WEDNESDAY, JANUARY 29, 1947

Righteous Wrath In Dixie

A SORT of seismic tremor has already run across Southern editorial pages in the wake of Time's account of the Talmadge revolution in Georgia. The maga-zine, one of the most consistent Southzine, one of the most consistent South-batters in the business, used phrases calcu-lated to start evolution in every Con-federal consistency in their egion. "The South buffcons, corny oratory, and the neall of violence." "Georgia had been all but inundated in a flow of tobacco juice and horrible varbiage." "Hummon was just-like his pappy. He chewed corn-pone, had Old Gene's cowlick, and stood four-square for White Supremacy..."

Moreover it was a shoigun blast, aimed more at the region than at Georgia. "Strictly From Dixle." Time captioned its report. This includes, us all, the residents of the thirteen ex-Confederate states and all those everywhere who live in that South which is largely a state of mind.

is largely a state of minus. Resententh is natural, proper, and perhaps even healthy. But it must be noted that resentent, in this case, is also defensive. We can't write off Time's harsh and uncomplimentary phrases as libel. About the best we can do is counter them with reminders that, after all, we lost a war, we were exploited, and historically the

blame for the broad flaws in the Southern body politic rests as much in *Time's* back-yard as it does in ours.

But when we've said all this we are still left face to face with three incontrovertible

(1) This thing did happen, and it hap-ened in the State of Georgia.

(2) Nothing like it has ever happened, in recent times at least, in any state out-side the Solid South.

(3) The root cause of the trouble in Georgia lies in the one-party political system in force, in varying degree, in every Southern state; including progressive, forward-looking, and frequently smug old North

Oh, we Southerners are a proud people, and our backs are up. But it would be far more profitable if we directed our wath against our own shortcomings, rather than wasting it on a professionally snide news-magazine.

As for ourselves, we are waiting for the day when we can arise in righteous anger and hurl a simple phrase at the South's detractors: "You lie."

The day, unhappily, is not yet at hand.

Onward, Downward With The Arts

AT the North Carolina Press Institute Last week a group of Chapel Hill's literate and prosperous writing men addressed the assemble delitors and publishers. The gist of their message was that the average American's taste is being rapidly battered down by the increasing commercialism of the various communication media. Paul Green, the playwright, pointed the finger of scorn at the moties and radio. James Street, the uninhibited novelist, threw away his manuscript and added books and newspapers to the bill of indictment.

newspapers to the bill of indictment.

The evidence upon which these gentlemen base their case lies all about us. This is a great age for any and some degree of the state of

With no desire to defend the newspapers by invidious comparison, it seems to us that the greater offenders are, as Mr. Green argued, the movies and the radio. And of argued, the movies and the radio. And of these we would place, perhaps ungracefully, the greater share of the blame upon our competitor, radio. The reason is obvious enough: radio is the only one of the media that is completely and unashmedly commercial. The successful radio programs are prepared, not by entertainment or information experts, but by advertising experts, Their loyalty is to the advertising agency that pays their salary, buys the radio time, and assembles the talent. The sum total of their efforts must be to sell a product; entertaining or informing an audience is secondary.

audience is secondary.

It is frequently argued that the necessty for keeping the listeners at their loudspeakers long enough to hear the commercials provide sufficient incentive for
building better radio programs. John Crosby, The New York Hereld Tribune's radio
expert, attacked this theory in a recent
column in which he harked back to die,
early days of radio. W&Ar 1, radio adverare the control of the control o the first station to broadcast radio adverthe first station to broadcast radio adver-tising (in 1922) did so with great fear and trepidation. Many radio executives doubt-ed if advertising was a proper source of support for the struggling industry, and in the beginning sponsors were limited to the simple mention of their product by name. No selling, as such, was allowed for some years. With the land these days, Mr. Crosby was rascipated by the discovery that WEAF held up the first program spon-sored by a toothnaste company for weeks. because the station manager feared the public would be outraged at the mention of anything so intimate.

In 1922, the advertising trade magazine,

Printer's Ink, remarked editorially that "any attempt to make radio an advertising medium, in the accepted sense of the term, would we think prove positively offensive to great numbers of people." And Printer's Ink also noted the great distinction between radio and newspaper advertising: a man who doesn't care to read a newspaper adwarding the news columns, while a man who objects to a radio commercial can defend himself only by shutting off the entire program.

