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The Ford Gift: Hope, Then Worry

ANNOUNCEMENT last week of the Ford Foundation's \$260 million grant to education was a massive stimulus to administrators of privately supported colleges. To begin with, the grant was five times larger than the \$50 million foundation grants had given them hope of sharing. Secondly, the grant made possible concrete promises to raise salaries of faculties, the key to holding them together. Almost as important was the hope of many administrators that the Ford grant would, by focusing attention on the persistent financial hard-straits of college teachers, stimulate greater giving from other corporate and individual sources. But it may work just the opposite way. Some administrators report the magnitude of the Ford gift has led the public to believe the colleges can get along very well now on Ford dollars. A quarter of a billion dollars, after all, is a lot of money.

Analysis of conditions of the grants, however, presents a much less optimistic picture. For example, Davidson College's handsome sum of \$411,400 will produce only about \$17,000 annually for the 10 years it may be needed in endowment. This income will increase salaries of the 63 faculty members only about 5 1/2 per cent which, welcome as it is, will not make up for the roughly 15 per cent decrease in buying power they have taken since 1940. Non-academic employees will receive no benefits from the grant. To give them a 5 1/2 per cent increase would require an additional endowment of \$170,000. Also, the grant will build no buildings, buy no laboratory equipment or books. While it is in endowment for the required 10 years it will provide only an insufficient increase in teacher salaries. A decade from now the principal can do a great many wonderful things for Davidson when the college can use the \$411,400 for any purpose it wishes. In the interim Davidson has to seek money from individual and corporate friends to enlarge its library building and its volume of books, and to build a new dormitory. What is true of Davidson is true, with varying specifics, of most of the other privately supported colleges. The Ford grants have ended but by no means lifted their financial burdens. The real responsibility for furthering the influence and effectiveness of these institutions rests just where it always has—on their individual and corporate friends. It ought to be realized that the Ford Foundation hoped to stimulate, rather than to depress, giving from other sources. If it is not, the next 10 years are going to be even leaner than usual for the privately supported colleges.

Smog Control And The Public Interest

OUTSIDE of his technical qualifications the fact that interests us most about Charles S. Frost, the city's new smog abatement engineer, is that he has held a similar post in Roanoke, Va., for eight years. Charlotte has had three engineers before Mr. Frost. The first stayed less than a year, the second about a year and the third went away after three years on the job. There have been recommitments. But the job has remained undone, quite visibly so, while Mr. Frost has been steadily battling the Virginia smog up in Roanoke and, reportedly, winning the battle. We welcome him into the city and hope he will be around long enough to bring the city horizons clear to the eye and air sweet to the nose. Why Charlotte has been unable to cope with its smog problem—whether previous engineers were personally unable or not officially enabled to do the job—has been argued long enough. The city has a new engineer. City Council has pledged its official and individual support. The public has evinced great interest, sufficient for a citizens committee to go out and find the engineer for the city. These factors—if maintained—are enough to put over a smog control program in any community. Much depends, of course, on the engineer. He will have to be more adept at education and persuasion than in his legal writs issued. If he is as good an engineer as his advance billing indicates he will be able to sell smog control on grounds of fuel economy to all but the most stubborn offenders. Against these legal action will be the proper prescription. But in the final analysis a continued public interest will be the most decisive element in solving the smog problem. Public interest and demand is precisely the reason Mr. Frost is coming to town. If he stays and does his job it will be the factor that keeps him here.

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Just Which President Will He Be?

THERE is a great deal of talk these days about who is going to be the next president. Aside from the quibbling over who he is going to be, the most engaging presidential question we know is what number is he going to be. Will the man elected in 1956 be the 34th President? Or will he be the 35th? A Grover Cleveland is the troublemaker here. Any free-lance man in the crowd will hold his applause. That's not what we're talking about. Cleveland, you know, was the only man to have been president for two non-successive terms. He was elected in 1884, beaten by Benjamin Harrison in 1888, and elected again in 1892. During his first term, he was the 22nd President and Harrison was the 23rd—no argument about that. And when he made his comeback, most folks, realizing that, after all, 24 followed 23, called him the 24th President. Except for arguing down through the years and who do you have? You have CONGRESSIONAL DIRECTORY, the end-all final authority, calling President Eisenhower the 34th President. Enter John Kieran, the wise man of the old INFORMATION PLEASE. Mr. Kieran, from The Richmond News Leader

