



THE CHARLOTTE NEWS

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United Appeal's Hour Of Decision Near

THE hands of the clock are moving rapidly. The hour of decision is near. The 1955 United Appeal campaign will succeed or fail according to the generosity and good common sense exhibited by the citizens of Charlotte and Mecklenburg County during the days immediately ahead.

We are disappointed—but not dismayed—that only 39.5 per cent of this year's goal has been raised so far. Figures compiled at yesterday's report luncheon should only serve to inspire Mecklenburgers to even greater effort in the time remaining.

Despite the hustle of thousands of volunteers, the 1955 drive needs a hefty boost. Time is running out. The halfway point should have been reached yesterday. If final goals are to be achieved, efforts will have to be redoubled all down the line.

The key to UA's success lies largely in the hands of individual solicitors today. These are the people who meet rank-and-file contributors face to face, tour residential areas, run campaigns in plants, factories and office buildings, call on executives and seek out nickels, dimes and quarters wherever they may be.

Good cities are not born—they are made. They are the product of foresight

and intelligence and enlightened social planning. The United Appeal is a sensible, economical, efficient way to provide the basic ingredients.

The United Appeal way not only means United fundraising to eliminate multiple appeals. It assures community support of all worthy community services. It means united planning to meet community needs and welfare. Its basic united budgeting so that each community need will receive its fair share of community support.

Basically, the United Appeal is a businessman's answer to complicated social and community problems. It operates on a business basis. Its basic ingredients are its committees and others who guide its operations represent a sum total of business experience which would be impossible to duplicate in any one Mecklenburg business.

This army of experts is needed for the task is large. Charlotte is a community. Our people are faced with many critical social needs. Some of these it shares in common with every U.S. metropolitan area. Others are peculiar to the area itself. All require systematic attention.

The challenge facing Mecklenburgers today is large. The are human values which must be met out of United Appeal coffers.

It is not a difficult job. The United Appeal idea, in a way, sells itself. It is largely a matter of communicating simple truths.

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MacArthur Story: Quick Shifting Views

HISTORY is a fascination to Douglas MacArthur. He has read and made much of it during a brilliant military career and is not altogether disinclined toward the writing of it.

Immediately after the release of the Yalta papers the general got on record with a statement that he would have recommended against bringing the Russians into the Pacific War, if he had been consulted before the conference, because he thought the Japanese would be the worse of collapse. The general also said he would have opposed as "fantastic" any territorial concessions to induce the Russians to come in. The implication of this statement was that U.S. representatives at Yalta were, at least, weak and foolish.

The Pentagon has now released secret documents which made these points:

1. The general favored Russia's entry into the war as late as June, 1945, less than three months before the war ended, and three months after the Yalta conference.

2. Immediately after the conference he said emphatically the U.S. should not invade Japan unless the Russians invaded Manchuria, and he recognized as

inevitable Russian annexation of Manchuria if they did invade.

In his comment on the Pentagon report MacArthur takes pains to say "the attempt to interpret my statements I may have made in the course of such post-Yalta discussions as reflecting my pre-Yalta views and convictions is wholly unwarranted."

It is strange however, that a man of MacArthur's out-spoken temperament and emphatically in favor of implementing an agreement that he says he would have called unnecessary and fantastic before it was made. One notes his comment that the Pentagon release that he does not dispute its portrayal of his post-Yalta views.

If the Pentagon documents do not prove they strongly suggest once again that General MacArthur was capable of making an error occasionally, if the documents contribute nothing else that knowledge is refreshing, and should take some of the flavor out of the popular game of hide-sight, the object of which is to show that our post-war troubles began with the triumph of U.S. "bad guys" over U.S. "good guys" and it was just as simple as that.

Red Failure On Prisoner Pact

THE huzzahs that went up when the Red Chinese agreed more than a month ago to free 41 Americans were all concerned with freedom of the prisoners. Few spirits were raised by the thought that the agreement might signal a change in China's attitude.

The pessimism was valid. Despite the agreement at Geneva 19 of the 41 Americans are still under detention. The Communists say an equal number are free to leave but have not yet asked for permission.

Why this should be true is inconceivable. And noting the Chinese suggestion that the Geneva talks be raised to a

higher level so that Chou can talk directly to Mr. Dulles, the suspicion rises that the Reds do not intend to free the Americans as long as they have a blackmail view.

