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OUR YEARLING EAGLE

Blue Eagle, symbol of the National Recovery Act, is probably one of the best known figures in the country today. Gripping bolts of lightning and a cog wheel in its claws it now hovers over 95 per cent of industrial America advertising the success of the first major move of the New Deal. This great bird was the creation of Charles Coiner, a Philadelphia



WE DO OUR PART

artist. With only a year behind it, it has brought about the cooperation of 2,300,000 employers and 60,000,000 consumers.

It is hardly necessary to mention the changes which have been brought about during the year of its life—they are known to everybody because everybody has been affected by them, for better or for worse. Since the volunteer army of a million and a half men and women made a door-to-door canvas of the entire country the Blue Eagle has steadily spread its wings and power. It has been and will be criticized because some of the more fortunate Americans did not benefit a great deal by it. But it has given aid where needed and helped us on the road to recovery.

The Congressional act which gave the Eagle its authority expires next year on June 16th. Whether or not it will become permanent or go down in history as merely one of the emergency acts of the New Deal depends entirely upon the President and the next Congress. Actually, though, it will be up to the American people who elect a new Congress this fall whether this now famous bird dies a natural death next June or whether we say: "Long Live the Blue Eagle!"