THE CHARLOTTE NEWS

THOMAS L. ROBINSON ..... Publisher
J. E. DOWD ..... General Manager
B. S. GRIFFITH ..... Executive Editor
C. A. McKNIGHT ..... Editor

WEDNESDAY, JULY 7, 1954

Prospects Brighten For Turnpike

THERE are encouraging indications that cobwebs will soon be brushed away from plans for the multimillion-dollar toll highway spanning North Carolina and southwest Virginia. If the Old Dominion Turnpike Authority moves into action on its 75-mile segment, the chances are that North Carolina will not be far behind on its own 200 miles. Principal holdup on the vast interstate project has been Virginia's mincing steps in the past.

The new four-lane toll system will be of vital importance to Tar Heels because it will give market-hungry North Carolina industry a quick outlet to the Midwest. West Virginia already has an 88-mile turnpike under construction between Charleston and Princeton and Virginia plans to begin its link near Bluefield and carry it to the Tar Heel line near Mt. Airy. From there it would extend almost due south, leaving North Carolina near Charlotte.

From top to bottom it would be a toll system. Initial construction would be financed by private bond sales—not by over-burdened state treasuries. But North Carolina's quasi-public turnpike authority does have the right to condemn land in the superhighway's path.

Supporters of toll roads in North Carolina have argued that such projects would give the state a modern network of wide, safe highways, attract out-of-state travelers and bring additional money into the area. Opponents maintain that they would cripple their communities by taking business away from all but a few strategically located cities.

But toll road construction will hit an all-time high in 1954 with 15 projects totaling 1,600 miles planned or under construction throughout the nation. The toll road system will triple in size by 1957 and nearly triple again by 1965. It has been just 15 years since work began on the nation's first toll highway—the original 160-mile Pennsylvania Turnpike. That famous superhighway went into service in 1940 after an expenditure of $72 million. The Pennsylvania Turnpike now covers 327 miles and the total pricetag has soared to more than $240 million.

Toll systems have several advantages. They have provided fine, wide superhighways in areas where new roads were badly needed. By use of the toll system, it has been possible to construct these roads much earlier than would have been feasible under normal highway financing methods.

But there are evils to be corrected as well. One is the lack of effective interstate planning for cross-country highway systems. Another is the continuation of toll collections longer than is necessary to repay cost of construction.

North Carolina is attempting to solve the first of these problems by working closely with the Virginia authority. The second should be filed for future consideration.

It should be recognized that the state, the South and the nation have other urgent highway needs. Toll roads alone do not solve our growing traffic problems. America needs vastly improved free highway systems as well as long, straight turnpikes. These facts must be kept in mind if we are to make any real progress toward cutting down congestion in the automobile age.

Keep Congressional Eye On The CIA

GEN. MARK CLARK will head a Hoover Commission task force charged with investigating the "structure and administration" of the Central Intelligence Agency and "other kindred foreign intelligence activities." Clark, who now heads The Citadel in Charleston, is an experienced military executive who has had first-hand experience in intelligence work. He can be expected to do a creditable job.

But it is important to recognize the limited and well-defined objectives of a Hoover Commission task force, and the vast area of intelligence activities that needs attention which the Clark group will not be able to give.

Task forces for the Hoover Commission make short term investigations of executive department agencies. The major purpose of the commission, as stated by its chairman, is "to find ways of saving money for the taxpayers." It deals only incidentally with policy matters.

Scrutiny of any government agency from this economy viewpoint is worthwhile, and ought to be made regularly. But an additional kind of check should be made on government intelligence agencies. Because of the necessarily secret nature of their work their activities cannot be publicized. Neither the people, the press nor Congress know what CIA and similar agencies are up to.

It is no reflection on CIA Director Allen Dulles to suggest that this kind of a set-up has possibilities which are sinister and dangerous. Other government agencies which deal in secrets, the Atomic Energy Commission and defense establishment, are held accountable to congressional committees. These committees have proved themselves responsible guardians of the public interest. At the same time they guard the tender secrets with which they are entrusted.

A Joint Committee on Central Intelligence could, as Sen. Mike Mansfield of Montana has suggested, perform a similar, continuing service. Establishment of such a committee is, in our opinion, at least as urgent as the task force investigation assigned to Gen. Clark.

Knowledge Is Virtue, But . . .

