

A MARKED-DOWN SALE IS BETTER THAN NONE

FRUITS FRUITS, we know, have been long a hard sell. But American productivity is a marvelous thing that never ceases to amaze those who watch its spiraling progress. Despite wars and foreign aid programs that drain off millions of dollars, despite high taxes that discourage some production, the goods and grains roll off the production line and out of the hopper at record rates.

But U. S. production has one big bottleneck. More and more of it is going into the surplus category.

The nation's businessmen now hold \$78 billion worth of inventories. That's an all-time record, \$4 billion more than a year ago. Retailers alone have \$22.2 billion worth of goods on their shelves.

On the farm front, the Community Credit Corporation holds more than \$3 billion worth of agricultural products, is trying to figure out ways of storing that part of this year's bumper crop which is committed to buy.

But, because the nation's advertising and sales methods have not matched its productive capacity, sales aren't keeping up with production.

America is losing important overseas markets. In the year ending June 30 agricultural exports totaled about \$2.9 billion, against more than \$4 billion the preceding year. You can credit high price supports for farm products, and tariffs, for this sales loss.

Here at home the "plenty" on retailers' shelves is increasingly close to becoming "excess". That's good short-term news for consumers, but could spell disaster for many merchants.

One answer to this surplus problem is production controls. They are being

applied to agriculture now, in the form of marketing and acreage quotas.

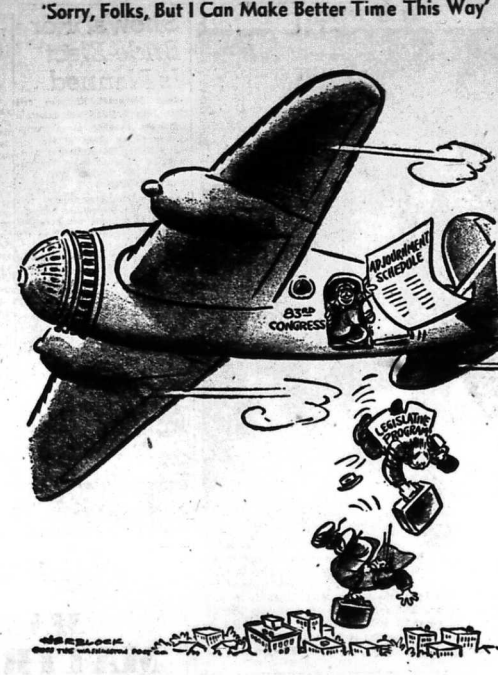
Some industries are cutting back production—dropping off a section or a shift of workers.

These are temporary measures, perhaps called for by the size of the surplus. But we are considerably concerned by the lack of emphasis put on the real solution, which is better marketing.

Our advocacy of free trade does not stem from slavish devotion to help foreigners get U. S. products cheaply. Rather it derives from the realization that America's biggest market potential is overseas. It is more economical to permit a foreigner to underbid an American producer, and buy American goods with his earnings, than to impose a tariff that denies American consumers cheap goods and thus denies foreigners dollars with which to buy American goods.

Now does our opposition to rigid price supports stem from any wish to deny farmers a fair return for their labor. Farm leaders recognize that high prices for U. S. farm products must in the end close foreign markets to them. Herchel D. Newsum, master of the National Grange, put it candidly when he said, "We are pricing ourselves out of the world market."

For industry as well as agriculture, the Government should assure compensation from diversification by the changes in trade patterns. But only when drastic changes in trade channels are made, only after this country goes after this marketing problem with the vigor it has used to solve production problems, will the full genius of America's productive capacity flower.



People's Platform

Letters should be brief. The writer's name and address must be given, but may be withheld from publication in the discretion of the Editors. The News reserves the right to condense.

PROGRESS SCORED ON A REGIONAL PROBLEM

THE MOVEMENT to improve facilities for unwed Negro mothers took a big stride forward yesterday with the decision of the Negro committee spearheading the movement and the Social Planning Council to study the whole problem jointly before proceeding with solicitations for establishment of a Crittenton-type home.

One reason for laying the groundwork carefully is pointed up by the response Dr. Nathaniel Tross and his colleagues of the Negro committee received from the initial announcement of their plan. Most of the inquiries from interested women have come from outside this community—in fact, out of the state. This is to be expected—most unwed protective mothers naturally wish to leave their home community for their own sake, and women from other communities are accepted at such facilities as far as to be provided, the burden for financing the home should be distributed, insofar as

possible, throughout the area from which they come. The two groups, through their study, hope to arrange this equitable financing, so the Charlotte committee will not be called upon to contribute overly much for what will be a regional institution.

