

THE CHARLOTTE NEWS

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Let's Get To The Bottom Of It Quickly

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Evary day added to the Grand Jury's
investigation of irregularities in City
Recorder's Court compounds the public's
agony and adversely affects the entire
municipal organism.

Adjournment until July 28 to give the
State Bureau of Investigation more time
to work on the case may be justified.
Certainly, sufficient time must be alloited for a thorough and exact probe of
every detail of this unfortunate situation.
But there must be no dozing, dawding
or thumb-twidding.

Not only is the integrity of individuals
at stake in this investigation but the integrity of whole governmental institutions as well.

Suspicion and distrust are already
loose in the streets. Charlott's first reaction to the scandal was one of shock.

As the scandal developed so did a sense

Ethical Codes Make Good Dust-Catchers

HARRY Truman's genius for oversim-plification shines brightly in his prescription of the Ten Commandments and the Sermon on the Mount as the only ethical code anybody in govern-

only ethical code anybody in govern-ment needs.

The Commandments didn't prevent corruption in his administration, nor in the Eisenhower administration. But Mr. Truman was eminently correct in sug-gesting that Congress would be wasting its time in trying to write a code of eth-ics that would be effective in enforcing a high standard of moral conduct in pub-

a high standard of moral conduct in pub-lic officials.

Two New York Republicans, Sen.
Javits and Rep. Keating, have introduced bills to create a commission to study the question of ethics in government. A code would be drawn from the study and public officials would be expected to ad-here to it atthough, of course, they could not be subjected to penalties if they viol-lated it. Orgon Sen. Neuberger doubt-less will support the proposal in the Sen-ate, having posed this question in a re-cent magazine article:

"Congress has set itself up to scruti-nize the ethics and morals of the Execu-

The Balsam Wooly Aphid has been found not guilty in the death of several thousand Balsam firs on Mt. Mitchell.

Mitchell.

This may be news to you. The Associated Press, which reported it, must have thought so. But it comes as no surprise to us. And had we known earlier old Wooly was up on a genocide rap, we could have saved the federal agents who investigated a mess of tree boring, mountain climbing and possible exposure to moonshiners.

Old Wooly wasn't even in the moun-

The Old Balsam Wooly Beats A Rap

waitches Congress with respect to Conflict of interest? Who polices the policeman?"

Although Sen. Neuberger wants another answer, the only answer there can be is the voter. As to a code of ethics, one reflecting the ideas of some 500 legislators would have to be one with sufficient loopholes to let each legislator follow his own conscience—which is the practice prevailing.

The trouble is that some public officials are afflicted with sleepy consciences. Sherman Adams, whose case is the occasion for talk about a code of ethics, needed no written code to tell him he was acting limproperly on behalf of Bernard Goldfine. Adams had hatcheted other officials for doing less than he did for Goldfine.

A code of ethics would take a long time to write, but it would gather dust quickly.

The only effective safeguard the voter can have against corruption in office is his power to throw the rascals out when they are found out through the competitive processes of democratic government.

old Wooly is that we had it in mind to blame him for the demise of a couple of rose bushes, thus furnishing him with an albit in the case of the firs and us one in the case of the rose bushes. The Balsam Wooly Aphilo possibly has never been known to attack rose bushes, but it is our belief that our rose bushes have been host to every variety of aphid known to man—excluding only the hopdamson hop-sucker.

Oh, yes, it was cold weather that killed the balsam firs.

Education Note

—THIS IS A CONGRESSIONAL INVESTIGATION?— Models, Press Agents And Private Eyes Take Charge

The Harris subcommittee set its staff a bad example when it spied upon its first chief counsel, Bernard Schwartz, and generally mishanded that impulsive idealist in a way which reflected upon its own sense of the fifness of things. It is because the staff of the st

The explosive growth of publice relations as a profession which has long been a matter of concern to serious reporters has also strikingly come to the fore in the Bernard Goldfine story.

DRESS REHERSAL

MODEL BIRED



Spying Is All The Rage

PAUSE TO REGROUP

regain solid ground on winen to operate. Its staff problem at first glance would seem to be part of a general problem afflicting the govenment since it became so securify-conscious. In an investigators and far too neder investigators and far too new groups, including committees of the Congress, have not been to scrupulous or careful about who got that job with its great potential for general mischief.

PRIVATE EYES

BEST AND WORST



Let Robeson Wander

A Voice Not For Shouting

By ROBERT C. RUARK

the TV viewers actually saw.

Reporters conscious of their responsibilities are covering, where possible both reherals and hearings and trying to make plain the distinction between the two. For a good reporter knows he must "see the white stay of their eyes" and is entitled to take into account the demeanor of the witness. LAWVERS, TAKE NOTE

It may conceivably be of interest to bar associations that this technique has been adopted in the present instance, not by the control of the procession of the profession in matters involving the integrity of the government itself. Roger Robb, Goldfine's chief counsel, was counsel for Chairman Lewis Strauss of the Atomic Energy Commission, in the ouster of Dr. Robert Oppenheimer; his associate counsel, samuel Sears of Boston, is described as equally reputable.

