather have a President who makes jokes than a President who is one."

All in all and by large, the facetious suggestion of "Will Rogers for President" contains much more of primeval democracy and economic rehabilitation—not to mention public entertainment—than any thought that has intruded on national consciousness since the American public has found itself all tangled up with crime waves, an Eighteenth Amendment, a Nineteenth, a billion dollar tariff and unemployment.

However, like many another possibility mirage on the horizon of the human nature of the aggregate productivity of the "Melting Pot," it is much too good ever to be true.

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'No Successor'