an, a down-to-earth Solomon who knew how to count just as well as Congressmen. Democrats, reckoned that "Write down the names of all the Presidents and you will only get 33. If you write Cleveland twice you'll get 34—but in that case you've got to write Franklin D. Roosevelt's name four times. That'll give you 35." That's what Grover Cleveland was two men, Eisenhower can't be the 34th President. One does not enter the controversy lightly. We have received in the mail a 1956 calendar bearing the President's picture, and under the picture is inscribed—with the sanction of the Republican National Committee or the executive branch of the federal government, for all we know—Dwight D. Eisenhower, 34th President of the United States. But there is that haunting Kieran quote: "Put the busts of all the presidents in a row and count them and you'll get 33 and only 33." Take your pick for '56: Eisenhower or Nixon, Stevenson or Kefauver. And take your pick: 34 or 35. But leave us out of it. The issue has been flaming for 62 years. We will not rush in where even non-partisan mathematicians fear to tread.

LOOK AWAY, DIXIE LAND

The Confederate boom is on. Sales of Civil War sermons continue to rise. New books on the war appear in unabated force. Older books attain higher and higher prices as collectors vie for them. Civil War prints are selling briskly. Northern companies now are even reproducing old Confederate prints on stained paper to simulate age. Ash trays, plates, paper-weights, trinkets are in great demand. One Virginia entrepreneur has even set up a company known as Rebeliana, Inc. dealing exclusively in Confederate trinkets. It is strange to be necessary to save our Confederate money for that glorious day when the South will rise again. Confederate bills may now be purchased, in facsimile, at two-bits the cellophane-wrapped package. The centennial even so is still five years away. Doubtless the Confederate boom will increase tenfold in the next five years. We foresee Civil War charm bracelets, chewing gum cards of the top wartime commanders (one Lee will get you 15 McClellans, etc.), souvenir replicas of Libby Prison, and Stars and Bars print dresses. It is because others foresee these same melancholy events that a group of Virginians last week chartered Civil War Centennial, Inc. Their aim, said President William H. Stauffer, is to combat the grubby commercialism that would reduce centennial observances to the level of a Coney Island tentshow. We

wish them every good fortune in their high endeavor. Let us repeat what we said once before: The coming centennial of the Civil War affords an excellent chance to teach Americans about their history, and Southerners in particular about their heritage. But this opportunity will be lost if the centennial is commercialized to death. The other day we stole a look at the office portrait of General Lee. We stared at those fine brown eyes and that firm chin. Maybe it was imagination, but we are sorry to report that the General seemed to be gritting his teeth for one more ordeal. The government is figuring on rearranging the typewriter keyboard. Tien Ji will be even harder to make sense out of (Letters from Washington—FOUR MYERS (F)) DEMOCRAT. The lament is heard that our children are not proficient at performing push-ups, which seems a shame, as doing push-ups is one of the few sports that can be enjoyed while watching television.—FLORIDA TIMES-UNION. A fashion designer says mother-daughter outfits are "horrible." Either the little girl looks like a midget, or the mother looks like an idiot child.—MARTON (Ill.) JOURNAL-GAZETTE.



Rigid But Flexible New Farm Gimmicks Readied

By CONGRESSIONAL QUARTERLY

WASHINGTON CONGRESS' concoction of unorthodox remedies for farm bills may take the bite out of the 1956 battle over price supports. The clash over supports has proved its servocentricity to crop-owners. It's dramatic. Democrats are overwhelmingly in favor of rigid supports. Republicans are in favor of flexible supports. Congress will continue to debate the merits of their stands on the issue. Senate action on rigid supports is the first order of business. Congress enacted flexible supports for five major crops in 1954, following President Eisenhower's recommendations. Flexible supports slide down when surplus develop. The theory is that lower government supports discourage production of crops the market won't buy at good prices. Rigid supports guarantee the same "fair" price level no matter what the relationship between supply and demand. Democrats pushed a 1955 bill through the House to restore rigid supports. The Senate is scheduled to vote yes or no early in 1956. Prospects for passage are about 50-50. Rigid supports should clear Congress, the president probably would veto the bill, and chances are slim that his veto would be overridden. MIDDLE COURSE But the showdown may not be that clear-cut. The Administration looks like rigid supporters are studying a gimmick which could strike a middle course. The bill could be labeled rigid, or flexible, or both. Both sides could win—a happy thought for the campaigner running on his record. "Quality differentials" is the name for the proposed system. The government would continue to set standard support levels, but not all batches of a crop would be eligible. Low quality would be supported at a lower level, and high quality might get supports above the standard. Backers say high quality commodities could be sold on the market at good prices; farmers would rely less on artificial prods, and Uncle Sam could sell his surplus at a profit. Suppose the standard support for wheat were set at \$2 a bush-