MODEL HIRED

Robeson had nothing to yell about, really, on the color side, as the National Association for years to the National Association for the National Association for

ROBESON AND KERN

Robb's association with the refiningly unpaid volunteer to burnish up the Goldfine testimony. The American unpaid volunteer to burnish up the Goldfine testimony, fax McCray, was somewhat a targue. But now he is appearing in pictures with an investigates the aubcommittee investigators and a paid in a sense to report the investigators and a paid in a sense to report the factor of the professional model, Bea Duprey, as a press conferences at mid-night and has a professional model, Bea Duprey, as a press receptionist.

She is a very pretty girl, too, and in a sense the reporters never had it so good. The effect on some of them has been of them has been do down the substance of the property of the professional profe

Drew Pearson's Merry-Go-Round Committee Plays Cops And Robbers

White House Clearance

kansas and that Adams could veto this; second, Harris has been carrying the ball for the White House and Ike's Texas all friends regarding the natural gas at Irends regarding the natural gas at Channel 10 Expose

Last summer, after the Legislative Deversight subnommittee had been fined torsing for almost six months with no recommended to the first evidence regarding FCC Commissioner Richard Mack and his conflicted interest with Thuman White side regarding CC Commissioner Richard Mack and his send first evidence and the sendence of the first evidence regarding ECC Commissioner Richard Mack and his conflict of interest with Thuman White side regarding Channel 10.

Who Leaked What?

This was in August The information was given to council Schwartz and charge against Mack and Jan. 15.

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Colorate Commissioner Richard Mack and the confidence of the substitution of the second must be a substituted that the second must be a substituted to the s

congressmen suspected. It was leaked to them.

After this column published the sast stational charges against Macke of Jan. 17, 1988, plus other charges of giftasking by didependent agencies. Schwartz was hauled before his committee and cross-karmind as to whether he had given the information to me or to Anderson.

Left in A Bush

However, after the first revelations in this column, the New York Times alio in the winter Schwartz upon the Schwartz upon the Schwartz upon to Boston to probe the Schwartz upon the Schwartz upon to Boston to probe the Schwartz upon to Boston to conduct if. No probe these two cases, but Harris vestication of his friends in the happened was that a copy of the report

mountain climbing and possible exposure to monshiners. Old Wooly wasn't even in the mountains last winter, the way we figure it. Everybody knows it was too cold up there even for aphids, with the possible exception of the hopdamson aphid, which stays hopped up half the time on the juice of hops. And it goes without saying that a hop-sucking aphid is no match for a fir. Even if he was, why should he forsake hops for wood chips? No, old Wooly was the logical suspect if suspects there had to be. But considering the weather, was it necessary to suspect foul play at all? The reason we're so defensive about there even for aphids, with the possible exception of the hopdamson aphid, which stays hopped up half the time on the judge of hops. And if goes without making that a hop-sucking aphid is no match for a fir. Even if he was, why hould he forsske hops for wood chips. No, old Wooly was the logical suspect No, old Wooly was the logical suspect of suspects there had to be. But considering the weather, was it necessary to usuper to lapt at all? The reason we're so defensive about From The Richmond News Leader

THE FUTURE OF THE 'FEELIES'

 S^{OME} day, if the art of prose survives, a chronicler may turn to the Frantic Fifties and see in them, in retrospect, the era of the "hard sell."

the era of the "hard sell."

Veteran television viewers are painfully familiar with bullying, the most primitive "hard sell." technique, which is mainly a contest of wills. The breathless but steadfast huckster attempts to wear down the viewer's sales resistance with unrelenting, pile-driver repetition. ("Now, that number is Nakeas 6-4000, Got it! That's N-A-eight-four-oh-oh-oh. Once again, the number is ...") The command to call, write or buy—noto—is blared until the weak-willed must erack, until nothing will do but that the beans burn and the baby wails as the intimidated viewer hastens to obey. Bullying is passing, praise be, but

beans burn and the baby walls as the intimidated viewer hastens to obey. Bullying is passing, praise be, but more subtle means are being devised to Put the Product Across. The latest "hard sell" technique, which we have noted in these columns previously is subliminal advertising, in which the "pitch" is flashed on the screen (TV or movie) so quickly that the eye does not consciously see it. But the viewer's sub-conscious gets the Message Used experimentally in a few movie houses, the Message thus far has been confined to the exhortation, "buy popcorn." More ominous, however, is Holly-woods decision to use the subliminal "hard sell"—not to tell the viewer what to buy, but rather what to feel and think Subliminal Perception (SP) is employed, "for drammatic effect," in a forthcoming production with what may be an eddity percipient title, MY World

THE 'FEELIES'

In the movie, previewed recently, symbols are superimposed on the faces of the principals. This, a snake, denoting evil, flashes across the villain's mug, while the heroine's fair features are fleetingly caressed by a heart. As suspense mounts, symbols multiply: the words "death" and "blood" impress on the dullest viewer the fact that the villalin, dagger in hand, is up to no good. This first SP movie (dubbed a "feel-fe") may be the cure a sick industry will gulp in big doses. (A recently issued survey of the movie industry shows weekly theater attendance down '445 million from 1947, with income among the top 10 companies barely one-fourth what it was in 1946.) In view of this decline, what would prevent some hungry mogul, down to his last swimming pool and mink beref, from toosing a cunning little SP commercial into his next production, something like "This is the best movie you've ever seen"? Who would know?

And what of the political implications' Suppose, just suppose, a producer of