If it is their intention to drag their feet on their promise until the U.S. agrees to a foreign ministers conference, Mr. Dulles can choose no honorable course other than rejection of the conference idea. In the first place freedom for the prisoners was not tied to a level conference. In the second such a conference could serve no purpose, following as it would such a graphic demonstration of China's bad faith.

From The Wall Street Journal

KITCHEN TROUBLE

OUT at our house the refrigerator is in the dining room, the dishes in the hall, the percolator in the bathroom and the dustpans in Father's study. We are, as many readers will recognize, in that change of life known as doing over the kitchen.

That gives us more than an academic interest in the consumer reports which this newspaper carried yesterday on the mechanical contrivances by which we live. And like most of our readers we could add a thing or two to the list of complaints unearthed by our industrious reporter.

Ninety per cent of our kitchen job, for example, has been finished for weeks. But for want of a coupling the clothes-washer stands still; for want of an electric plug we trip daily over the extension cord to the freezer. The plumber and the electrician have long gone to more momentous undertakings. In time, doubtless, the telephone importunings will clear up these minor complaints—in time, indeed.

Since so far nothing works in our kitchen we cannot yet join in the minor complaints about the appliances that occupied our reporter's neighbors. But we can already see the handwriting on the wall—or, more aptly, the handwriting on the warranties.

We have, for instance, a new exhaust fan over the stove to ward the cooking odors out of doors. It is a brand-name fan, made by a reputable company, and

it includes a year's iron-clad guarantee to fix it if it goes awry.

All we have to do, it says here, is to dismantle the fan by unscrewing interlocking nut (a), releasing the four bolts (b), (c), (d) and (e) and disconnecting the electrical connections hidden under the sheet metal hood. Then we can withdraw the whole assembly, beg a wooden packing box and some excelsior off the friendly grocer, cart it over to the railway express, insure the package for whatever amount we think is worth it, and ship the remains off to the company's mortuary half way across the country.

After that, in due time, the company will either administer first aid (it may be nothing more than a loose wire) or ship us a new one, express charges C.O.D. In due time, indeed.

Now, like the sad people quoted in our news story, we are being constantly reminded that the brand-name manufacturer stands behind his product. Plainly, most of them do. But under the present service set-up, sometimes where the brand-name stands in quite a ways behind it. The warranty is sound enough, but by the time the customer gets through invoking it he is likely to be in a state of well-warranted irritation.

Cheetahs In The Parlor

Huckstering Goes Haywire

By ROBERT C. RUARK

A one-eyed distant neighbor of mine in Spain, the Baron Wransell started an advertising fat some years ago which I fear is about to run away with itself.

He is the distinguished gray-haired type who first appeared with the black patch over his eye, selling men's shirts.

Then, blessed be Lawd, we had Commander Edward Whitehead, the bearded emissary of Schweppes sodas and everything in just so cute it's practically unbearable.

YES, A UNICYCLE
The newest super-cutie I've seen is a full-page ad in a chic little magazine which says: "The man from Carvet is on his way."

This portrays a definitely British type, attired in bowler and decent serried riding away from you on a unicycle.

Yes, a unicycle.
I'm carrying an attack case, presumably full of necktie samples, but after the recent disclosures from Whitehall, for all I know they're state secrets. You can't trust anybody any more.

MILD ABERRATIONAL
Of course, we have the cigarettes which feature obviously retired admirals with tennis rackets and tattoos on their hands, and the

speckled robin. Your copy says the flow away.

I say no.
Comb the whiskers and you'll find him making right there in your advertising medium.

We also have had a lot of surrealist stuff, like the business woman who wears a hat with a cheetah sitting on checkerboard marble floors, and Cedric Hardwicke all over the place, and everything is just so cute it's practically unbearable.

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Of course, we have the cigarettes which feature obviously retired admirals with tennis rackets and tattoos on their hands, and the

girlie folks that show cavemen dragging scantily clad lassies across rough rocks, and always we have those delightful fantasies in which daffy dames dream they're just half-naked to the circus in their Maidenform bra.

That's kind of mild aberrational stuff, though, and I don't want to have to appreciate myself to Salvador Dali in order to understand that somebody is trying to hustle a gross of corsets.

SUBTLETY
I have the same feeling about the picture magazines that will run advertisements as editorial matter, so that you get surprised at reading the whole thing, but before the clinker hits.