WHILE you're making salaams to genius, save one for the bold internationalist who thought of "Eurovision." That's the new border-crossing television system that flashes programs simultaneously to video fans in Britain, France, Italy, Switzerland, West Germany, the Netherlands, Belgium and Denmark. Some 80 wireless relay stations spaced along 4,000 miles of European geography are turning the trick.

Where sober-faced diplomats and professional peace makers have failed, "Eurovision" may succeed—especially if video viewers subscribe to the Socratic notion that "knowledge is virtue." When Europeans learn to understand each other; they may learn to tolerate each other.

For instance, in the past four weeks television fans in Britain and on the continent have been treated to a TV interview with the Pope in Rome, an international soccer match in Switzerland, a visit to Paris' famed fashion shows and a parade by the Royal Horse Guards in London.

But what would be more boring to an Italian than a Danish soap opera? How could a Dutchman sit through two tortuous hours of English cricket? What would produce more yawns in West Germany than a visit to the French National Assembly?

Knowledge is indeed virtue but soap operas, cricket and French politics are best when retained for home consumption only.

From The Asheville Citizen

NO REAL PROBLEM, SUH

WHEN Hon. Arthur Summerfield isn't making political speeches he is fussing about the deficit of his Post Office Department.

We don't blame him. It's fussable. But for the life of us we cannot understand, suh, why the United States is unable to operate its mail service profitably.

The Confederacy did.

Frank Van der Linden, a Washington correspondent for a number of Southern newspapers, tells about it in the WASHINGTON POST.

In the first place, the east Tennessean-turned-Texan, John H. Reagan, whom Marse Jeff summoned to the Confederate Cabinet, was under the general injunction that made deficits illegal. So from the start he charged five cents rather than the accustomed three cents for the first half-ounce of mail. Later the rate became 10 cents.

Postmaster General Regan took over the old federal postal service, raided Washington of most postal bureau heads, and built himself an efficient organization. Railroads cut their mail carrying rates. Unnecessary mail routes were cut or canceled. Makeshift stamps were used at first. In 1863 Regan reported a profit of $675,000.

Of course, the mail moved slowly. Sometimes it moved uncertainly. But it moved. And at a profit.

The late Confederacy had the solution to many things. You remember the story of the two vintage colonels rocking on the veranda and discussing world disarmament? One said:

"Disarmament is no real problem, suh. Why, suh, the Confederacy has disarmed!"

We rise here to a point of anxiety and definition. In a soap company's announcement of a $1,000 contest to find America's most beautiful school girl, it specifies all school girls between ages 15 and 23 are eligible.

Shouldn't beautiful "school girls" at age 23 begin unbeautifully furrowing a brow about something?—ST. LOUIS GLOBE-DEMOCRAT.

See where doctors are trying to learn why gal is allergic to money. We'd like to know why money is allergic to us.—DALLAS MORNING NEWS.

A perfect husband is the guy who can keep on singing in the shower room when, with eyes full of soap, he reaches for a towel and gets a nylon stocking instead.—CARLSBAD (N. M.) CURRENT-ARGUS.

Sen. Johnson Emerges As A Real Legislative Leader

By THE ALSOPS

WASHINGTON

AS THE Congress goes into the home stretch this month, it is already clear that this melancholy session has ruined some reputations, severely damaged a good many others, and really made only one. The man to make a serious reputation this year is Lyndon B. Johnson of Texas.

The professional investigators may be better known to the television audience than the Senate minority leader but the big, tough, ambitious, long-headed, energetic and enormously hard-working Johnson has been saluted by Harry F. Byrd of Virginia as "the best leader I've seen in the Senate." And that is good enough for the man from Texas.

Johnson is interesting in several different ways. For one thing, by his work, he illustrates all too clearly the fullness of President Eisenhower's bad luck with his own party.

If the Republican performance in Congress even slightly resembled the Democratic performance, as organized and directed by Johnson and wily, courteous old Sam Rayburn, the Eisenhower administration would already have the kind of coherent, powerful record of accomplishment that its leadership deserves.

HE RESCUED IKE

On at least two occasions in this session, where the President's policy happened to coincide with Democratic views, Johnson has stepped in to rescue Eisenhower from defeat by his own party on really major issues.

One such issue was public housing. The House Republicans gutted the provision of cheap housing for lower income groups. A considerable number of Senate Republicans were ready to defy the leadership and go along with their friends in the House. But Johnson organized his Democrats to give the President about what he wanted.