SECRETARY BENSON Some Changes Coming el. Perhaps only top quality Farmers, in effect, would set the medium, competing to get premium prices. REWARDS Any of these systems would look like rigid supports with a touch of flexibility—or flexible supports with a touch of rigidity. Both sides could claim victory, and its political rewards. Existing law permits some adjustments of supports to reflect quality, but the authority is used sparingly. The administration may use its authority more. CON-

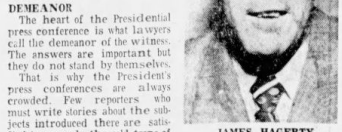
Drew Pearson's Merry-Go-Round Hoover-Truman World Tour Suggested

WASHINGTON U.S. ambassadors called from Southeast Asia that the tour of Russia's two perambulating bigwigs, Khrushchev and Bulganin, definitely built up good will for the Soviet Union. This reminds me of a suggestion I made to Harry Truman when he was President in 1952. among other things he visit the Vosges Mountains in northern France where he fought an artillery captain in World War I and that this would indirectly remind the French people and the people of Europe of the many contributions we had made to them. Direct Manner The simple direct manner in which Mr. Truman meets people would make a big hit in Europe. I suggest to Acheson, but I also urged him not to mention me to Truman. Mr. Truman, of course, didn't go. He was busy campaigning for St. Iveson in 1952 and doing a lot of other things. So, about a year later, after Mr. Truman was out of the White House and he and I had resumed diplomatic relations, I dropped round to see him and suggested that a trip abroad by him now would build up even more good will. He said he could travel as a private citizen, shaking hands with peasants and shopkeepers, teachers and factory workers, to show them how democratic a country we really have. Mr. Truman immediately replied: "Or Dean Acheson told me all about that idea of yours about a year ago." "But I told him not to tell you who suggested it." "Well he did anyway," continued Mr. Truman, "he went on to say that he would like tremendous odds to go abroad, but he couldn't do anything in the international field that General Eisenhower

White House Press Debates Press Conference Renewal

By DORIS FLEESON

WASHINGTON A favorite subject for argument among Washington reporters these days is whether or not press conferences with President Eisenhower is better than a bedside manner press conference. A third alternative, the submission of written questions to which a written answer is returned, is being put forward by it is not a press conference nor a real substitute for one. DEMEANOR The heart of the Presidential press conference is what lawyers call the demeanor of the witness. The answers are important, but they do not stand by themselves. That is why the President's press conferences are always crowded. Few reporters must write stories about the subjects introduced there are satisfied to see only the cold type of a transcript of the end product of a TV camera. They want to see the President and hear him personally, both for their immediate impression and for purposes of comparison through the years. QUESTION Yet even if President Eisenhower decides to continue with his press conferences, the question will remain for reporters of their obligations to a President who has had a heart attack. They would again be able to see the President clearly and they could shape their own judgments about his appearance and demeanor. But they are asking themselves whether they would not inevitably put themselves under wraps. They cannot help but recall that the President, generally at his best in givand-take, has often flushed angrily at controversial questions, his pulse beating in his temples. No one wants to evoke that reaction under present circumstances. BEDSIDE MANNER The many members of the press corps answer that it would be bound to adopt a bedside manner which would vitiate the conference. The press of course is not going to make the decision about existing programs for expansion of the White House press conference. That is the province of the Eisenhower doctors and Press Secretary James C. Hagerty. Hagerty is now at a pinnacle of respect and popularity. He has shown the quality all the successful White House press secretaries had, which is respect for the news. He has recognized the President's illness as news of primary importance and he has put it out, often against the complaints of the politicians. That pressure will increase as the White House regency continues its efforts to re-nominate and re-elect Eisenhower. The rest of the Eisenhower staff will be sheltered from the blast but not the press secretary. REAL STATUE Hagerty went into the White House as an inheritance from Truman who answered the reporters' questions today is Sherman Adams, who is all but acting president. Adams runs the White House which would vitiate the conference. He would add immeasurably to his knowledge of the public business.