FINE PRINT
Then you look up and see "adv" in the print in the left-hand corner.

And I feel the same way about the publicity hounds who write



"I appreciate your desire to raise the artistic standards of the average shopper, but will it sell coffee...?"

columns on world affairs, as editorial matter, and suddenly you find out you're reading a plug for a whisky or a tool shop.

The boys who write the copy can make me very happy if they'll just tell me what's in it, why it's better, and how much does it cost.

Fund For Republic Aims To Guard Right Of Dissent

By MARQUIS CHILDS

WASHINGTON
THE two adjectives invariably applied to the president of the Fund for the Republic are brilliant and provocative. Robert Maynard Hutchins has the habit of speaking his brilliant mind freely and thereby he has provoked a great many people.

His friends and even his more kindly critics have often said that if he could only be a little more restrained and tactful, he would have more success in promoting the causes he believes in passionately. And they apply this to the objective of the Fund, which is to advance the understanding of civil liberties.

OUTSPOKEN COURSE
But Hutchins has continued on his outspoken course, convinced that plain speaking is vital even though the prejudices and the sensibilities of many groups are offended. He also has not hesitated to name to the staff certain "controversial" figures. One consequence has been the barrage of criticism directed at the Fund and its projects in the field of civil liberties with the charge that it has a left-wing bias.

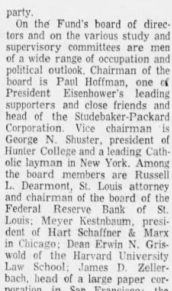
The Ford Foundation has given \$15,000,000 to the Fund, which is incorporated as an independent agency functioning without connection with the Foundation. The first president was Clifford P. Case, a member of Congress from New Jersey. Although Case was not under such intensive fire, his opponents in the Republican Party when he ran for the Senate a year ago. Case was elected by a narrow majority despite the bitter denials in his own



ROBERT HUTCHINS
Moving Targets

party.
On the Fund's board of directors and on the various study and supervisory committees are men of a wide range of occupation and political outlook. Chairman of the board is Paul Hoffman, one of President Eisenhower's leading supporters and close friends and member of the Studebaker-Packard Corporation vice chairman is George N. Shuster, president of Hunter College and a leading Catholic layman in New York. Among the board members are Russell L. Dearmont, St. Louis attorney and chairman of the board of the Federal Reserve Bank of St. Louis; Meyer Kestbaum, president of Hart Schaffner & Marx in Chicago; Dean Erwin N. World of the Harvard University Law School; James D. Zellerbach, head of a large paper corporation in San Francisco; the playwright, Robert Sherwood; Charles W. Cole, president of Amherst College and Chester Bowles, former governor of Connecticut and ambassador to India.

RESPONSIBILITY
The board, which includes men of responsibility in so many fields, passes on even the smallest grants made by the Fund. At the same time Hutchins has considerable autonomy in policy and staff appointments. One of the essentials to the Fund named by



PAUL HOFFMAN
Responsible Plus

Hutchins is Elmer Davis, the noted commentator who has himself been the subject of prolonged attack from the extreme right. To a commission to inquire into racial discrimination in housing the Fund has named among others, the Rev. J. J. Gavanaugh, director of the University of Notre Dame Foundation; Henry R. Luce, publisher of Time and Life; Elliott W. Bell, editor of Business Week; and Charles S. Johnson, president of Fisk University in Tennessee. On a committee to study attitudes toward communism and civil liberties are Foster Durrant, New York Herald Tribune columnist; Frank Stanton, head of the Columbia Broadcasting System; and Logan Wilson, president of the University of Texas.



ELMER DAVIS
Right to Dissent

In this diversity of interests and outlook, Hutchins believes, is the insurance that the whole field of civil liberties will be explored with courage and candor. He believes it is also insurance that there will be no fixed bias in the Fund's approach to the central problem of preserving freedom in the face of the oncoming threat of Communist aggression and against the background of the incalculable forces released by atomic fission and fusion.

RIGHT TO DISSENT
It is not alone the question of freedom versus security that the Fund seeks to put before a wider public. There is also the question of conformity versus nonconformity—the inherent right to dissent that is an ancient part of the American heritage. In a time of trouble dissenters tend to be suppressed by one means or another. And yet as history shows, dissenters more often than not have been the yeast which has made for progress and enlightenment.