Another issue was foreign trade. It is not generally known, but the hard old chairman of the House Ways and Means Committee, Dan Reed, was actually playing with the idea of letting the Reciprocal Trade Act altogether die this year, on the ground that his committee had no time to deal with it. Then one of Johnson's Democrats, Sen. Albert Gore of Tennessee, slyly offered the Clarence Randall trade program, including a three-year extension

SEN. LYNDON JOHNSON

of reciprocal trade, as a Senate amendment to the tax bill.

REED GOT BUSY

That meant weeks of debate on the tax bill in the Senate, a probable Senate victory for the Randall program, and other unpleasantness for Rep. Reed. With great haste, the one-year extension of reciprocal trade was reported and passed in the House. If the President had chosen to rally the Eisenhower Republicans in the Senate, they and Johnson's legion would have been able to transform the one-year extension into the bill the President really wanted.

Johnson's intervention in these two issues was partly conviction, partly politics, of course. But it was not politics at all, when Sam Rayburn, speaking for Johnson as well as himself, went to President Eisenhower some months ago to say that if there were hard and unpopular things to be done in the defense and foreign policy fields, the President could count on Democratic support.

Johnson and Rayburn are symbols indeed of the opportunities that the President has thus far neglected, to work with a large majority group of moderate men in both political parties, and to leave the anti-Eisenhower Republicans yowling and withering somewhere out in right field. It is an opportunity Eisenhower may yet take at the next session, if his present discontent with his own party in Congress continues unabated.

Lyndon Johnson is interesting, too, in the sense suggested by Sen. Byrd's characterization. Congressional leadership is one of the most important and least understood arts that make the wheels of the American government go round. It involves everything from the exact knowledge of which capital bureau beer joints are patronized by the senators who like beer (when they have to be rallied for a vote), all the way to a truly surgical knowledge of that most complex of all subjects, senatorial human nature.

Johnson's skill as a leader has been demonstrated during this session in an indisputable manner. From a purely technical standpoint, there have been few more astonishing feats in Senate history than Johnson's feat of inducing the most conservative southerners to vote solidly with the liberal northern Democrats, to send the Taft-Hartley act amendment back to committee. That one required Johnson's talking personally and at length to every single member of his party in the Senate.

The unanimous Democratic vote on the Taft-Hartley amendment in turn revealed another aspect of Johnson's success — his success in uniting the two wings of his party, so that Sen. Walter F. George is now busily endorsing Sen. Hubert Humphrey for re-election. And the way the McCarthy issue has developed has also proven the astuteness of Johnson's political judgment (much criticized by the northerners as being unprincipled, which perhaps it was) in wanting to leave that issue to the Republicans.

Johnson is no knight in shining armor. He is an able, practical politician, who does not believe in demagoguing when the doors are closed, and serves his party's interests as well as his country's. But Johnson's objective, a moderate and united Democratic party, neither Dixiecrat nor New Dealish, is certainly not a contemptible objective. And in these days when the Congress has virtually abandoned legislating in favor of investigating, the emergence of a prime legislative chieftain of the traditional American pattern is a cheering event, even if he comes from among the Democrats instead of among the Republicans.

A $15 Billion Market

Economic Rise Of The Negro

From TIME MAGAZINE

IN THE rathskeller of Milwaukee's Jos. Schlitz Brewing Co., a Kodachrome - Color movie had its premier last fortnight. The cast included Commerce Secretary Sinclair Weeks, Commentator Robert Trout and a score of Negro actors. The movie's title: "The Secret of Selling The Negro."

The movie was made by Chicago's Johnson Publishing Co. which puts out the Negro magazines "Ebony," "Jet," "Tan," "Copper," and "Hue." It will be shown to businessmen around the U. S. to drive home the point that the Negro market is huge and profitable. In support of this Secretary Weeks quoted Census Bureau figures showing that the Negroes' total income has quadrupled since 1940. Their median income has shot up even faster. For nonwhites (96 per cent of whom are Negroes) the median annual income has risen almost four times, from $489 in 1939 to $1,943 in 1951, while the income of whites has increased less than three times, from $1,325 in 1939 to $3,673 in 1951. Over-all, the Negro market is estimated at $15 billion a year.

Such figures are making businessmen everywhere sit up and take notice. They are paying more and more attention to the long-ignored Negro customer, notably in the South, where two-thirds of the 15 million U. S. Negroes live.