The trouble, as Mr. Crosby sees it, is that "the fact that advertising on the air intrudes whether you want il or not has been proved to be one of its strongest, not its weakest points." He cites the case of Lucky Strike's repetitious and annoying slogan, IS-MFT, which has "been excordated by countless listeners," but has also brought about a great increase in the sale of Lucky Strike cigarettes.

the sale of Lucky Struke cigarettes.

If Mr. Crosby, is right — and his case is well-documented — it means that the advertising agencies that now create the big radio programs are free of the necessity of pleasing listeners. They can sell a product by irritation, as well as by persuasion, and only minimum consideration—need be given to the program matter that separates the commercials.

separates the commercials.

This is the reason most radio reformers consider commercialism the medium's supremer vice, and devote most of their energies to plugging for systems — like Great Britain's state-supported BEC — that would outlaw advertising allogether. But it seems to us that commercialism may also contain the seeds of radio's salvation. Our measurement is totally unscientific, but we seem to note a prononunced trend away from radio listening. This has not some with has not yet reached its total potential audience and new devotees are still behing created faster than old listeniers are being driven away. But many a citizen who used to keep the radio on most of the time is now listening to only a few selected programs, or none at all. And, unless we miss our guess, the radious commercials coupled with the general low caller of the average of the selection of the commercial coupled with the general low caller of the average of the selection of the series of the series of the series. The selection is the series of This is the reason most radio reformers

The Pursuit Of Sir Reynard

IN fox-hunting, as in love, the pursuit

Is the-thing; the capture is apt to be
an anti-climax. Huntamen, from the pinxcoated gentry to the country boys who follow the baying hounds on foot, are inclimed to be a little disappointed in any
fox they finally run to earth, and to remember fondly the one that got away.
Usually, if the hounds don't dispose of him
first, Sir Reynard's given his freedom
at the end of the chase.

This sentimental regard for the quarry is all well and good for those who chase foxes for exercise or social aggrandizement. But it doesn't set well with the farmers who see Reynard in an entirely different light—as a marauder and thief in the night.

night.

This ancient argument has cropped up again, in the columns of The Statesville Daily. An outraged correspondent in Shi-loh township has written: "We wish the fox-hunters would get busy now and catch the peaky foxes around our place. They run my hens right into the yard. . I set some traps for them once and caught a 'possum." The fox-hunters, The Daily observes, will pounce on the reference to the 'possum like a dog on a bone, using it to strengthen theig argument that other animals raid

the henyards while the foxes get the blame. Maybe so, but we doubt if it will move the Shiloh correspondent, who concludes flat-ly: "I do not want foxes run. I want them caught."

At any rate there is something comfort-ing in finding the citizenry, in this nervous day and time, engaging once more in a controversy that was old when the only red coats in sight in North Carolina benged to Cornwallis' men. If this isn't nor-#maley, it'll do until normalcy comes along. Yoicks!

Asked why he wanted two bucks for a 15-minute snow-shoveling job, the high school boy said there was a front door and a back door, thus making it portal-to-portal.

"Frozen oysters live ten months if un-disturbed." It cannot be too often said that a noisy noise annoys an oyster.

As the common cold still afflicts 94 per cent of the populace, what has anyone to suggest, other than louder commercials and

Hollywood Stuff



The Problem's Shape

Playing With Destiny

"WHEN you economize on education, you are not merely affecting the income level of teachers, you are playing with destiny." Blanche Stewart, cord. North Carolina, recently wrote in a letter to the citizens of the community.

Her comment would doubtless be rehoed by the Mashington, D. C., mother who as the brought my little boy to school. "She was taking about conditions in a Washington, D. C., school.

Of this same school, which has been plasted by conditions in a Washington, D. C., school.

That such a condition exists in the nation; Capital is the result of years of melecting to predict the conditions of the condit

ing the war period axis from normal losses.

