

Organized Charity Today: All The Begs In One Askit

FROM TIME MAGAZINE

Howard W. Odum And Dixie's Destiny

THE STRONG, clear voice of Howard W. Odum has been silenced but his words will echo long in the conscience of the South and the nation. He was without doubt one of America's foremost sociologists. He dared to speak the cords of a sentimental-romantic straitjacket that had inhibited social research in Dixie for generations. As early as 1911, he was examining critically all of the historical, economic, scientific and social forces which shaped the region's past and present. When he came to the University of North Carolina in 1920 he had already produced a notable monograph on the social and mental traits of the Negro. In Chapel Hill he founded the Institute of Research in Social Science and later began work on the monumental series of studies which was to culminate in the publication of *SOUTHERN REGIONS OF THE UNITED STATES* in 1936. No other individual, with the possible exception of Frank Porter Graham, did more to elevate the University of North Carolina to its lofty position in the U. S. academic world. Many Tar Heels scoffed at Dr. Odum's pioneering efforts in the field of socio-economics at Chapel Hill. Some resented it when he showed how the Negro, the

should lack minimum clothing, food or shelter, and placed the responsibility for maintaining the standards of the government. Since then, government has moved deeper and deeper into the welfare field, until this year it is estimated that about \$45 billion of federal, state and local funds will go into welfare work—in its broadest sense. This is 40 per cent of all money spent for all governmental purposes in the U. S. Today there are few charity cases in the old-fashioned sense. The Tammany Hall scuffles of coal and steel, the battles of the Christmas baskets are silhouettes of a bygone era. The New York Times' annual Christmas drive, the city's Hundred Neediest Cases vividly mirrored the big change. In 1932 the list included families actually starving on incomes as low as \$1.25 a week. In 1954 the "neediest" no longer need food or shelter; they need vocational guidance, psychiatric care or help in planning their budgets.

NEW FIELDS
 As government has advanced toward a welfare state, the private philanthropies, relieved of the burden, have moved into new fields, while continuing to support worthy old friends. The national funds for fighting disease—infectious diseases, heart disease, cerebral palsy, and some 55 similar foundations and societies—are examples of the new trend. The polio fund collected \$1,035,100 in 1953; its first year, in 1954 it raised \$5 million in two campaigns. Philanthropy as a whole is flourishing as never before and ranks as the fourth largest U. S. industry in terms of assets. (Ahead of it come only manufacturing, agriculture and trade.) Its very biggest generators are some faults. Some charities duplicate the efforts of others (among 60 national health agencies, for example, 14 are concerned with the problem of blindness alone). Some rattle their tambourines too well in one recent five-year period, the Seeing Eye fund wound up with contributions and bequests of \$2,000,000 more than it needed at the time enough to provide 1,300 more Seeing Eye dogs). Still others are badly managed, wasteful of funds or blurred in purpose. But the great majority of U. S. charities are efficient, thrifty and a credit to the U. S. genius for organization.

COMMUNITY CHEST
 By all odds the biggest and best-known U. S. charity is the home-grown Community Chest, gathering in local, national and a few international charities in one whopping annual campaign. More than 1,800 U. S. communities, including every city with a population of 100,000 or more, except New York City, have organized Community Chests, and the system is spreading at the rate of 100 communities a year. The modern Community Chest was born in Cleveland in 1913, and Cleveland is still an outstanding Community Chest town. Clevelanders are brushed by the Red Feather in their cradles, learn to contribute their pennies in kindergarten and grow up well indoctrinated in the necessity for supporting the Community Chest. Last month, during Cleveland's ten-day campaign, some 40,000 volunteer collectors, led by the city's mayor, combed the city for its charity dollars. A battery of 200 speakers, three Ohio Govs., Frank Lausche and Gen. Omar Bradley, carried the appeal to 500,000 persons in 1,500 speeches. Some 25 foreign-language newspapers, 60 community newspapers and the city's three big dailies were evaluated with publicity material and every one who contributed \$200 or more got his name in the paper unless he requested anonymity.