The Birmingham News recently made a survey showing that the city's 130,000 Negroes (40 per cent of the total population) have an average family income of $1,849 a year, and are regular buyers of everything from baby food to electric refrigerators. To help tap this market, some Southerners have begun employing Negro salesmen, e. g., a Negro hired by a Packard dealer in Charleston, S. C. sold two new and three used cars in his first 15 days. The month before, the entire staff had sold Negroes only four used cars.

Some 374 U. S. radio stations now broadcast special programs to sell to Negroes. Some employ Negro disc jockeys to chat about Negro social life and play records (mostly jazz, spirituals and blues) that Negro fans request. But any mention of race is taboo. One hair lotion manufacturer wanted to begin a commercial: "Attention Negro women!" It was promptly turned down. The station manager knew any such blatant approach would alienate listeners.

Ads in Negro magazines are the same as in other slick magazines except the models are usually Negroes. The ad field is growing so fast that Manhattan's Batten, Barton, Durstine & Osborn hired a Negro two years ago as special consultant on the Negro market, but has since boosted its accounts in the field from 2 to 40.

Market surveys show that the Negro customer responds best to an advertisement emphasizing quality and prestige. A long history of exploitation makes him wary of cheap, shoddy goods. Thus, a Negro buyer is likely to spend more of his salary on high-priced goods than a white man, partly because it gives him prestige before his friends. A tobacco company aimed an ad campaign at the Negro market and, taking into account his lower income, featured a 10 cent brand. The campaign flopped. Admen found the Negroes resented the implication of economic inferiority, had gone right on buying their favorite top-quality brands.

BETTER CREDIT RISKS

The economic rise of the Negro has not only helped break down many segregation barriers; it has also helped dissipate the widely held belief that Negro customers are necessarily poor credit risks. In many stores Negroes still find it hard to get credit. But the Credit Bureau of Greater New York makes no distinction between races, and the National Association of Real Estate Boards says Negroes keep up house payments faithfully. For the first time, Dallas insurance companies have started to buy up mortgages in a development of new homes built for and purchased by Negroes.

In New York and Chicago department store sales clerks treat the Negro shopper the same as the whites. Some southern stores are also beginning to pull down the barriers, e.g., quietly passing the word that from now on Negroes are to be addressed as "Mr." and "Mrs." One Birmingham store has abandoned the practice of tagging "col" on charge-a-plates. In Dallas Negro women are now permitted to try on hats and dresses.

* * *

The Negro shopper, retailers have found, does not want special handling, but he does want to be treated like any other shopper. The trend toward equality of purchasing power with whites is helping him find the same equality at the sales counter. Most retailers feel that even in southern stores discrimination will disappear gradually, wiped out by the legal pressure against segregation and the economic rise of the South. Eventually, the Negro market will merge into and become indistinguishable from the over-all market.

"If you'd worry less about the H-Bomb, and more about your cigarette butts . . ."

People's Platform

Some Letters Arouse Pity

Belmont

Editors, The News:

I HAVE read your editorial page and perused it with a feeling of pity because of the invalid reasoning that so many readers have shown (on the segregation issue). I am not anxious to portray my own views for I feel that I do not have enough facts at hand to speak, but I recommend a good article on how one community reduced racial tensions in the May 20 New York Times magazine.

A plaudit for a job well done in reporting the news and serving the people impartially.

—GEO. W. MILLER

Biblical Quotations Have Been Misused

Charlotte

Editors, The News:

CAREFUL Bible students can hardly support two quotations as recently applied by contributors to People's Platform. "Black but comely," Canticles 1:5, may indicate merely a dark complexion. The Hebrew "shachar" sometimes even suggests "daybreak, "dawn" etc., giving an idea of pinkness. Reading further we find this beauty had a neck like ivory, and temples, or better still cheeks, like pieces of slices of pomegranate.

Acts 17: 26-27 in the Greek does not read "one blood" at all. A deplorable slip of the Authorized is corrected in other versions. The deference is rather to oneness or unity in respect of office and standing. W. W. Smith's Bible and Scot Testament beautifully renders it. "He has made a (meaning all) ane — (like nation o' men—that they might be seekin' God," etc. Compare with "life, liberty and the pursuit of happiness." etc.

Certain questions of today the Bible leaves to our intelligence. Miscegenationists to see their dream in action, should read Albert Hicks' "Blood in the Streets" and contemplate 20,000 poor, unarmed Negroes cut down by mixed-breed "soldiers" under a mixed-breed dictator who was soon after entertained in the White House.