Teachers are still quitting under the pressure of
the plash cost of living even in places where salare are active to the place where saltimes are sometimes and the place where the cost of
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109.000 teachers now employed are working on
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temporary certificates
Many young people of competence are boycotting preparation for the teaching profession
At a time when men teachers are greerously
needed, few are to be found at
Millions of the nation's children are being penalized for this neglect of the schools
The education of millions of children exchange
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Many children are being confronted with a conting succession of different teachers
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The children now in our schools are going to
need the best possible education to meet the probreligible of the conting the second of the conteach bors. Children may be among those who are
not getting a square deal, a good start in life.
There is no excuse for this neglect of our children.
There is no excuse for this neglect of our children,
support good schools. Our national income rose 400
per cent from 1322 to 1944 while expenditures for
public education rose only 12 per cent. We are
the support good schools. Our national income rose 400
public education rose only 12 per cent. We are
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Southern Heritage

its people feel, will hold new potentials for indi-vidual opportunity, because many of the economic costacles to a sound social system will be elimi-nated. There is nothing wrong with America that democracy cannot cure. There is nothing were that poverty of the section, a powerty that is as much a state of mind as it is a physical fact.

The South is exploited; therefore it feels poor to an extent that even surpasses its actual want of money, credit, consumers goods, and opportunity for gainful employment by its citizens.

for gainful employment by its citizens.

If the war years did little toward decentralizing American industry, they disclosed the acute need to the state of the s

nistic outlook.

Anyone who observes the present economic the United States must realize that the state depression already is here; indeed, the been here since early Summer of 1946.

The South moves into the next business cycle with a smaller burden of debt than in all its history, and with a more general distribution of savings than it has ever known.

ings than it has ever known.

Since tradition, selfishness, and the waste inherent in the discriminatory freight-rate system of the nation joined to make its war industries assume an obviously transient pattern, with ship-building predominating, Southern plants and Southern workers were "reconverted" with unusual speed.

reconvert one that received war contracts and had to have its equipment changed in the contract of the contrac

Marquis Childs

Struggle For Center

at the fateful year 1946, years of the content was the same of musical market view lesson in the politics of a read that the effort is to move into the middle position. That seems to be regard that the effort is to move into the middle position. The seems to be regard to the temper of opinion today. Former Governor Barold Stassen of Minnesota wants to convince the full that the seems to be regard to the temper of opinion today. Former Governor Barold Stassen of Minnesota wants to convince the full that the seems to be regarded as a like at a time interpretation being the full that the seems to be read to the full that the seems to be the washing to the full that the seems to be read to the full that the seems to be the washing to the full that the seems to be the washing to the full that the seems to be the washing to the full that the seems to be the washing to the full that the seems to be the washing to the full that the seems to be the washing to the full that the seems to be the washing to the full that the seems to be the washing to the full that the seems to be the washing to the full that the seems to be the

Harold Ickes

3rd Party Chances

similar effort would fall even more dumaily.

BALDOT DIFFICULTIES

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OLD-TIMERS NOT IMPRESSED

Drew Pearson's: Ford Had Secret Talk With Big Business Merry-Go-Round:

U. S. business moguls enjoy reading news stories leaking would be a selected and the session but of the control of the session but of the session of the se

Ford Executive Vice-President Ed Breech swime in behind Bugas, pointing out that the steel industry didn't have to face the consumer directly, therefore might not have to face the consumer pressure was piling up against high price.

Professor Theodore President, and itself of preserved for the committee on economic development, backed up Forders and the state of the committee on economic development, backed up Forders and the state of the stat

Standard Favors Decrease

STANDARD Oils Frank Pierce, an expert labor relations of the match to the high-price boys, argulage that industry and to exercise its leadership by cutting prices;

"Pierce said, "industry will have to exercise its leadership by exposing the food and steel trusts which have to exercise the readership by exposing the food and steel trusts which have to exercise the readership by exposing the food and steel trusts which have to exercise the readership by exposing the food and steel trusts which have to exercise the readership by exposing the food industrys profits have soared as much as 250 per cent in recent months. Armou's increased its profits 221 will per cent for the first nine months of 1986 over the same period of '84, Sunshine Biscult's profits after team food.

Annual Wage
PIERGE of Standard Oil then began a blunt discus
pIERGE of Standard Oil then began a blunt discus
claimed, industry would have to face the question of a
nateeing year-round employment few yearsy used to lay
Pierce explicit.

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