This joint study may also serve to resolve differences of opinion as to the type of facilities needed. Some social workers favor the group home, like Crittenton; others favor use of licensed foster care by the changes in Government of the movement for these facilities is deserving of special mention. While white and Negro leaders have long advocated improvement of facilities for the unwed mothers, this is the Negro community which has taken the initiative in the present day. It is an initiative, coupled with the resources of the Social Planning Council and its parent body, the United Community Services, augurs well for the success of the undertaking.

THIS BILL SHOULD BE PASSED

IT IS BEGINNING to appear that a bill providing for the inspection powers of the Food & Drug Administration may not be passed at this session of Congress. That would be most unfortunate, in that it would leave the people of the country without adequate protection from impure products.

Favorable action on the bill by the Court decision of the FDA has interpreted the law as giving its employees permission to enter plants to make inspections, even if the owner refused to give them permission.

The Court ruled, however, that inspectors must have the owner's permission before looking at his plant. Obviously any manufacturer who had reason to fear inspection could simply refuse to give his permission.

The House Interstate & Foreign Commerce Committee has approved a bill specifically authorizing mandatory inspections, with a couple of additional requirements: (1) the plant owner must be furnished a report on any sanitary violation after the inspection is completed, and (2) the inspector must give the owner a receipt for any sample taken from the plant.

In the rush of adjournment, however, the bill may be left for action by the next session of Congress. The Food and Drug Administration is now working to a vote without further delay, lest the absence of adequate inspection for another year imperil the health and safety of the American people.

NO TREND—YET

HOW about this seeming trend toward heavy beauty makeup? Only one year ago the board walk at Atlantic City and the other places where queen contestants congregate were filled with sky-high Amazons. But yesterday's lovelies would have to stoop to rest their chins on this year's boy of blue-ribbon beauties. Look at the stationer.

Miss North Carolina, selected at Morehead City Friday night, is only five feet two, weighs about 100 pounds.

Miss Charlotte, who was one of the state finalists, is described by Newsman Donald McDonald as being but five feet four.

And the five finalists in the Miss Universe contest out at California Friday were, according to the AP, "all on the petite side".

CHARLOTTE'S COLISEUM PLANS

CHARLOTTE is to have a large coliseum combined with a community auditorium.

Like Winston-Salem's dream of a coliseum, the project in Charlotte was begun shortly after World War II, and the Korean War and higher-than-expected costs of construction delayed the plans.

However, the people of Charlotte have recently voted a \$1,000,000 bond issue to complete the coliseum-auditorium. The total cost will be \$4,000,000.

The goal Charlotte is the lead in the actual ground-plans for such recreational and community-service structures. Two other North Carolina cities—Greensboro and Win-

More Questions

EDITORS, The News: I HAVE just finished your leading editorial for Saturday "Highway 29 Near Final Test." You cleared up a mystery for me and I am sure for many other highway users—that patching bust.

Now that you have answered that so well, maybe you can answer other Highway 29 questions that have been bothering me ever since I first noted the clearing of land along the east side of No. 29 from Concord to China Grove. Why in the name of common sense did the Commission on the same common sense did the Commission bypass Lexington and Thomasville and as a result Kansasville—35 m.p.h. It can be seen by large property owners? Why did the Commission by-pass Lexington and Thomasville and as a result Kansasville wide open?

Some critics of the Commission say that it is a much shorter distance, in fact two miles shorter from Concord to Salisbury via Old Concord-Salisbury Road—a glance at a map seems to confirm this. Was it to avoid building another bridge over the Southern Railway at China Grove? Was it to use the eight miles of four-lane roadway from China Grove to Salisbury? It seems to me that they have abandoned mile after mile of other usable roadways before.

For instance, how do you like the 11-mile stretch of three-lane local-highway-Point-29-Greenboro section of 29 for local users—some 24 miles.

News 1 travel and I do frequently travel 29 North through Kannapolis I got mad—35 m.p.h. Now they will have a four-lane boulevard through the outskirts of Kannapolis—35 m.p.h. It can be seen that the Commission thinks about 35 m.p.h. since the Lexington man—"nobody pays any attention to such things."

Why did the Commission have such beautiful concrete laid north of Yaxkin River (Davidson County) and then lay that "flexible groove" in Lexington? Is it popular Mecklenburg? Favoritism is the answer I get from most highway users.