Fly-Spies Take Necessary Risks

DURING the past three and one half years 46 U. S. airmen have died in encounters with Soviet planes like the one Monday off the Japanese coast. Why does the U. S. continue to dispatch planes to the dangerous fringes of the Iron Curtain? What action should be taken by the U. S. when its planes are shot down? In the North Pacific area, where much of this country's heavy weather originates, weather missions are flown close to Soviet territory. However, espionage—or, to put it more objectively, "reconnaissance"—is a major objective of many flights. Aerial cameras pierce deep into enemy territory from high altitudes. Radioactivity of the upper atmosphere is tested, to determine whether atomic explosives have occurred. Some planes carry submarine detection devices. Others fly location of Red radar, or monitor Red radio. Where geography permits, as in central Europe, Russian airmen fly similar missions near western European and Russian airmen occasionally fly over hostile territory, sometimes deliberately, sometimes unintentionally. Aerial espionage is a part of the world we live in and, at best, will live in for a long time to come. Plans for the shot down, and men killed. Unfortunately,

Foundation Probe

LOOK at the list of studies for which foundation money is granted—enzyme mechanisms in biosynthesis, new evaluation of Starling's Law, electrolyte excretion by kidney units, duplicate peripheral resistance, autonomic blockage, and the like—and you will find a list for a good line man and desoxyribose. They get money to study serogenesis, integration, propagation, automation, fluoridation, constipation. Yet not one red cent, listed in the volumes that crossed the desk, for the aid of the art of growing hair on the head.

No, Mother, You Buy Sonny's P. J.'s

WHAT do you know, textile unions and management are at it again. They are arguing that you and we ought to subsidize textile production. Emil Revie, head of the CIO Textile Workers Union of America suggests that the federal government: (1) Distribute textiles to needy nations overseas as a part of the Mutual Security Program, and (2) Distribute clothing to needy Americans in the same manner as surplus food. Management chose a more subtle method. The Men's Pajama Institute is trying to get the Air Force to issue pajamas to its enlisted men. Sort of a "Pajamas in the Night" campaign. We don't care whether Maria's little

it is, but the missions are part of a good defense. As for reparations, we would not be inclined to pay the Russians for one of their planes shot down a few miles from the U. S. coast. (It would be lucky to get that one close.) Thus we cannot get excited about their releasing any damaged bombers shot down within sight of the Russian mainland. However, U. S. bomber crews ought to be quick on the trigger if attacked, or carry adequate fighter cover.

Now, Don't Be Afraid To Speak Frankly



Drew Pearson's Merry-Go-Round

THE two factors which have hurt Joe McCarthy most during his acrimonious career in the Senate are: 1. His attacks on members of the Eisenhower administration; 2. His vindictiveness against fellow senators who oppose him. McCarthy's attacks on members of the Eisenhower administration have been well publicized. His revenge technique of investigating those who oppose him is not so well known. But it has made Sen. Joe McCarthy a bitter. Here is part of the revenge record: Sen. Symington of Missouri—When Symington persisted in digging into the reasons why Don Surine was dropped from the FBI, a friend of McCarthy's approached Democratic senators on the McCarthy committee and warned that if this line of cross-examination continued, Mc-

chest federation, a charity must submit its budget to the local Community Chest. It must accept any revisions the council recommends, and agree to conduct no individual campaigns operating under its name. However, agencies do have some outside sources of income, e.g., Girl Scout cookie sales. Community Chests offer several obvious charms. By "putting all the begs in one askit," the giver is indicated only once instead of being harried and hounded by dozens of appeals. The available volunteer force, which is limited to the community, is not spread too thin or worn out in a multiplicity of individual campaigns. Finally, proponents of the federated ways of money-raising hold that a community's needs are best served through a coordinated effort with each charity getting its fair and appropriate share of the contributions. A crippled child obviously has more appeal than an alcoholic; yet from the community viewpoint, it might be as desirable to raise money to combat alcoholism as to combat polio.

UNITED FUND
 Most of the success of the Community Chest, many Americans advocate another, greater charitable structure, the United Fund, which collectivizes the chests with all the national, unilateral charities in an immense fund-raising campaign (without, however, any budgetary control over the national organizations). This idea has received wide public support, but the big health crusades have resisted it fiercely, and the question of United Funds has become a sort of philanthropic Donnybrook. Opponents of united giving have some cogent arguments for going the other way. Unilateral fund drives, they insist, can raise more money. Philanthropy is a personal thing, they add, and individuals has the right to choose his own charities. In giving to omnibus charities, the giver has less sense of personal satisfaction, only a hazy idea of what his money is going to accomplish. "Giving is an emotional thing, from the heart, not from the brain," says Basil O'Connell, president of the National Foundation for Infantile Paralysis and the most vociferous critic of united fund-raising. "When you give into a vacuum, you give by taxation."