Actually the man in the White House who answers the reporters' questions today is Sherman Adams, who is all but acting president. Adams runs the White House which would vitiate the conference. He would add immeasurably to his knowledge of the public business. My advice is that the Negro race that can afford to look after their own, but I don't intend to try to feed someone else's being at my hand. The white man's sympathy in the South has turned to resentment. Since they aren't collecting money and more, set who people are afraid we would insult them now, if we offered them just eating. Who were this starved Negro mob nibbling, as aforementioned. NO DIFFERENCE I guess they were so busy trying to get in our swimming pools, those churches and beaches that one old man starving didn't make any difference. The leaders of NAACP in Charlotte should hang their heads in shame. The money they are spending trying to get a seat by in restaurants, hotels, and other people life, health and enjoyment while on earth. —E. ADAMS

People's Platform

VA Hospital Saved New Yorker's Life. The New York Times reported that a young man named W. J. ... I would like to have this printed in your newspaper. It is the only way that I know of to say thanks to those very fine doctors and nurses and aides at the VA Hospital in Fayetteville, N.C., for saving my life after the outside doctors had given me up to die. The first time I entered the VA Hospital was in 1950. SHORTAGE I had been in such a weak condition for many years and I had been in doctors in Alabama, South Carolina, North Carolina and also here in New York City, and none of them could do anything but keep me from dying. I was on my way to another hospital in Durham, N.C., when I developed a poison stomach. I could not even drink clear water. The doctor in the small town examined me, and said there was nothing that could be done for me. WORKED HARD My people rushed me to the VA Hospital in Fayetteville, N.C., and Dr. Hadden, chief of medicine, and Dr. Vitola, one of the finest doctors in the business, and Mrs. Hagen, RN, Mrs. Wilson, and Mrs. White, RN, Mrs. Johnson, RN, and many others, whose names I cannot think of, worked so hard to save my life. It is because of them I am alive today, and it is for that reason I want to say thanks to the very, very fine group of people of the VA Hospital in Fayetteville. The reason I want to say in your paper is because it is the only paper most everyone here reads. So if you will, I am begging you, please print this in your paper. —JOHN TULLER

Sympathy Of Whites Turns To Resentment. Editors, The News: I JUST read your paper where a Negro had started to death in restaurants and hotels. That should make the president of the NAACP hang his head in shame. R. L. Duffus — "The land and the people and the flag — the land a continent, the people of every race and color, a symbol of white humanity may aspire to when the wars are over and the barriers are down; to these each generation must be dedicated and consecrated area, to defend with life itself, if need be, but, above all, in friendliness, in hope, in courage, to live for." Curtis Bok — "We are so fearful of other people's morals; they so seldom have the courage of our own convictions." Simon Strunsky — "The thing life in the subway is called congestion is most esteemed in the night spots as intimacy."

Quote, Unquote

First Thing "The first thing I did when I became President was invite Herbert Hoover to the White House. He called and told him to consider it his second home and to drop around whenever he came to Washington." Mr. Truman obviously was hurt at the way the White House had snubbed him. He did not go abroad, then, and hasn't gone since. But with the obvious triumph of Bulganin and Khrushchev, the United States ought to go abroad, by sending traveling salesmen to rebuild our fences in various parts of the world.

Hoover-Truman World Tour Suggested

WASHINGTON U.S. ambassadors called from Southeast Asia that the tour of Russia's two perambulating bigwigs, Khrushchev and Bulganin, definitely built up good will for the Soviet Union. This reminds me of a suggestion I made to Harry Truman when he was President in 1952. among other things he visit the Vosges Mountains in northern France where he fought an artillery captain in World War I and that this would indirectly remind the French people and the people of Europe of the many contributions we had made to them. Direct Manner The simple direct manner in which Mr. Truman meets people would make a big hit in Europe. I suggest to Acheson, but I also urged him not to mention me to Truman. Mr. Truman, of course, didn't go. He was busy campaigning for St. Iveson in 1952 and doing a lot of other things. So, about a year later, after Mr. Truman was out of the White House and he and I had resumed diplomatic relations, I dropped round to see him and suggested that a trip abroad by him now would build up even more good will. He said he could travel as a private citizen, shaking hands with peasants and shopkeepers, teachers and factory workers, to show them how democratic a country we really have. Mr. Truman immediately replied: "Or Dean Acheson told me all about that idea of yours about a year ago." "But I told him not to tell you who suggested it." "Well he did anyway," continued Mr. Truman, "he went on to say that he would like tremendous odds to go abroad, but he couldn't do anything in the international field that General Eisenhower