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And Evening Chronicle

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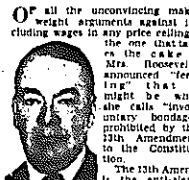
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FRIDAY, OCTOBER 31, 1941

Wages And "Bondage"

By Hugh S. Johnson



Of all the unconvinced majorities, the one that is the most obstinate is the one that is the most numerous.

Revolution In Publicity

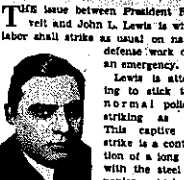
Edward L. Bernays, America's leading publicity expert, explains the metamorphosis of his profession: "it no longer pulls the wool over anybody's eyes." Condensed from The Saturday Review of Literature.

THE revolutionary nature of this profession is not limited to politics, national or international. Invention, discovery, education, diplomacy, even public relations—all have been rocked by revolution.

Publicity is the art of convincing the public. It is the art of making the public what it is, not what it thinks it is.

Striking As Usual

By Raymond Clapper



The issue between President Roosevelt and John L. Lewis is whether labor's right to strike is a national emergency.

Lewis is attempting to stick to his normal policy of striking as usual.

Picnic

Next City Council To Enjoy A Politician's Paradise

We think we'll run for the City Council in 1943. The administration which picks up the reins that year is going to be able to spend at a gallop while taxing only at a trot.

This represents a marvellously pleasing prospect of either a reduction or nearly a third in the City's tax rate or the substitution of a pay-as-you-go policy for some kind of bond issue.

Table with 2 columns: Fiscal Year, Total Debt Service. Rows for 1941-42, 1942-43, and 1943-44.

Councilman C. R. Ross, chairman of the finance committee, sincerely hopes that the latter alternative will be chosen, arguing that every \$1.00 of bonds issued costs the taxpayers \$1.50 before they are through retiring the obligation.

At any rate, the last of a series of term bonds will be paid off from sinking funds which, due to the oversight of administrators prior to that of Ben Douglas and Jim Marshall in 1935, had to be gathered together in a hurry.

Good American

His Policy: Nothing Is Too Good for the Soldiers

Today the good right hand of Mr. Thomas Cavalari, proprietor of the Rex Recreation Parlor on Tryon Street, should be steady on the beer tap again.

Last Sunday was a busy day at the Rex. About 11 o'clock the sandwiches began to arrive in boxes of them.

"I tell you," says the proprietor of the Rex, "Sunday was the time I feel good. You don't know how good I feel on Sunday's big food and beer for the soldiers. I have a generous generosity for Mr. Cavalari. He is mighty proud to be a citizen in the United States and in Charlotte."

Rain Check

Once Again the Showdown With John Lewis Is Put Off

"Once again . . . I have been able to render service at a time of great national interest in a manner that has secured the gracious approval of the President."

Thus purred John L. Lewis yesterday after a six-hour conference with Myron C. Taylor. With a great show of magnanimity, Mr. Lewis announced that he had changed his mind, that the coal miners could go back to work while the National Mediation Board undertook "further consideration" of the issues in the dispute.

Why did John Lewis change his mind? Why did the man who had defied the President of the United States twice and simply ignored him once when asked to re-open the mines—why did he suddenly decide to give in? Had his changing mood been effected by the mounting flood of public opinion against him? Did he fear that he couldn't keep the miners themselves in line?

Whatever changed John Lewis' mind, it wasn't patriotism. His record of selfish and anti-social behavior will admit no such charitable construction.

Mr. Taylor said John L. had displayed "a clear and co-operative attitude." With all that regard to Mr. Taylor, we say that if what John L. displayed was "a broad and co-operative attitude," we'd hate to see him act downright nasty.

What appears more likely is that the steel companies operating the mines finally agreed, in whole or in part, to the plan proposed by John L. That is, they will continue to operate the mines as they are, with no change in their policies.

As matters now stand, nothing will be decided permanently. If the Mediation Board recommends a closed union shop for the coal mines, the entire nation will be revolted at the idea of Lewis' having grabbed what he wanted at the risk of our national security.

Bright Spot

U. S. Plane Engine Output Exceeds That of Germany

One of the most encouraging bits of information that has come down the pike in a long while is the disclosure that three American firms produce more high-powered aviation engines than are being turned out in all of Germany's factories.

In short, as far as aviation engines for warplanes are concerned, we are out-producing Germany not next month, or next year, or in 1943, but now. By next summer, we are assured that plane engine production will double that of Germany's. By then, indeed, one American company—Pratt & Whitney—will be turning out engines faster than all of Naziiland.

Hitler put his head, in all Russia at a mere \$6,000 a date—but we wonder. They used to vote that many in Kansas City.

Millions of Salaries

It is all right even in Mrs. Wood to fix the prices of food and rent. The fixing of millions of salaries—and the millions of millions of other things—has to be left to the market.

Publicity With An All-Star Cast

The first publicity revolution had a star cast—David Graham Phillips, Lincoln Steffens, Ida Tarbell, Upton Sinclair, and Tom Lawson.

Putting Together Words That Won the War

Engineering of consent on a mass scale ushered in public relations No. 2 during the World War.

Envy on The Banana

A Japanese boy learning English is credited with the following thesis on the banana: "The banana is great fruit. It is constructed in the same architectural style as sausage."

Senator Soap Says:

An inventor of new tests that detect 100 per cent on all latex on horses. For faster action, motorists could make a book on Havre De Grace.

Hitler is being more on the point of crying 'peace' if on the level. It is now up to him to show since John L. Sullivan came out for temperance.

Business Becomes National Scapgoat

The public rebelled against its own private activities and economic insecurity, and found concrete and industry. In many cases the government was a direct cause of the economic slump.

Who's Bigger?

The question is not whether the government is bigger than the industry, but whether the industry is bigger than the government.

Today's Bible Thought

Tomorrow may never come. Do the essential things today; Behold now is the acceptable time, now is the day of salvation.—11 Corinthians 6:2.

Visitin' Around

Anywhere, It Couldn't A-Behave WPA Workers (Shielded from, David Rector). Murray Richardson reports that some 'thieves went to his cotton patch last week and picked around 300 pounds of his cotton and carried it off to a dealer. Later some of the rogues got going to think Hitler has crossed his Atlantic.

England Gave Up Striker for the Duration

England has had to get rid of the strike for the duration of the war. It was done by agreement between management and labor. Lewis is creating a situation which is going to make the same thing necessary here.

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