NO DUPLICATION
 Complete autonomy is the key to the chests; the Community Chests and Councils of America is the creature of its member chests, has no authority over them. Intimately associated with the chests (integrated with them in the small communities) are the Community Welfare Councils, which appraise local needs and resources, eliminate duplication of services, spot and fill gaps in the charity picture, and stimulate new sources of income. In order to qualify as a member of a

American Juke Boxes Turn To Religion For New Gold

By D. W. BROGAN
 In The Manchester Guardian

WHEN you sit down in a dining room in the New Haven Railroad you find on the table a little card on which are printed three lines of grace before meat—Borah, Hiram Smith, and another Jew. It is not perhaps worth insisting on the fact that the New Englander, Hiram Smith, is Jewish. Does not print a form of grace after meat. What is more significant is the attempt to recall the passengers of the line to their religious duties. And it is only one sign among many of the degree to which religiosity is being pushed, "sold" as the advertisers might put it, to the American people. It is easy and tempting to sneer, even laugh at some of the manifestations of the revival of religion. To see on the filthy walls of a Harlem smut poster advertising the good results to be expected from regular church-going is to be tempted to irony. For this so prosperous middle-class pair with their smart little boy and smart little girl belong to Harlem but to Westchester or Fairfield County. Their churches, their religion, seem to have little relation to the religious or social condition of Harlem. It is possible to smile, too, at the impossible identification of God with the profits of a business enterprise. This is a God who rewards here and now, "Grace and gear," as Burns put it, still go together in America.

NO WONDER
 It is perhaps no wonder that a different theme should have some appeal. And of course the propagators of juke box religion may ask "Why does the Devil have all the good tunes? Why are his numbers so good? He is not good, not as good, for instance, as a California wine firm's current commercial jingle." And I wonder whether the propagandist effect is always what is hoped for. It is recently in a bar program over by a former star of the Howard Atheneum (of Boston, Mass.) It was full of young people, hanging around as the saying goes. A young man and a young woman were wrapt in the pursuit of love and were feeding nickels, more or less automatically, into the juke box. They gazed into each other's eyes to the tune of "Silent Night." The man told her all. Then came "The Man Upstairs," but as I left her ear holes I was winning over Agape hands down.

McCarthy's Revenge Is Fierce

US. Senator Joseph P. McCarthy's operations, even including whether Mrs. McCloy used her government car to buy groceries, McCarthy also accused McCloy of destroying the lives of Communists inside the War Department. Sen. Robert Hendrickson of New Jersey—When Hendrickson signed the "Cain" subcommittee report condemning McCarthy's finances, McCarthy threatened a fight Hendrickson's re-election, called a "divine miracle," the only man in the world who had lived so long without neither brains nor guts." Sen. Tydings of Maryland—When Tydings refused to confirm the charges of Communists in the State Department, McCarthy raised Texas and Chicago Tribune money to defeat Tydings and created the base Bank, instead of smiling at Communist chief Earl Browder. Sen. Margaret Chase Smith of Maine—When Mrs. Smith signed the declaration of conscience indirectly criticizing McCarthy's behavior, he maneuvered one of his own, Robert Jones, into running against her. Struve Hensel, Assistant Defense Secretary—When Hensel wrote a report on the Cohn-Schme attempts to browbeat the Army, McCarthy's committee of Hensel's income-tax returns and sent two investigators to browbeat Hensel's mother-in-law, even told her her daughter was being asked to give an order to "clear her into giving information." Sen. Hennings of Missouri—When Hennings served on the committee probing McCarthy's finances, McCarthy charged that Hennings had secured a job in his office. Hennings asked the FBI to investigate, dispersed the charge.

LEAVE IT TO THE GYPSIES

LEAVE IT to the gypsies. They alone seem to have eluded and defeated the otherwise all-embracing and smothering tyranny of the Soviet Union. The inside world from Russia is that gypsies, in open defiance to numerous Moscow edicts, freely march from one end of that vast country to the other. Thus the Communists, despite all their skill and perverted science, are as unable to control the wild, free gypsy spirit as were all the other despots which tried and failed throughout the long centuries. Prosperous times in America seem to have done more to "domesticate" the gypsy than any tyranny ever could. Gypsies are still with us, travelling with the FBI, a friend of McCarthy's approach Democratic senators on the McCarthy committee and warned that if this line of cross-examination continued, Mc-