B. A. HAWLEY

Would Move Memorial

EDITORS, The News: SOMEONE has said "a thing of beauty is a joy forever" and that was the case when the beautiful Memorial entrance on W. 7th St. was erected by the people of Charlotte in 1913.

It is interesting to note that the site of this quiet sentinel to those heroes has lost its purpose because of the change in the entrance of the Southern Railway in the 1920's. In my opinion, nothing would be more fitting than to move the Memorial entrance from the old 7th St. entrance to its present location on W. 8th St. entrance. Here it would continue to serve the purpose for which it was originally erected.

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Now, I feel confident that the move will have played down the propaganda aspect of the offer if you had been mindful of what has happened just prior to the offer when the Yaxkins Indians had their heads for the benefit principally of the Bonn government of West Germany, which is a pro-American government, which fact is now causing most serious doubts as to its survival in the coming September elections. If the present Bonn government is de-

U.S. Food Offer Hurt Adenauer

EDITORS, The News: INTERESTING indeed is your editorial of July 14 in "Food Offer—Does It Hurt Words?" If it discloses a tendency on our part to disregard the nature of things, you say the offer cost the Indians all, but as a most astute bit of propaganda, and the editorial majors that aspect of the offer.

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Drew Pearson's Merry-Go-Round

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Little Business Fight

IT was never supposed to get out of the files, but a confidential memo tells how the new small defense plants boss, William Mitchell, has been clamoring for 35 cents of every procurement dollar to be spent on small business contracts.

Mitchell marched straight to the Pentagon and presented his demands to the director of small business, Richard Lennihan, and his assistant, Leonard Ehrhidge. Afterward, Mitchell dictated a memorandum "restricted to administrator's office," reporting on the conversation.

"Ehrhidge broke in, saying 35 cents too high," Mitchell recalled in the memo. "I rejoined that maybe so, but I was a 'believe' long way from it with the present figure of 15 cents. It was alarmed that the percentage had declined from around 22 to 15 cents in the five or four months prior to my taking over. That we had deposited on an upward trend starting very soon."

Few Negro Appointments

ADDED to Ike's other troubles, Negro leaders are irked over the brush-off the new administration has been giving to Negro appointments.

They point out that out of 134,000 civil service jobs, only one Negro was appointed only one Negro, then only to replace another one. She is Mrs. James Spaulding, who was named Mrs. Ann Spaulding, a former assistant at the Department of Health, Welfare & Education.

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McCarran Blocks Eisenhower Bill To Admit More Refugees

WASHINGTON

FROM THE Eisenhower Administration (The complaint was made frequently that it is difficult or impossible to carry out policy because of the stalling and interference of Democratic Senators, not only in various parts of the government, but in almost every branch of the executive branch, but in carrying out the campaign pledges.

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National Sales Tax Is Seen As Big Load On Little Man

LOOKS LIKE THE powers have gotten a little wilder on the national sales tax. They're kicking around, in some sort of desperate effort to make the tax bite equally on both sides of the scales. It's again it, myself, because a nuisance tax is always a nuisance because people just don't buy.

For a start a national sales tax is likely to be unfair. Take cigarettes, for instance. A clerk on small dough won't smoke many cigarettes. A millionaire, however, is being clobbered just the same as a millionaire. The ridiculous taxes on so-called ladies' handbags, are a real-out example of foolishness and inequity.

The shining example of what you can't kill a business with excessive, blanket taxation is most brilliantly illustrated in the daily trade. Bootlegging now is at all-time high, even higher than in Prohibition times, because the people are getting used to just carrying hold still for a tax-buck-plus federal tax on a gallon of spirits.

INEVITABLE RESULTS

If the government is getting cheated, and the manufacturers are nursing holes of dependent whiskey they are dying and going blind, same as usual, because the government got too greedy and taxed the did nag into a stiff case of staggers.

We are nearly the only nation left where a man can't make his money as fast as he can lose it.

Senators Fooled By Big 'Indian Chief'

Mitchell also tried to smooth out between the Pentagon and his small defense plants agency, reported the committee. Lennihan mentioned certain frictions between his office and SDPA and told of efforts to settle the matter by mediation and juggling. Told his mission was dignified; I report to President; I do not think I should be on high plane; bound to be differences—perhaps strong differences—which would be apparent on the "basic" basis: "I had job to do and powers given by Congress."

Mitchell concluded with the notation: "Give impression I'm all-way through—that I was not going to allow myself to be 'lured' by any of the 'secure' line as to proceed permitted—do an effective job."

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