—'BIB LEE O'PHILE'

Let's Get Together And Run Out Radicals

Myrtle Beach, S. C.

Editors, The News:

HERE is a little thought for the thoughtless: As far as the Communist movement is concerned few Negroes have embraced this ideology actively, although they have been treated more ruthlessly than any other group except the American Indian.

Given time, the southerners will work out this segregation matter themselves without hard feelings. Pushed, they will rebel.

This racial segregation deal isn't one for the radical reformer, but it is for the sensible minded among us. Let's all get together and run out the radicals.

—DR. WALDO H. JONES

Drew Pearson's Merry-Go-Round

Nehru Charmed By Chou's Sweet Talk

WASHINGTON

HERE is the inside story behind Chinese Foreign Minister Chou En-lai's secret talks with Indian Prime Minister Nehru and Burmese Prime Minister U. Nu.

Technically, Chou En-lai was invited to both countries. But actually the Chinese Communists slipped around in advance, hinted that Chou would like to pay a visit, and fished for the invitation. It was then given.

The chief object of Chou's visit was a nonaggression pact with India and Burma before we can get them signed up in a Southeast Asia defense pact.

The American embassy reports that Nehru was simply charmed by the Chinese premier's sweet talk about peace.

Note—One of the most tragic mistakes of the Eisenhower administration in the Far East was the removal of Chester Bowles as ambassador to India on the eve of some of the most important discussions we have ever had with that country. Bowles, an intimate friend of Nehru's, was by all odds the most popular ambassador the U. S. has ever sent to India. George Allen, who replaced him, was doing an A-1 job in Yugoslavia. But it takes entirely different tactics to deal with Tito, the dictator, than with Nehru, the philosopher and mystic.

Sen. Thye Acts

Some senators don't like to tangle with big business in their home states, but Sen. Thye of Minnesota has been pressuring the Federal Trade Commission to investigate the big flour and soap companies, including one of his own supporters, General Mills of Minneapolis.

Some of the big flour and soap companies have been promoting each other's products by cross-couponing. In other words, a box of soap will contain a coupon good for a 10-cent reduction on a bag of flour. As a result, small flour producers complained that they were being squeezed out of business by this cross-couponing between the big companies.

As chairman of the Senate Small Business Committee, Thye was all set to demand an FTC investigation when his staff pointed out that General Mills is one of the worst offenders. But even though General Mills has been one of his big backers, Sen. Thye refused to pull his punches and wrote to the trade commission demanding the investigation.

Russian Bear Growls

U. S. Ambassador Bohlen in Moscow has warned the Pentagon that the Russian high command may order destroyers to escort all Soviet tankers and merchantmen in Far East waters.

The Russians are furious because Chinese Nationalist warships intercepted and seized one of their best tankers, and they probably will retaliate by daring the Nationalists to take on the Russian destroyers which will accompany them from now on.

The Russians know that the United States had a naval seaplane circling over the Russian tanker most of the time before it was seized. The plane was in direct contact with the Chinese Nationalists and tipped them off where to pick up the tanker. However, the United States did not have one of its own warships involved.

Heyday For Power Boys

The Federal Power Commission is now so anxious to please the private power companies that it actually threw out 10 hours of testimony by its former chairman, Leland Olds, when he opposed the Idaho Power Company's plan for damming the Snake River.

Ex-Chairman Olds testified that the government should construct a high dam at Hells Canyon, which in the end would be cheaper for the taxpayers and would mean cheaper power rates for Idaho-Oregon users. After testifying for two half days, however, all he was able to get into the record was his name and address. Everything else was struck out by the presiding examiner, William J. Costello, at the request of the Idaho Power Company. They claimed it was irrelevant.

Costello also threw out the heart of the testimony by Clyde Ellis, manager of the National Rural Electric Cooperative Association. Ellis also supported government development of Hells Canyon and opposed the Idaho Power Company.

This is another example of why the Federal Power Commission now has the worst reputation in Washington for selling out to the private interests.

Note—The electric power lobby spends more money in Washington than any other to influence Congress—a total of about half a million dollars a year.

Molotov To Malenkov

Here is the latest story going the rounds of Capitol cloakrooms.

Foreign Minister Molotov asked Premier Malenkov:

"What do you think of this fellow McCarthy?"

"I don't think much of his alms," replied Malenkov, "but I sure like his methods."