In a totalitarian state the dissenter is swiftly purged. Brilliant, provocative men such as Hutchins are not tolerated for a moment. The Fund for the Republic is dedicated to the belief that freedom—for the individual, for minorities—is the basis of a free society. And in trying to gain a larger voice for that view it is embattled with those who seem to feel our present danger is so great that freedom must be sacrificed or curtailed.



Drew Pearson's Merry-Go-Round

WASHINGTON
THE story of New England flood control is one of tragic postponement, procrastination, and penny-pinching. Back in 1936-1939 years ago—Congress authorized \$200 million to control floods in every New England state except Maine. In the 19 years that have passed, only \$60 million has been spent.

Preventable Peril?
Congress authorized the money, then didn't bother to appropriate it. And the Army engineers can spend money there merely authorized. It has to be appropriated as well.

If that money had been spent, part of the damage to New England in the two recent floods might have been prevented. No matter how money is spent on

Penny-Pinching Killed Flood Control

flood control, however, damage can never be completely prevented until New England cities are rebuilt, and houses close to the river replaced with parking lots or public parks. Putnam, Conn., has now asked the Army engineers to cooperate in zoning it for future floods, moving factories and houses back from the river and making the river bank a park or parking area where the river can expand without damage.

The Army engineers point out that New England is overbuilt around its rivers.

Spirit Of Geneva
Regardless of the advisers' belief that the spirit of Geneva is dead, the National Association of Home Builders has been doing a constructive job of carrying on that spirit in its entertainment

of Russian housing experts in the U.S.A. Though they haven't received as many headlines as the Russian farm demonstrators, the housing experts have been working just as hard and getting a friendly welcome. More recently, the Russian farmers, they have concealed their emotions, have concentrated on flooring, wallboards, cinder-block, haven't gone in for either lemonade or vodka.

Shopping Binge
Once, when turned loose in Macy's Department Store in New York, they really went on a shopping binge, ended up with \$6,000 worth of housing gadgets. Biggest item was a fully equipped General Electric kitchen.

The home builders have conscientiously tried to give the 10 Russians a cross-section of American housing, from plush

Westchester County, N. Y., to medium-priced houses, garden apartments, and American unsegregated public housing.

What the Russians are most interested in is insulation, wallboard, wooden shingle siding, asphalt floors, and copper plumbing. In Russia, asphalt tile is used only in factories, while copper plumbing is used only in the most expensive areas used and the water is treated to keep them from rusting.

Breaking Iron Curtain
The National Association of Home Builders is doing exactly what I suggested might be done by other groups of Americans—bringing Russians to the United States as a birthday present to a sick President who cannot himself carry on the spirit of Geneva.

People's Platform

Elephant's Escape A 'Publicity Stunt'

Charlotte

Editors, The News:
RECENTLY you published a letter from a Mr. McIntyre concerning the "runaway" Vicki from Airport Amusement Park, and when I look and see the pretty good idea. Yes, sir, things such as he wrote about should be done to all those pink elephants.

Since he attributed his letter, there has been some talk about the publicity of the whole matter. It has come to my people's attention that the thing was absolutely nothing but a publicity stunt. For instance why doesn't a reporter go to the house that Vicki was reported to have come to for four days in a row to get something to eat, and see the woman that reported that she was there every morning, and all the reporters and county police and all the kids that came to scare her away again to sell more copies of the newspapers. I think they should be done to the person that turned Vicki into a criminal-at-large. She was as part of all those people that were chasing her and making her run away as those that were reading about the WILL ELEANOR LOOSE IN COUNTRY.

I still think that the whole thing was a publicity stunt.
—B. LEE.

Give To Help The Afflicted

Charlotte

Editors, The News:
I AM sure thousands of people saw the United Appeal kick-off show on WFTV and I know how important it is to reach the goal. I know so many people can't give much but every dollar counts, and when I look and see the crippled and blind and know that they have to go through life like that, breaks my heart for the people who have grandchildren and children of our own never know when something may strike them. I hope and pray every person in Mecklenburg County will give all that they can to help the afflicted. They will be rewarded for the Bible says what we mete out to others will be meted back to us. Life is only a few years and you who have plenty of money remember that your money now can help someone but not after you are dead and may God bless every giver and may the goal be reached.
—MRS. MAYNE BARGER

Quote, Unquote

"You used to say I was all the world to you, but now I didn't know much about geography then." — Atlanta Constitution.